

Porchlight 



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. We support people who are homeless, as well as those who 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, 15 New Town Street, Canterbury, CT1 1BX  
01227 760078 | [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:

**£300**

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

**£800**

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

**£1,250**

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

## Mossy's story



I became homeless after experiencing trauma in my teens. Both my parents died before I was 17 – my life spiralled out of control and I ended up living on the streets.

It wasn't long before I hit rock bottom. I couldn't trust anyone. I lived in fear but felt I didn't deserve any better.

So when I first came across Porchlight, I felt so worthless that I wasn't ready to accept help or leave the streets behind.

Even when I did move into one of Porchlight's hostels, I didn't have the strength to see things through – and ended up leaving.

I had so many different issues to overcome that it took me a long time to develop the self-belief I needed to break the cycle of homelessness. Housing is important, but tackling homelessness is about far more than putting a roof over someone's head.

It's about gaining someone's trust and making them feel human again. It's about helping people receive the right support to improve their mental health. And it's about never giving up on someone, no matter how long it takes.

Porchlight never once stopped believing in me. They always saw the person I was, not who I'd been, and that gave me confidence. Now I work in one of Porchlight's hostels, helping people who are going through what I went through and showing them that life can get better.

The money your sleep out raises could set someone like me on a path that changes their life. Thank you.

## 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

Set up an online 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 around £25,000 each year.

Talks by staff and clients 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.







## Folkestone Channel Rotary sleep out

In 2022 Folkestone Channel Rotary held a sleep out, raising over £12,000 for Porchlight. The event brings people in the local community together and raises funds as well as significant awareness of Porchlight and our work.



 **SLEEP OUT**  
Channel Rotary with 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.



## MHS Homes

The employees at this local housing association typically raise around £10,000 for Porchlight at their sleep out events.

It's a great team-building experience and the funds they raise help change many lives.



# Make the most of your JustGiving page

## Set up your own fundraising page today

- 🏠 Go to [justgiving.com/campaign/porchlightbigsleepout](https://justgiving.com/campaign/porchlightbigsleepout) and click “Start Fundraising”
- 🏠 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.

**Porchlight** 



Thank  
You!

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

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