



YMCA

**SLEEP
EASY**

**Get sponsored
to sleep rough so
others don't have to**

**YMCA North Tyneside
Sleep Easy 2019
Friday the 18th of October**





Thank you for signing up to take part in Sleep Easy 2019!

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.

Did you know?

- It was estimated in 2013/14 that 64,000 young people were in touch with homelessness services in England, more than four times the number accepted as statutorily homeless.
- Current Jobseekers' Allowance rates for under 25s are £57.90 per week, as compared with £73.10 for those aged 25 and over. Young people's weekly allowance is therefore significantly less than that for adults aged 25 and over.

Recent welfare reforms have had a significant impact on young people's housing and shared accommodation is becoming the most or only affordable option.

There is an ever growing demand for a safe, warm and nurturing environment for young people to have the opportunity to develop; but thanks to fundraising events like this we have been able to increase our bed spaces by 40% over the last 12 months.

Over the last
12 months

We have

increased

+40%



Fundraising

As we are trying to raise as much money as possible for our Supported Accommodation projects, we are encouraging you all to get your friends and family to sponsor you for taking part in Sleep Easy! We've set a target of **£15,000** – But let's see if we can raise more!

- First things first, head over to our website at ymcanorthtyneside.org/sleep-easy/ to sign up and pay your £10 entry fee. Then visit the JustGiving website and sign you or your team up to the event **'YMCA North Tyneside Sleep Easy 2019.'**
- Tell everyone and invite them to sign up too! If they can't, ask them to sponsor you!
- Raise money sending emails, through social media or paper sponsorship forms.
- Send everyone our JustGiving campaign link: **tiny.cc/Sleepeasy2019**
- There is no amount too big or small, every penny counts.

An example email message to sponsors might be:

"Hi... You might or might not have heard but I'm homeless... For a night! Just me, a sleeping bag and a cardboard box! On Friday 18th October I'll be sleeping out in North Shields to raise awareness of homelessness in North Tyneside and money for YMCA North Tyneside.

All the money raised goes directly to YMCA North Tyneside Supported Accommodation projects. This enables us to provide a bed, vital 1:1 support and a range of positive programmes that for vulnerable young to help them enter education, gain employment, live independently and become contributing members of society.

Please sponsor me to help me get through the cold (and potentially wet) night..... (Insert the link to your JustGiving Page)

Thank you in advance for any support you can give – I really appreciate it. (Your Name)"



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 very worthy cause.

Don't forget to say thanks

Say thanks. A lot.

Wall-post a 'thank you' note when someone sponsors 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 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.

What's included in your registration fee?

Hot drinks will be provided free of charge by **YMCA Café** throughout the event. Please feel free to bring along a flask to top up if you wish.

We will also include some hot food on the evening. Please let us know in advance of any dietary requirements you may have. We will do our very best to accommodate your needs. Should you wish to bring your own food, we would suggest something that will keep you warm e.g. a flask of soup. There won't be anywhere to heat the food on the night so preparation is key!

Breakfast of bacon or sausage sandwiches (with a vegetarian option available) will be served the following morning at approximately 6am, along with hot drinks. This is also included in the price of your ticket.

We will provide you with a cardboard box for basic shelter – please ensure you check out the suggested **'kit list'** below for an idea of what to bring with you on the night. We are also hosting a cardboard box decorating competition – Be as creative as you like! Fairy lights are encouraged!
There will be prizes!

Suggested Kit List

First things first, come prepared!

Whilst we want to create a realistic experience to raise awareness of homelessness for young people in North Tyneside, we want all our participants to stay reasonably warm and comfortable!

- Sleeping Bag and blankets!
- Consider bringing an old piece of carpet/plastic sheet/tarpaulin to put under and under your sleeping bag to help prevent damp in the unfortunate event of rain.
- Camping or yoga mats for extra comfort inside your box
- LAYER UP!! It's really important to wear lots of layers, hoodies, warm boots, thick socks, hats, scarves, gloves etc.
- Extra money for food and drink if necessary.
- Anything you like to decorate your cardboard box for the competition!
- Don't forget any medication or other essentials – Teddy bears are welcome!



PLEASE NOTE:
NO alcohol
is allowed on site.



Bring Your Own Box!

This year we are asking that you 'Bring Your Own Box!' Your box will be your shelter from the elements for the night so it is important that you consider this when constructing it.

