



# Sleep Easy 2024

Event pack – Friday 8 March

Sleep rough so others don't have to  
One night can make a lifetime of difference



Here for young people  
Here for communities  
Here for you

YMCA Essex

Dear Supporter,

Thank you for choosing to give up your bed for one night, brave the cold and sleep in a cardboard box to help raise awareness and funding for YMCA Essex.

This will be a challenging and eye-opening experience, through which you will be making a real difference in the lives of disadvantaged young people, as well as an evening of fun and activities.

All money raised from this event will go towards the work of YMCA Essex and the supported accommodation we provide, and the young people every night who might otherwise might not have anywhere else to go. There is no minimum amount to raise, but every penny will help.

In this pack you will find all the information you need. If you have any questions about Sleep Easy or would like further information about the work of YMCA Essex, please do not hesitate to contact us.

Kind regards

Andy Drake, CEO

YMCA Essex

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# YMCA ESSEX

CHELMSFORD / COLCHESTER



**Event: Sleep Easy 2024**

**Date: Friday 8 March 2024**

**Time: 7pm to 7am**

**Venue: Guy Harlings Gardens,  
Chelmsford Cathedral  
/remotely from home**

## About the event

Individuals, families, groups, clubs and local businesses are warmly invited to take part in this truly unique charity event - one-night rough sleeping experience, where you set up to sleep for the night with just a sleeping bag and a cardboard box shelter.

You can take part either as part of our sponsored sleep-out event at Chelmsford Cathedral's private gardens, or remotely from home - anywhere but your own bed! - either by yourself or joining with friends, family or colleagues.

By participating, you will be supporting our work at [YMCA Essex](https://www.ymcaessex.org.uk) with some of the area's most vulnerable people, helping them to realise their potential and supporting them on their journey from homelessness to independence.

**The Sleep Easy** offers a fantastic challenge to individuals and companies to set themselves a fundraising target, build the best cardboard shelters and 'survive' until morning. For local businesses and organisations, it's also the perfect opportunity for team-building, informal networking and the chance to demonstrate an organisation's community spirit/involvement.

You will experience the discomfort of trying to sleep on cardboard boxes under the stars but while Sleep Easy is a fundraising event designed to provide a glimpse into the challenges faced by those who are homeless, it does not attempt to replicate the danger, hunger and isolation of homelessness in anyway, so there will be refreshments and activities during the evening.

**Join in, have fun and make a difference**

<https://www.ymcaessex.org.uk/get-involved/sleep-easy>



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

# About Youth Homelessness

Homelessness means not having a home. A home is a place that provides security, privacy, and links to a community and support network. It needs to be decent and affordable. Under the law, even if someone has a roof over their head they can still be homeless. This is because they may not have any right to stay where they live or their home may be unsuitable to live in. Research carried out among young homeless people found that the most common definition of homelessness they gave was not having a permanent home. Another study found only a few young homeless people equated homelessness with sleeping on the streets or rooflessness.

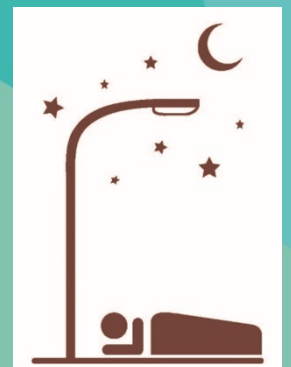


## HOW WILL YOU BE MAKING A DIFFERENCE?

YMCA Essex prevents homelessness directly by providing roofs over people's heads at our Colchester site, and hopefully one day in Chelmsford. However, our primary strategy is to equip those residents with the skills and confidence they need to 'move on' to independent living and a positive long-term future.

**By supporting us you are helping us to keep people safe from homelessness locally, not only in the short-term but hopefully for the rest of their lives.**

There are an estimated 2,300 young runaways in Essex. Young homeless people are considerably more vulnerable than the overall homeless population. Up to half of single homeless young people have been in care, 40% have experienced abuse at home and 33% self-harm.



*Thank you for being the people who helped us realise that not everyone is awful. Thank you for making us feel safe and wanted when it felt as though life was always going to be scary. Thanks for giving us comfort, even when sometimes we thought we didn't need it. Thanks for supporting the people we used to be, the people we are now, and the people we want to be. Thanks for teaching us the lessons we never learnt as kids. Thanks for always being patient when we sometimes can't even be patient with ourselves. We don't come from the best places but having you as role models we are going to the best futures. I wish I could give you more and make up for everyone who may take you for granted. You are loved so much by us. You are all incredible and deserve incredible things."*

- 'TH', service user/resident at YMCA Essex: Colchester

## INFORMATION FOR PARTICIPANTS

On the night..



