

DIY SLEEPOUT

FUNDRAISER'S PACK 2025



TURNINGTIDES
ENDING LOCAL HOMELESSNESS

A **SLEEP** POWERFUL ENOUGH TO **CHANGE** THE COURSE OF A HOMELESS PERSON'S LIFE

Welcome to Team Turning Tides! Thank you for sleeping out to raise vital funds for people experiencing homelessness. By giving up your bed for one night, you'll be making a difference to the lives of those that don't have one.

For most of us, our home is somewhere we can rely on as a place of safety, security and comfort. However, for those across West Sussex that have nowhere to call home, they might be forced to sleep in car parks, shop doorways or hidden in the woods; others may be sleeping in their cars or on a friend's sofa.

On a single night in autumn 2024, 20% more people were found to be rough sleeping compared to the previous year. In terms of our services, last year we supported over 1000 people

Although a SleepOut cannot replicate what people sleeping rough face every day, by taking on this challenge you will help raise awareness of homelessness, gain a small insight into the harsh realities of rough sleeping, and your fundraising will support people in your community out of homelessness and on a pathway to a brighter future.

The following pages will help get your fundraising started, with plenty of ideas, tips and tricks to make the most of your SleepOut experience.

We hope you enjoy your fundraising experience. If you have any questions or need any further support, please don't hesitate to contact us at fundraising@turning-tides.org.uk or on 01903 680740.

THE DIFFERENCE YOU'RE MAKING



£30

could provide ten people sleeping rough with a hot meal at one of our community hubs, likely their only meal of the day

£50

could pay for someone to stay a night at our recovery service, with support to begin their first steps out of homelessness

£100

could pay to run our mobile community hub for one day, providing essential support to people in remote areas

£500

could provide a full week of outreach services, bringing life-saving support to people forced to sleep rough

To find out more about the support Turning Tides provides to people experiencing homelessness - from community hubs offering breakfast and a friendly face to residential projects ensuring people have the skills and confidence to move on to independent living - visit our website: www.turning-tides.org.uk

SET UP YOUR FUNDRAISING PAGE

We are hoping you can spread the word and raise money through sponsorship for your SleepOut.

The simplest way to request and receive donations is online. It's easy to set up.

Visit our Enthuse page at <https://turningtides.enthuse.com/profile>. click 'Fundraise for us' and then simply follow the on-screen instructions.




Add details to your page - share why you are sleeping out for Turning Tides and explain the difference their donation will make to local people experiencing homelessness.

When your page is set up, start sharing! Email, text and add to your social media. Ensure your friends, family and colleagues know about the challenge you're tackling.

If you would like a paper copy of our sponsorship form, please get in touch.



OUR TOP TIPS FOR RAISING MONEY THROUGH SPONSORSHIP

-  Post your fundraising page on social media at peak times, such as early evening and payday Friday.
-  Ask those likely to sponsor you with higher amounts first. This could encourage other friends to be equally generous!
-  Keep your JustGiving page updated. You could even share photos during the event to bring in some late donations!
-  Put your JustGiving link on your email signature and ask if it can be added to your staff newsletter.
-  Many employers will sponsor or match fund your fundraising! Just speak to your manager or give us a call.
-  Contact your local press. A few lines in the local paper or an appeal on your local radio station can really help.
-  Set your fundraising target high. People are often surprised by the level of support they receive.
-  Don't forget to thank supporters for their generosity!
-  Tag us @turningtidesorg and use #sleepout2023 across your social posts.

DID YOU KNOW?

20% of donations are raised after the event. So don't forget to let everyone know when the SleepOut is complete!

OUR TOP TIPS FOR HOSTING YOUR OWN SLEEPOUT

Whether sleeping out in your back garden or organising for pupils to spend the night in the school hall, below are a few of our top tips for holding your DIY SleepOut event.

1

Make a To Do list to help keep track of what you have done and what you still need to do.

2

Get noticed with Turning Tides materials, like collection buckets and t-shirts. Contact us to find out more.

3

Think ahead to the help you might need on the day and gather generous friends and family to volunteer with you.

4

Have a contingency plan in place in case you have to reschedule your event for any reason.

5

Vitaly, don't forget to check you're keeping your event safe and legal. Phone us for advice or visit www.turning-tides.org.uk/fundraising-help for further information.



KIT LIST

You will need to bring items that keep you as warm and comfortable as possible. Here are some essentials:

- Sleeping bag
- Blankets / fleeces
- Camping mat / cardboard / yoga mat
- Warm clothes (jumpers, socks, hat, gloves, jacket)
- Waterproofs / rain protection / umbrella
- Tarpaulin / water proof sheet
- Camera / phone
- Torch / head torch
- Rubbish bag
- Cardboard boxes to put on the ground
- Hand wipes
- Flask / mug
- Book / magazine



"I feel like a human being again."

"Turning Tides was my lifeline. They didn't just give me a roof over my head; they helped me to rebuild myself, my dignity, and my life."

"Turning Tides offer so much – shelter, warmth, fellowship. They have been so helpful and understanding. I have such a better life now. It is the ongoing support that makes all the difference."

"Without Turning Tides, I don't think I would be here. I certainly wouldn't be the person I am today."



GETTING MONEY TO US

Don't forget to send us all those donations you have worked so hard to raise! The money you raise will make a big difference to the lives of the people we support.

You can get the money to us in a variety of ways:

BACS

Account name: Turning Tides Homelessness

Sort code: 40-47-23

Account number: 31498959

Please use the following reference: YOUR SURNAME, SLEEPOUT

Cheque

Post a cheque payable to 'Turning Tides' and send FAO Fundraising Team, Turning Tides, Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA

Card

Call the Fundraising Team on 01903 680740 to pay over the phone.

In person

You are welcome to pop by our office at Town Hall in Worthing to drop off cash or a cheque.



Thank you!


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REGISTERED CHARITY No: 1027832



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