We highly recommend you incorporate some plastic sheeting to protect from potential damp and wind. A couple of reasonable quality bin liners or some ground sheeting/tarpaulin would be excellent for this.

As much as the practicality of your box is essential, we would also love to see you get creative with it! We have had some fantastic creations over the years and now it's your turn to get your creative head on!



There will be a prize for the best box!

Be as bold and brave as you like with decorating, colour, fairy lights... the possibilities are endless.

YMCA
SLEEP EASY



Got a question?



Eliza Lawson – YMCA North Tyneside Project Support
0191 257 5434 / eliza.lawson@ymcanorthtyneside.org

About YMCA North Tyneside & Sleep Easy 2019

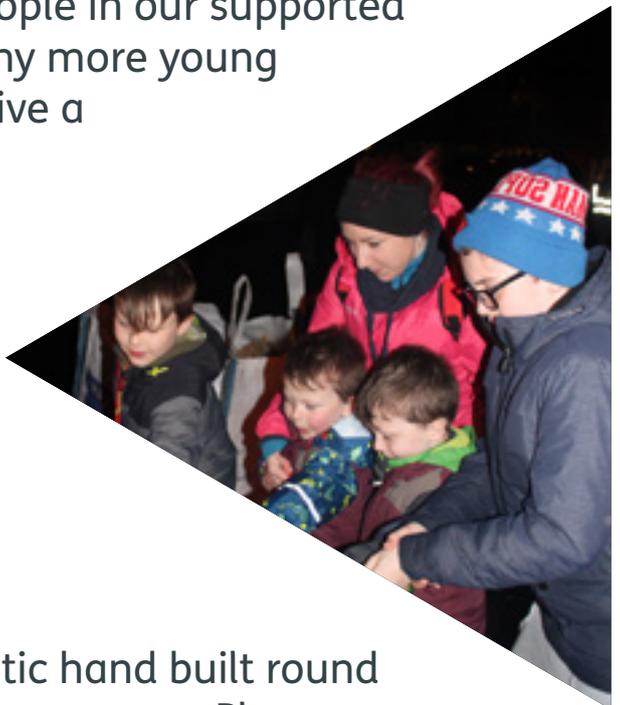
YMCA North Tyneside is a charity that has been dedicated to strengthening people in our local community since 1879. YMCA enables people to develop their potential in mind, body and spirit. Inspired by, and faithful to our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

One of our many projects is our YMCA Supported Accommodation in Sir James Knott House and our Community House. At YMCA North Tyneside we currently house 38 young people in our supported accommodation. We aspire to house many more young people and ensure they can continue to live a fulfilling life.

Location

This year we are delighted to announce that we are holding our Sleep Easy event at the amazing St Cuthberts Church on Albion Rd in North Shields.

The venue comes complete with a fantastic hand built round house and also a fire pit which should keep us warm. Please come prepared to sleep on ground that may be damp – we would highly recommend a waterproof Bivvy Bag, some old carpet & some tarpaulin.



Venue Address:

St Cuthberts
Church, Albion Rd
W, North Shields
NE29 0JB

REAL PEOPLE: Alex's Story

We not only provide a safe, warm and welcoming place for our young people to live, they are also encouraged to develop vital life skills while gaining qualifications or being supported into employment.

When Alex came to us, all he had was a small bag of clothes and had been living street homeless.

While reflecting on his time here Alex explained;

“I had no options whatsoever. I was sofa surfing on me mate’s settees. Different place every night for a few weeks, and then on the streets. I’d just go down on the quayside and just walk about, potter about. About 11 o’clock at night until about 7 or 8 o’clock in the morn-ing. It’s frustrating and stressful coz you’ve gotta sit and think - where am I gonna stay tonight? It’s hard, and scary... I had a carrier bag full of clothes and that’s all I had.”

“They’re actually really good flats. You’ve got a big telly on the wall, you’ve got your own kitchen, bathroom, bedroom, living room. YMCA have helped me get interview clothes and work clothes... They helped us with me CV and covering letter. They helped us get to me interview, coz I got a lift. They helped us a canny bit actually.”

“At the moment I’m in full time employment, building bespoke playgrounds for schools and stuff like that. As much as I like it I here I want me own flat, I want me own family, and I just want a stable life.”



Watch Alex's Story here: <http://bit.ly/AlexYMCA>

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

I also want to THANK YOU on behalf of all the young and vulnerable people you will be helping us support by participating in this event.