**YACCA**  
**SLEEP  
EASY**

The event begins at 7pm in Chelmsford Cathedral's Guy Harlings Gardens, Waterloo Lane, Chelmsford CM1 – arrive via the car park however no parking is available there, please use the many pay and display nearby. f

Once you have arrived you will be asked to sign in. If you have recorded all or some of your sponsorship pledges using paper forms please bring these with you donations raised.

### Itinerary Friday 8<sup>th</sup> March 2024

7.00pm	Arrival & registration via Guy Harlings carpark, off Waterloo Lane CM1
7.30pm	Build your shelter
8.30pm	Supper is served
9.00pm	Speeches and entertainment
6.15am	Breakfast & clear up
7.00am	Ends



### What to bring?

You will need to start collecting large cardboard boxes! Try the recycling at your local shops or supermarkets.

You may want to plan or build your shelter in advance or at least bring plenty of large flat boxes on the night to experiment with. Also remember to bring your own roll of strong tape and bin bags or plastic sheets to waterproof it.

Bring enough cardboard and blankets to sleep on, so you aren't in contact directly with the floor as it can get quite cold.

Please be aware that you will be responsible for removing and disposing of your shelter at the end of the event.

If you'd like to enter the competition for Best Decorated Shelter, you can decorate it in advance or on the night.

It can be as simple or extravagant as you like!

Here are some ideas of what you could gather at home and use/bring to build your shelter.

- Lots of cardboard
- Pens/markers
- String/tape
- Scissors
- Fairy lights (not electric)
- Tinsel
- YMCA Essex's logo
- Balloons
- Pictures from magazines



## SPONSORSHIP AND FUNDRAISING

Prior to participating in the event we are kindly asking every individual to raise as much as they can and ideally £100 each to go towards our work in the local community. The idea is to ask friends, family and colleagues to sponsor you to 'Sleep Rough So Others Don't Have To' and raise that amount or more. Our hints and tips section overleaf will suggest some ways in which you can reach or perhaps exceed your goal.

There are two ways in which you can collect sponsorship pledges: ONLINE or by using the enclosed SPONSORSHIP FORMS. Many people do a combination of both.

### Gift aid

Both the online and print versions of the sponsorship form include a Gift Aid box for UK taxpayers to indicate that they'd like to claim gift aid on the amount they pledge. For every £1 sponsored, YMCA Essex can claim an extra 25p through Gift Aid if this box is ticked and if a full name and address are supplied, including postcode. See the sponsorship form for full details but please encourage your sponsors to tick the Gift Aid box: an extra 25% will make a big difference!

### Offline sponsorship

For offline pledges, please use the attached forms or photocopies/printed scans of these forms.

Please bring the sponsorship forms and funds collected with you on the evening of the event – ideally in the form of a cheque payable to YMCA Essex, or bring your form to Sleep Easy, YMCA Essex, Victoria Road, Chelmsford Essex, CM1 1NZ as soon as possible afterwards and by Monday 8th April 2024 latest

### Setting up your online fundraising page on justgiving.com

Setting up an online fundraising page on Justgiving is a very effective way of fundraising as it allows people from any location to sponsor you quickly, easily and safely. It also allows you to reach far more people by sending a link DIRECTLY to your fundraising page via social media or email.

Our campaign page is found at:

<https://www.justgiving.com/campaign/ymcaessexsleepeasy24>

See overleaf for more tips and guidance

## TOP TEN FUNDRAISING HINTS

1. Start Early! Don't leave your fundraising until the last minute.
2. Aim high. The higher you set your online giving page goal, the raise.
3. Ask friends and close family to sponsor you first as they tend to set the standard for everyone who follows them.
4. Make a list of everyone else you know and ask them. From colleagues to family members, even your local pub landlord.
5. Ask your company if they will match-fund and equal the amount you raise.
6. Be positive: most people will be pleased to sponsor you when they realise what you are doing.
7. Email the link of your JustGiving online page to everyone in your address book. Add a link through to your Facebook page and send reminders each week to give people an update of how your fundraising is going, and thus encouraging them to contribute.
8. Help us make your sponsorship money go even further by making sure your supporters 'Gift Aid' their donations.
9. Publicise your event in the office, in your local pub, club or gym... wherever people know you. And always keep a paper sponsorship form on you, just in case!
10. Say 'thank you!' Every penny counts, so please thank people for every donation, both from yourself and from ourselves at YMCA Essex



### SPREADING THE WORD - TIPS FOR BUSINESSES

#### Top Tips!

- Tell people in advance: Whether it's just social media posts or a press release and discussions with local journalists, the sooner you let people know that you and your staff are involved in a fundraising event, the greater the exposure and potentially the greater your fundraising success, especially if you include a link to one or more of your fundraising pages.
- Use your resources: Create a page or news item on your website/blog telling them about your Sleep Easy efforts. If you send out a mailshot, include an item about Sleep Easy or perhaps add a footer image to your regular emails. If you have social media pages, you could change the background images to let people know about the event, and give your followers the chance to be involved, either by sponsoring you or in a 'Sleep Easy' themed competition?
- Let us help: If you need help creating a banner for your website or article for your newsletter, we'll do it for you. And every time you use social media, if you include @ymcaessex in the post we will share it to our followers. We are here to help you spread the word!

