



[www.greaterchange.co.uk](http://www.greaterchange.co.uk)

## Organising your own Corporate Remote/Home Sleep Out

in support of reducing homelessness this Winter.

Together we can make a greater change.



## Organising your own Corporate Remote/Home Sleep Out

Raise vital funds for Greater Change to help support people experiencing homelessness by sleeping out at home for one night before the end of Winter (March 20<sup>th</sup>).

For obvious reasons we can't arrange a big fundraising sleepout this year. But for one night, we are encouraging you to give up the comfort of your bed and sleep out in your garden, shed, garage, kitchen, office, or somewhere different – in a safe and secure way.

### Why a Sleep Out?

The idea behind the sleep out is to gain just a small insight into what it is like to have no home or warm bed to return to at night. Sadly, not having a home is the reality for many people. Many will be spending 2021 alone on the streets, in cars, hostels, squats or other unsuitable accommodation. Greater Change supports people who, with funding, can make long-term positive changes in their lives. We provide support to anyone who is homeless or at immediate risk of becoming homeless. We are incredibly proud to say that 70% of the people that we help get into and sustain long term accommodation, despite the effects of COVID-19 and that nearly 40% have secured gainful employment.

**You can help change someone's life by giving up just one night of comfort.**

### Why now?

Winter is often a particularly difficult time for those experiencing homelessness. In addition, Covid 19 has made life so much more difficult for so many people, leaving many more people at risk of homelessness. Since the Covid pandemic we have seen demand for our service increase threefold and therefore urgently need the support of fundraising events.

Right now many employees are concerned for people deeply affected by the pandemic and want to help people. Additionally, employees can feel disconnected from work communities due to remote working. A group activity such as a sleepout, for a good cause, can really increase people's feeling of connectedness and community with colleagues.



### How to make it a fun event that builds community

**Shelter Building Competition:** Who can be the most creative and imaginative in building their shelter – maybe ask the CEO/MD to judge?

Create a virtual **Soup Kitchen** to encourage participants to make homemade soup, even make their own bread for some keen bakers.

**Online Quiz:** Host a virtual Quiz or virtual team games like Pictionary

Busking to add **Live Music:** Someone within the Company is probably a singer and/or part of a band. Ask them if they could play remotely.

**Auction or Raffle** – Host an online auction / raffle of donated items

Create a **Company Survival Pack:** Does the company have branded t-shirts, hoodies, thermal mugs, pens, umbrellas, that could be added with biscuits, sweets and a breakfast bar as a pack for each participant.

Set a **Taskmaster** style event that sets a bizarre, tricky and ingenious task for participants to film and then show the top 4 (3,2, or 1) towards the end of the evening, before lights out.

Invite a **Guest Speaker** to give an insight, maybe someone with lived experiences of homelessness and/or mental health. 70% of those struggling with homelessness have ongoing mental health related issues. Greater Change can provide a speaker if required.

Create a fun **Social Media** campaign with your own hashtag and reward the participant with highest engagement.

Reward for the **Top Fundraiser**, at the end of the night – this is all about raising vital funds to support our work. Offer a prize to the highest fundraiser, maybe a free breakfast or something equally suitable?



### Potential for lasting impact:

Acting now will create a greater opportunity to support change. Not only that but it will create a working event template that, should your company choose to, can then be duplicated later in the year, even year on year. Hopefully as restrictions are removed, a full Sleep Out in October, November or December 2021 would be possible. The initial sleepout would help win hearts and minds with the experience, evidence and proven impact. All of this could become a legacy project that can be passed from volunteer team/graduate project to the next volunteering team or graduate project with greater impact.

### Corporate purpose:

- Engagement
- Volunteering
- Fundraising
- Social Good
- Community
- Teamwork
- Local impact



### Volunteering roles, hosting your event could offer:

- |                               |   |
|-------------------------------|---|
| • Charity Ambassador:         | Main contact to Greater Change                |
| • Marketing & Communications: | Promotion of the event via internal comms     |
| • Fundraising Lead:           | Setting up Fundraising portal / campaign page |
| • Participant Registrant:     | Registration of participants                  |
| • Event Logistics:            | Lead on logistics and planning                |
| • Event Entertainment:        | Host of evening entertainment                 |

Greater Change can provide all the required support, guidance and expertise in every capacity needed to make the event a success or can have less involvement if internal organisation is preferred.



