



#YMCA SleepEasy

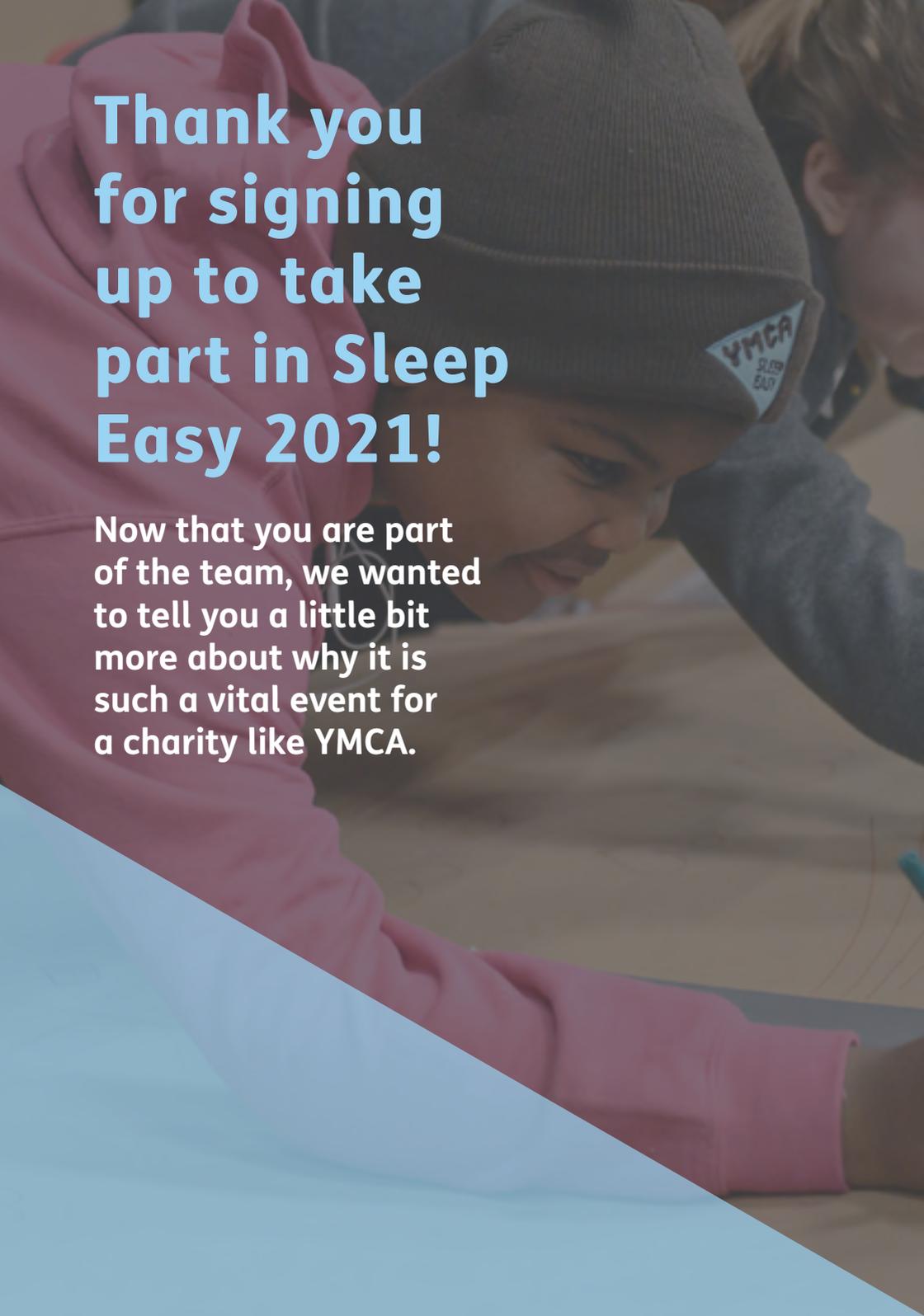
YMCA

**SLEEP
EASY**

Participant's Pack

**YMCA
BRUNEL GROUP**

BATH / BRISTOL / WILTSHIRE
MENDIP / SOUTH SOMERSET



Thank you for signing up to take part in Sleep Easy 2021!

Now that you are part
of the team, we wanted
to tell you a little bit
more about why it is
such a vital event for
a charity like YMCA.



A staple part of our fundraising since 2010, Sleep Easy has seen more than **7,000** people sleep rough to raise **£1.5M+** for local YMCA services that help young people rebuild their lives.

YMCAs are asking supporters to **sleep rough, so others don't have to**, by taking part in special Sleep Easy events all over England and Wales.

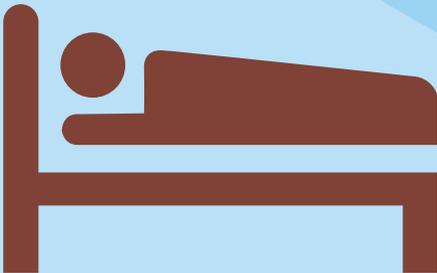
In ordinary times, this would have involved groups and individuals meeting in person, building cardboard shelters, sharing the evening outside and together experiencing the harsh realities of life on the streets.