*PS, don't forget to use: #YMCAEssexSleepEasy2024*



Sleep Easy for YMCA Essex

Friday 8 March 2024



Name \_\_\_\_\_ Page No \_\_\_\_ of \_\_\_\_

NAME (Title, Initials,	HOME ADDRESS AND POSTCODE (needed for gift aid purposes only)	pledged	collected	Gift
				✓
Brought forward from previous page		£		
Total Raised / carried forward to next page		£		
Returned to YMCA	Signature	Date		

## Recap on important info

1. Please aim to arrive for registration between 7.00pm—7.30pm.
2. There will be pay and display parking nearby however on Bond Street, we advise you to get a lift to and from the event or use public transport to avoid driving in the morning when you may be tired. Parking at Guy Harlings Gardens is unavailable unless there are accessibility requirements.
3. Please don't bring any valuables with you.
4. Bring lots of warm clothes, waterproofs, a good quality sleeping bag, a hat, scarf, gloves and a waterproof groundsheet or sleeping mat, and of course your cardboard for your shelter. Dress in layers and wear thermal underwear if you have it.
5. Bring a torch and snacks to keep you going through the night, although refreshments will be provided.
6. Please bring a bin bag with you and take your rubbish away with you the next morning.
7. There will be First Aiders present all night. If you or anybody else is feeling ill please notify an event organiser immediately so that we can take appropriate action. If you have any medical conditions we need to be aware of please inform an event organiser. The event organisers and stewards will be made known to you when you arrive.
8. There will be hot drinks provided so please make sure you have something hot to drink at least every couple of hours to stay warm.
9. There will be toilet facilities available all night.
10. No alcohol is permitted at the event. You will not be allowed to take part if you bring alcohol with you. Smoking is only permitted in the designated area.
11. Please take care and look after yourself and those around you. You are asked to behave responsibly at all times.
12. Please take care on and around the site and be aware that there may be slippery or uneven surfaces, particularly if there is rain or ice.
13. We reserve the right to refuse registration if you are not sufficiently equipped to stay warm during the night.
14. The event will finish at approximately 7.00am on Saturday 9th March.

### Stay connected

Please keep us up to date with your preparations for Sleep Easy via #YMCASleepEasy and we will be sure to tag you on the night

<https://twitter.com/ymcaessex> / <https://www.instagram.com/ymcaessex/> / <https://www.facebook.com/YMCAEssexCommunity/>

## Terms and Conditions

If for any reason you choose not to, or are unable to take up your place at the event, any sponsorship forms and money collected that does not need to be returned to the donor should be forwarded to YMCA Essex.

As this event takes place overnight in extremes of weather, participants are responsible for their own medical condition and ensuring they are fit to take part. Please consult your doctor if you suffer from heart, joint, back or breathing problems or any other medical condition that may affect your ability to take part.

You must confirm that, as far as you are aware, you are currently in a good state of health and that you will not take part unless you are in a good state of health at the time of the event. Participants will be responsible for ensuring they have their necessary medication with them at the event.

You are taking part in the event at your own risk. Neither the YMCA nor any third party organisers of Sleep Easy events will have any responsibility for any risk, loss or costs incurred by you in connection with the event.

Photographs and videos taken at the event may be used by the YMCA in future publicity material. You must notify the organisers of the event if you do not want your photograph to be used for this purpose.

Participants will not engage in any activity that would place the interests and reputation of the YMCA at risk.

There will be strictly no alcohol or illegal substances on any Sleep Easy premises.

Smoking is restricted to designated areas.

You are responsible for your own safety during the event and should take reasonable care to ensure the safety of other participants. In the interest of your own safety and that of others you agree to comply with all instructions and guidelines given by the YMCA, the organisers and persons acting on their behalf.

The YMCA reserves the right to refuse entry to the event at their discretion.

Please send any sponsorship money and other funds that you raise to YMCA Essex as soon as possible. Monies should be received by the charity by Monday 8 April 2024.

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## THANK YOU AND WE LOOK FORWARD TO SEEING YOU



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