### Sleep Out at home kit list

Depending on Tier level restrictions, whether you're sleeping out in your garden, at a friend's house or with your colleagues in your business park – it's important to remember a few items when you're sleeping out.

Layer up with warm clothing – a hat, a hood, some gloves, a pair of thick socks and some thermals are recommended!

Be prepared for wet weather – we suggest bringing a waterproof jacket, a waterproof sleeping bag cover (tarpaulin will do!) and a large umbrella.

- Cardboard, scissors and sellotape for the den building part of the evening! Sleeping bag
- Pillow/blanket – it is down to you how comfortable you want to be!
- Roll mat/yoga mat/cardboard to sleep on
- Snacks and drinks for sustenance
- A torch
- Any medication required
- laptop, tablet or phone to capture and live stream

### What happens if the weather is bad?

The Greater Change Sleep Out is a challenge that will give you a very small insight into what it might be like to sleep rough, including cold temperatures and wet weather. If, however, the weather is too severe – such as torrential rain or snow – please do move inside!

### Can I drink alcohol?

While we hope you'll enjoy the event, the Greater Change Sleep Out is a challenge where you can take some time to reflect on what it might be like to lose your home and sleep on the streets. Other events tend to always have been dry for that reason (and because alcohol makes you more susceptible to hypothermia!). But it's your home, your rules!



### Greater Change Sleep Out at home is a virtual event – will I receive any resources for the night and to help me fundraise?

We've set up a guide to Greater Change Sleep Out at home – which includes everything you need to fundraise for your challenge between now and the event; an insight into how your sleep out will help prevent homelessness in your area; and more information about the actual night.

### What is the fundraising target?

Our typical fundraising target for Greater Change Sleep Out at home is £5,000 – This is based on 25 people raising £200. We can work with your company to raise or lower this target, depending on expected engagement, participant numbers etc.

By taking part in Greater Change Sleep Out at home, we are asking each person to raise £200 to help our cause. We will help you every step of the way to achieve that. We've provided lots of resources to help you achieve your target – including instructions on how to set up and make the most of your JustGiving fundraising page – and our team are always on hand to offer advice and support on the best way to fundraise.



### I don't have a garden – can I take part?

You don't necessarily need your own garden to participate! Take on the challenge of the Greater Change Sleep Out at home with friends or family members and use their garden (following Government guidance regarding social distancing). Alternatively, if you have a secure balcony you can sleep out on that – or as a last resort you can use your living room floor. And if you're a business, you and your team could sleep in the office or business premises / secure car park.



## Introduction to Greater Change

**Homelessness, a huge injustice in the UK:** Shelter calculates there are 280,000 people, who are currently homeless in the UK. Shockingly, people who are homeless on average die at just 44 years old. In addition, homelessness often has a devastating effect on mental health, often exacerbating or triggering mental health conditions. You are 10 times more likely to be suffering from depression if you are homeless.

**However, homelessness is preventable:** Other countries and cities illustrate this. For example, in Helsinki, there are no people who are rough sleeping and just one 50 bed hostel. With Greater Change, we have also seen that homelessness is preventable, with the help we give, over 70% of people leave homelessness behind for good.

**What within homelessness do we address?** Greater Change believes that to move on from homelessness people often need two types of support. Financial and non-financial. There are fantastic charities, with support workers providing non-financial support, but often a lack of financial support. This means that often people access support and learn to overcome or better manage non-financial issues they were facing e.g. substance use, mental health, physical health or reconnecting with family. However, due to a lack of financial support, people can be in a position where they are ready to move on but still trapped in homelessness. For example, someone who cannot get a job without a stable home but cannot save for a rent deposit without a job.

**How do we solve this?** We raise donations from local communities (residents and companies). When a local charity is working with someone who needs funds to avoid homelessness or move on from it, Greater Change provides the funding. eg. identification, visas, skills courses, rent arrears, deposits etc. It's a very simple model, but it is also unique, and it works.

"Greater Change isn't like any other charity; it's what you need, when you need it."

Mary, former client and current Greater Change employee



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someone's life by giving up  
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