



YMCA
WEST
LONDON

YMCA

SLEEP
EASY

Sleep rough
so others don't
have to!

Sleep out Information pack



YMCA

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to our Christian values, we create supportive and energising communities that are open to all, where young people can truly belong, contribute and thrive.

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION

Why Sleep Easy?

Sleep Easy is a national YMCA sponsored rough sleeping event. Spend one night sleeping with a cardboard box for shelter, like many young people are forced to do every night, and help your local YMCA raise funds to transform young lives.

Why is youth homelessness in London an issue?

80,000 young people sleep rough each year. The *Nations Apart* report reveals that half of all homeless people first become homeless aged under 21, with the majority going through the experience again and again because they don't get the help they need. They face a cycle of no home, no job that leaves them vulnerable to violence, substance abuse and problems with mental and physical health. Almost a million young people are not in education, employment or training.

Across London, each year 6,000 young people are training through the YMCA, 1,000 people volunteer on one of our projects and over 12,000 people are helped to find employment. Last year in London the YMCA helped 1,000 young offenders and those at risk of offending gain new skills and resettle into the community. YMCA in West London has been transforming the lives of young people since 1870.

Why do we need your help?

Although we receive public funding to cover the costs of giving a person a roof over their heads, in reality this is just the beginning. Our young people have the same dreams as everyone else but they need our help and practical support to achieve them, whether that's help with education, job searching and interview skills, employment skills or how to run weekly budget.

**“The YMCA is like an electricity transformer.
It takes negative power and turns it into positive.”**

(YMCA West London resident)

All of these vital activities help us to achieve our goal of **transforming young lives** but we rely on charitable grants and donations to fund them. Although part of the wider YMCA movement, we are a separate charity generating our own funding.

**YMCA West London makes a positive, practical difference to young lives.
YOUR SUPPORT WILL MAKE A DIFFERENCE.**

Bring these along on the night of your Sleep Easy event

Sleeping out is tough! We recommend you bring some things to help make the night a little more comfortable:



- Waterproofs (just in case...)
- Sleeping bag and pillow.
- Warm clothes: bring plenty of layers - if you are too warm you can always take some off.
- Thermal underwear if you have it.
- Hat, gloves and torch.
- An insulated sleeping mat or groundsheet.
- Some snacks to sustain you.
- Flask for a hot drink.
- A sense of humour.

If you are organising your own event:

- Keep a register of who is expected to sleep out.
- Provide a safe place to sleep out. It might be a church garden, school grounds, or a private outdoor space. It will need access to toilets.
- Organise some cardboard boxes with which to make a shelter for those not providing their own.
- Make sure there's access to drinking water, toilets and indoor shelter.
- You may like to ask anyone not sleeping out to contribute by cooking breakfast, or some hot food or soup in the evening.
- After the event, please ensure that all sponsorship money not raised on-line is collected and passed to YMCA West London.

Cheques should be made payable to "West London YMCA".

Please contact Marketing and Communications at YMCA West London to let us know about your event:

020 8832 1572 or communications@ymcawestlondon.org

YMCA West London can provide publicity and information booklets, or templates for you to create your own.

How to raise money to help YMCA West London break the cycle of youth homelessness

STEP 1: Get registered! Email communications@ymcawestlondon.org or phone 020 8832 1572.

STEP 2: Sponsorship. Consider setting up an online sponsorship page with Justgiving – it's free and easy, so see the next page for details of how to do it. Tell everyone you know – friends, colleagues, family – that you're sleeping out and raising money to help transform the lives of young people. Approach them directly, send an email, telephone them—use whatever means work for you. As well as the traditional sponsorship form, you can direct people to your Justgiving page, put something on your social networking site, add a footer to your e-mail – or even wear a badge with 'I'm sleeping out for YMCA West London', so that they really get the message.