The challenges of running an event like this during the current pandemic are many, however, they do not compare to the difficulties that young homeless people are battling every single day.

About YMCA and Sleep Easy 2021

We believe every young person should have a safe place to stay. YMCA is the largest voluntary provider of supported housing for young people in England and Wales.

With **8,800 beds** our holistic support connects more than **20,000 young people** each year with case workers and provides access to life skills, healthy living activities and budgeting sessions designed to help them to live independently.



288,470

people in England were declared homeless or threatened with homelessness in 2019/20. More than 60,000 were aged 16–24.¹

26,943

people in Wales were declared homeless or threatened with homelessness in 2018/19, with at least 6,600 aged 16–24.²

This equates to

185

**16- to -24-year-olds
declared as homeless or threatened
with homelessness, every day
across England and Wales.**

¹ UK Government, *Detailed local authority level tables: April 2019 to March 2020*, England, 1 October 2020

² StatsWales, *Households for which assistance has been provided by outcome, age and gender*, 25 July 2019

Location

Due to COVID-19 restrictions and for the safety of our participants and staff, we will be hosting Sleep Easy 2021 virtually.

We are asking you to spend one night sleeping somewhere other than your bed, such as your garden, lounge, hallway or other safe space.

We look forward to seeing you on what we hope will be a fantastic evening.

THANK YOU

on behalf of all the young and vulnerable people you will be helping us support by participating in this event.



When will the virtual event start and end?

YMCA's Sleep Easy is taking place on Friday 26 March from 7pm to 7am Saturday 27 March.

You can choose to sleep wherever you wish as long as it is safe to do so and all the **Government guidelines** for social distancing are followed.

What's new this year?

While we can't all be together this year, we can still be connected. Please join us from 7pm–9pm for Sleep Easy LIVE. Streaming on **Facebook**, YMCA England & Wales will be broadcasting music, interviews, and videos. Please feel free to engage with us either via the chat or on Twitter, and be sure to tag **#YMCASleepEasy** in all your photos!



JOIN US LIVE!
@YMCAEnglandandWales

What should I need for the night?

Depending on where you are sleeping, you may wish to consider preparing in advance and have some of the following items ready to help you during the night.

A sleeping bag/blankets/pillow

Warm clothes/hat/gloves
You can always take layers off, but it can be very cold during the night.

A torch (check your batteries)

Roll mat/pillow (optional but gives some comfort)

Flask/water/snacks



Social Media

Status updates and tweets are the bread and butter of social media and an easy way of telling your network what you're up to.

As a fundraiser you should be posting an update fairly regularly, and it should **always** have your JustGiving page attached to it. Maybe you've had a big donation or seen a news article on something that relates to homelessness or youth homelessness – it could be anything.

Tell people, they want to know!

Update. Be rigorous and organised about it. Three times a week is acceptable. After all, you're doing something brilliant for a worthy cause.

Your creativity is amazing but to help you get started, we have provided a number of images and some example social media posts you can use on your pages.



Download our
Sleep Easy resources

Don't forget to say thanks!

