



Your  
**sleep out**  
pack





# Welcome to your pack!

**Thank you for organising a sponsored sleep out.**

By putting yourself in the shoes of a homeless person and spending the night in a cardboard shelter, you will get a sense of what it's like for those who have no choice but to sleep rough every day of the week.

Homelessness can happen to anyone, at any time, and for a variety of reasons. It is a frightening and soul-destroying experience.

At Porchlight, we believe everyone has a right to a safe and stable home. Each year, we support around 7,000 adults, young people and children – some are homeless, others are struggling to cope with the pressures in their lives and need our support to keep on track.

This pack should give you all the tips, guidance and advice you need to organise a successful and meaningful experience for you and your participants. It should also be fun! Remember we're here to help in the run-up to your sleep out and on the day itself.

Don't hesitate to get in touch with any questions. Thanks again for choosing to support Porchlight.

**Good luck with your sleep out!**

## Get in touch

Fundraising team  
Porchlight, 2nd Floor Watling Chambers,  
18-19 Watling Street, Canterbury, Kent CT1 2UA  
01227 813199 | [getinvolved@porchlight.org.uk](mailto:getinvolved@porchlight.org.uk) | [porchlight.org.uk](http://porchlight.org.uk)





# This is how your sleep out could change lives:

**£250**

could provide 10 basic welcome packs of food, toiletries and cleaning products for people moving into our hostels

**£500**

could cover a rent deposit for someone moving on from Porchlight accommodation into their own flat

**£1,000**

could prevent five people from becoming homeless by supporting them in their own home for a month, helping them to sustain their tenancy

## Geoff's story

Geoff is one of Porchlight's helpline operators. He also has personal experience of homelessness.

Several years ago, unexpected redundancy from his security job led to Geoff sleeping on the streets. Things got so bad he was forced to forage for food.

"I slept in a car, on the beach and even in public toilets," he recalls. "I was cold, alone and hungry. It was a horrible time."

We helped Geoff move into one of our hostels. "Being there allowed me to get back on my feet and take charge of my life."

While Geoff was being supported by Porchlight, he realised that helping people who are homeless was something he wanted to do.

We helped him find a job and somewhere of his own to live.

But the desire to help others never left him, and soon Geoff was back with Porchlight – this time as a member of staff.

"I've gone from calling up in need of help to being on the other end of the line supporting people."

If you or someone you know needs support, you can call our free helpline any time on **0800 567 7699**.



## Ten steps to a successful sleep out



**1**

Choose a date for your event

**2**

Choose a venue (see our tips on the next page)

**3**

Decide who can take part and maximum numbers

**4**

Keep it safe and legal!

**5**

Register your participants

(if children are taking part, make sure you obtain their parent or guardian's consent)

**6**

Give all your participants a sponsorship form and set up a fundraising page

**7**

Get your kit together

**8**

Shout about your event

**9**

Sleep out and have fun!

**10**

Send us your photos and tell us how much money you raised





## Health and safety\*

- 🏠 Carry out a full risk assessment and make sure you have emergency procedures in place.
- 🏠 Ask a qualified first-aider to be present throughout the event.
- 🏠 Ask volunteer stewards to help with registration, provide hot drinks and snacks, or take it in turns to stay awake on a rota basis
- 🏠 It's a good idea to have a central register of everyone taking part including an emergency name and contact number for each participant
- 🏠 Take all your belongings with you in the morning and dispose of any rubbish

\* It is the organiser's responsibility to ensure the event and everyone taking part is covered by the appropriate insurance. Porchlight does not accept liability for any injury, loss or damage during the event or matters arising from it.

## Venue

- 🏠 Will you hold the sleep out on your own premises or in a public place? If it's a public place you will need to get relevant permission.
- 🏠 Consider letting the police and your local council know what you are planning.
- 🏠 Choose somewhere with access to toilet facilities, and if possible, a safe and dry space in case of bad weather.
- 🏠 If you would like to have tea, coffee or snacks in the morning you may need a venue with kitchen facilities.

## Kit

- 🏠 Start collecting your cardboard in good time. You can approach bike shops and stores that sell large appliances like fridges and washing machines. Alternatively, you can ask your participants to bring their own boxes.
- 🏠 Consider getting plastic sheeting or tarpaulin to cover the ground.
- 🏠 Each person taking part will need to bring their own sleeping bag, blankets, jumpers, hats and mats.
- 🏠 Remember that even during the summer the temperature can drop significantly at night!



# We love these stories of successful sleep outs ...

## Tonbridge School

This annual event for the school's first year pupils raises up to £16,000 each year.

Talks by staff and service users on the night, as well as the experience of sleeping in a cardboard box, give the young people a real insight into what it's like to be homeless.



## MHS Homes

This local housing association held a sleep out for their employees and raised over £10,000 for Porchlight.

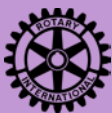
It was a great team-building experience and the funds they raised will change many lives.

The team are planning to hold another sleep out soon!

## Rotary Sunrise sleep out

The Rotary Club of Canterbury Sunrise holds a regular sleep out for local business people and influencers, raising over £70,000 to date.





The event brings people in the local community together and raises funds as well as significant awareness of Porchlight and our work.



# SLEEP OUT

for Porchlight 

## Publicity

-  We can help you to put together a press release to help raise awareness of your event.
-  We can also visit your workplace or group before the sleep out or on the evening itself to give a talk about homelessness.
-  Please take lots of photos, they will help us to publicise your support and inspire others to organise a sleep out.
-  Consider inviting your local MP or newspaper to raise awareness of your support and the issue of homelessness in your area.





# Make the most of your JustGiving page

## Set up your own fundraising page today

- 🏠 Go to [www.justgiving.com/porchlight](http://www.justgiving.com/porchlight) and click “Fundraise for us”
- 🏠 Create and personalise your page
- 🏠 Email the link to your family, friends and colleagues and share it on your social media channels
- 🏠 Start fundraising!

**JustGiving™**

Setting up an online fundraising page is the easiest way to collect donations and sponsorship and saves you the effort of chasing people for cash after the event.

Setting up your page is easy and free! You can show your supporters what you're getting up to with photos, progress reports and a thermometer to measure how near your target you are.

The proceeds will be sent directly to Porchlight and if your sponsors are tax payers, Gift Aid will also be automatically collected, adding 25p to every £1 donated.

## Top tips

- 🏠 Ask close friends and family members to sponsor you first – other people will be encouraged to match their generosity!
- 🏠 Set yourself a target to motivate yourself and encourage your supporters
- 🏠 Capture people's interest by telling them your story and why you're choosing to support Porchlight
- 🏠 Send a follow up email and re-share the link a couple of weeks later (and after pay day!) to remind people to sponsor you
- 🏠 Ask your employer if you can include the link in your email signature at work and find out if your employer has a matched funding scheme



**For more information about  
anything in this pack, please get in touch:**

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