STEP 3: Use the traditional sponsorship form in this booklet. Make sure you go everywhere with your sponsorship form so that you can sign up sponsors when the opportunity arises. And don't forget to ask people who pay UK income or capital gains taxes to Gift Aid their donation. This allows us to claim from the Government an extra 25p for every £1 that they sponsor you.

STEP 4: Remind all your sponsors that the Sleep Easy is coming up, so they know you'll soon be asking them to honour their pledge — you could even let them know the weather forecast for that night so that they realise the commitment you are making. Don't forget to shout about it once you've completed the Sleep Easy— you'll have done something amazing and so it's only right you tell everyone!

STEP 5: After the event, make sure you continue to go everywhere with your sponsorship form and an envelope to collect your sponsorship money.

You may be able to ask additional people for sponsorship; it doesn't matter that you have already slept out. Return the sponsorship forms and money collected to your event organiser.

Asking for sponsorship can feel a bit awkward and embarrassing. Don't be shy. Most people will be only too willing to help when they realise what you are doing.

Setting up an online sponsorship page

Justgiving.com is a really easy and fast way to collect sponsorship – you can set yourself a target, let all your friends, family and colleagues know about it, and watch as the donations flood in.

Justgiving.com makes it really simple to let people know about what you're doing – you can email your page to family and friends around the world or add the Justgiving application to your facebook page - all of which saves you the time and effort of trudging round collecting sponsorship. Why not add the link to your Justgiving.com page to your e-mail signature, so everyone you email will have the chance to sponsor you. Also, check out and use the latest JustGiving iPhone app.



Sounds great! So, how do I go about it?

Creating a fundraising page will only take five minutes.

Follow the Justgiving make a page link on our website, www.ymcawestlondon.org, to set up a page linked to the event very quickly.

You can add photos and information about the sleep out, and your own personal message about why you are doing it. It will help if you include some information about what the money raised will be used for. If you need any assistance with this, email communications@londonymca.org, and we will send you some suggested text.

Remember to update your page regularly so that everyone can see how your preparations are going.

Top Tips for maximizing Justgiving donations:

- Divide potential sponsors up into sub-groups and tailor an e-mail to each one. For example, you may want a different approach for work colleagues than you would use with your extended family.
- Not everyone who wants to sponsor you will be able to find the time to do it on the first occasion you ask. It really is worth sending a couple of further e-mails, to give everyone an opportunity to support you.





Name _____ Address: _____

Event venue _____ Event date: _____

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Don't forget to tick the gift aid box! It won't cost you a penny but for every £1 you donate HMRC will boost it by a further 25p. You are eligible for gift aid if you are a UK taxpayer, paying an amount of income tax or capital gains tax between 6 April and 5 April the following year, at least equal to the amount we will reclaim on your donation. Please tick the box if you would like YMCA to reclaim the tax on your donation below.

NB. We need your full name and home address including postcode to reclaim the tax. We will not add your personal details to our mailing list.

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NAME (Title, first name, surname)	HOME ADDRESS AND POSTCODE (needed for gift aid purposes only)	£ pledged	Date collected	Gift Aid <input type="checkbox"/>
Brought forward from previous page		£		
Total Raised / carried forward to next page		£		
Returned to YMCA West London Charity number 105853	Signature	Date		

Please return to: Marketing & Communications 25, St. Mary's Road, W5 5RE by 31 March 2016

E: communications@ymcawestlondon.org T:020 8832 1572

YMCAWestLondon.org



Harrow School raised £7,388 for YMCA West London's work with vulnerable young people.

As well as the satisfaction of fundraising, the boys said, *"This experience was an incredibly meaningful enterprise."*

They had a taste of how it feels to be young and homeless.

"One of the main things that we all realised was how the homeless person has very little choice at all in their life. Although our experience certainly felt difficult, the homeless person that needs help will have to go through this day in day out with no hope of this cycle ending. This is what YMCA West London desires to achieve. It works to take young people out of this unending spiral and put them on a path to recovery."



YMCAWestLondon.org
Charity no: 1058593