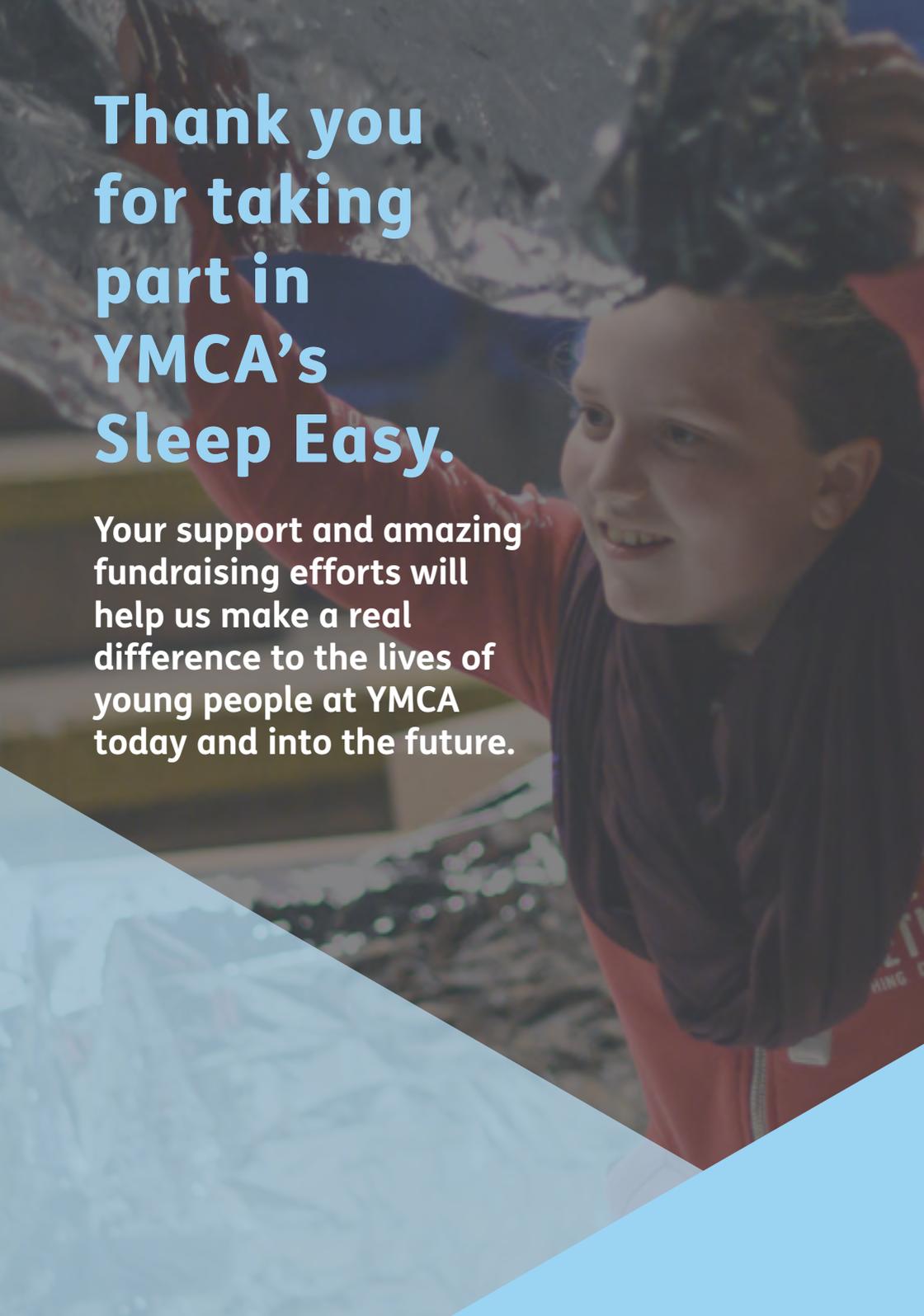
Post a 'thank you' note on someone's profile when they sponsor you. It acts as a thanks and a reminder to others in the newsfeed that you are fundraising, and they could contribute.

When Sleep Easy 2021 is over, don't forget to thank people collectively and individually. Let them know, in as much detail as you can, how much of a difference they have made together in supporting you and YMCA.

It is a wonderful thing, and you can use social media to celebrate that with those who have supported you.

Include the hashtag **#YMCASleepEasy** on all your posts! Posts with images, videos or a link are more likely to get engagement.

Be sure all your photos are clear and focused, and include smiling people in them, if appropriate.



Thank you for taking part in YMCA's Sleep Easy.

Your support and amazing fundraising efforts will help us make a real difference to the lives of young people at YMCA today and into the future.



Once the event is over, we will all be able to return to the comfort, warmth and security of home; however, for some people, the reality of sleeping rough is a daily challenge.

In the weeks and months that follow Sleep Easy, hundreds of people, young and old, will have no choice but to sleep rough or bed down in unsafe or temporary accommodation.

Can you continue to help people throughout 2021?

The following page lists some important details and essential phone numbers that everyone should know to help those who are struggling with accommodation or sleeping rough this year.

What to do if you see someone sleeping rough

We recommend you contact **StreetLink** – the rough sleeper referral service for England and Wales.

You can either call **0300 500 0914**, visit **streetlink.org.uk** or download the app from the Apple or Google Play store.

StreetLink staff will then be able to connect rough sleepers with local street outreach teams or other support groups in the local area.

The service accepts calls from the public and self-referrals from current rough sleepers.



If you are immediately concerned about the health of a rough sleeper, dial 999 for the emergency services.

What to do if someone you know is worried about becoming homeless

A number of different organisations can provide support and guidance if someone is in a housing crisis. Options include:

- ▶ **Your local council's housing department**
Find contact details for your local council at: [gov.uk/find-local-council](https://www.gov.uk/find-local-council)
- ▶ **Shelter Line**
Homelessness charity Shelter offers a freephone national housing advice line on: **0808 800 44 44**
- ▶ **Citizens Advice**
Offers practical, impartial information online and at a local level.
- ▶ **Samaritans**
Available to listen to you 24/7 on: **08457 909 090**
- ▶ Alternatively, you can continue to support your local **YMCA** by volunteering or setting up a regular or one-off donation.

 **Find your local YMCA:**
ymca.org.uk

Thank you once again from everyone at

Got a question?



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

SUPPORT & ADVICE

ACCOMMODATION

FAMILY WORK

HEALTH & WELLBEING

TRAINING & EDUCATION