Continue your support

#YMCA Sleep Easy



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 2019?

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 & 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 & 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 here: www.gov.uk/find-local-council



North Tyneside Council Housing Dept.

Telephone: 0345 2000 102 SMS Text Message: 07797 805 381

- **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 909090**.

Alternatively, you can continue to support your local YMCA by volunteering or setting up a regular or one-off donation.

Thank you once again from everyone at YMCA.



YMCA North Tyneside would like to thank the following sponsors for their support:

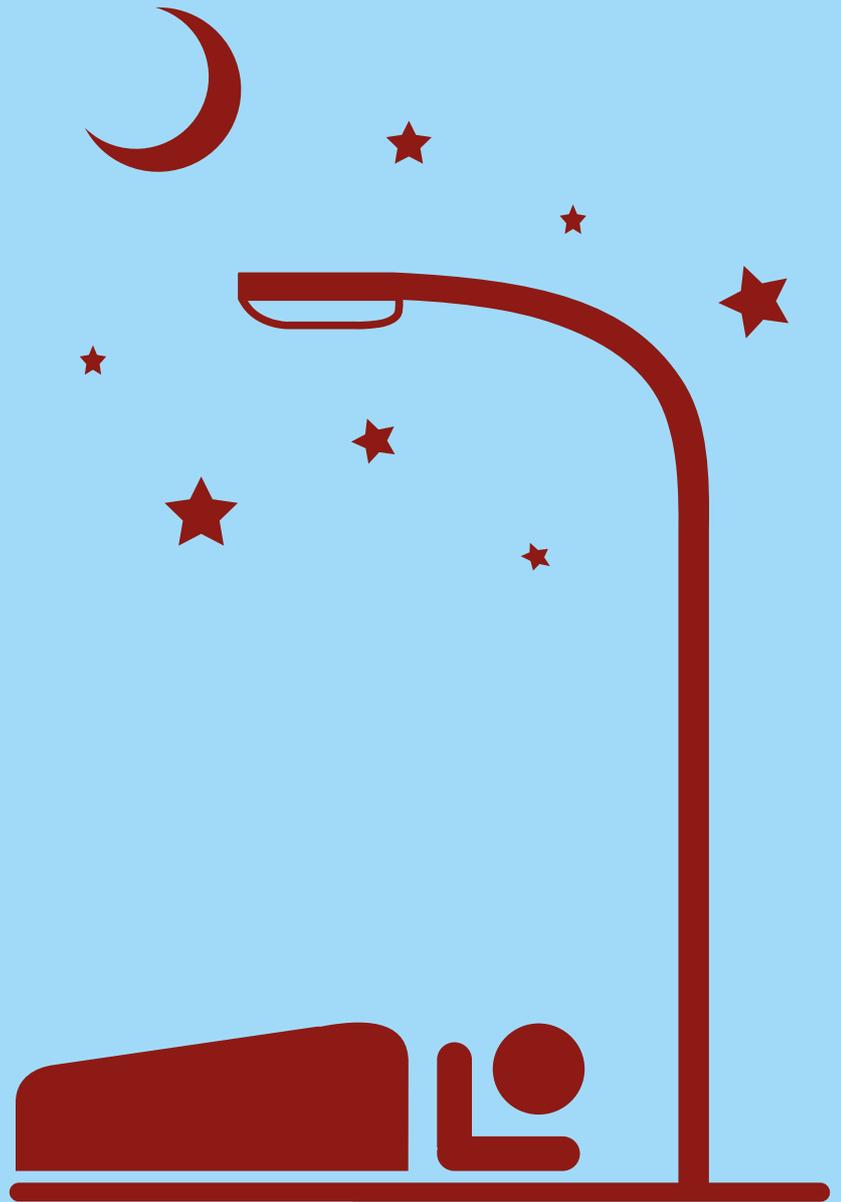


Contact us

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North Shields
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E enquiries@ymcanorthtyneside.org



YMCA North Tyneside is a company limited by guarantee registered in England No. 02703063. Registered charity no. 1011495. Registered social housing provider no. 4793. Ofsted Registration. EY555165. Our registered offices are: Church Way, North Shields, Tyne & Wear, NE29 0AB.

www.ymcanorthtyneside.org

 /YMCA North Tyneside

 YMCANTyneside



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