

**We won't rest
until homelessness
is ended.**

FUNDRAISING AND

CAMPAIGNING PACK



**Together
we will end
homelessness**

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Thank you for joining us

On any given night, tens of thousands of families and individuals are experiencing the worst forms of homelessness across Great Britain, this includes over 200,000 households in England alone. The lack of a good night's sleep has a huge mental and physical impact, and is why we won't rest until homelessness is ended.

Thank you for signing up to Stay Awake for 24 hours. Your fundraising will tackle the causes of homelessness and get people the help they need quickly. Whether you've already decided how to spend your 24 hours, or you need some inspiration, this guide has everything you need to make your 24 hour fundraising mission a huge success.

And don't forget to tell us all about it!

Share your plans with us:

#CrisisStayAwake



@Crisis



@Crisis_uk

What we do

Crisis is the national charity for homeless people.

We know that homelessness is not inevitable. We know that together we can end it.

Every day we see the devastating impact homelessness has on people's lives. Every year we work side by side with thousands of people, to help them rebuild their lives and leave homelessness behind for good. Together, with others who share our resolve, we bring our knowledge, experience and determination to campaign for the changes that will solve the homelessness crisis once and for all.

We will end homelessness.

Ending homelessness means understanding the causes, finding practical solutions for the individuals, and building the political will to solve it for everyone, for good.

Until that day, we'll work side by side with thousands of homeless people.

Our education, housing, employment and health services help people leave homelessness. We offer one-to-one support, advice, and a variety of courses for homeless people in 12 areas across England, Scotland and Wales.

What your fundraising can achieve!

£10 could provide a warm welcome to a Crisis service and help someone take their first steps out of homelessness

£50 could provide someone with the basic essentials they need to settle into a home, such as a kettle, pans and microwave

£150 could provide support, training and equipment to help someone find their way back into employment

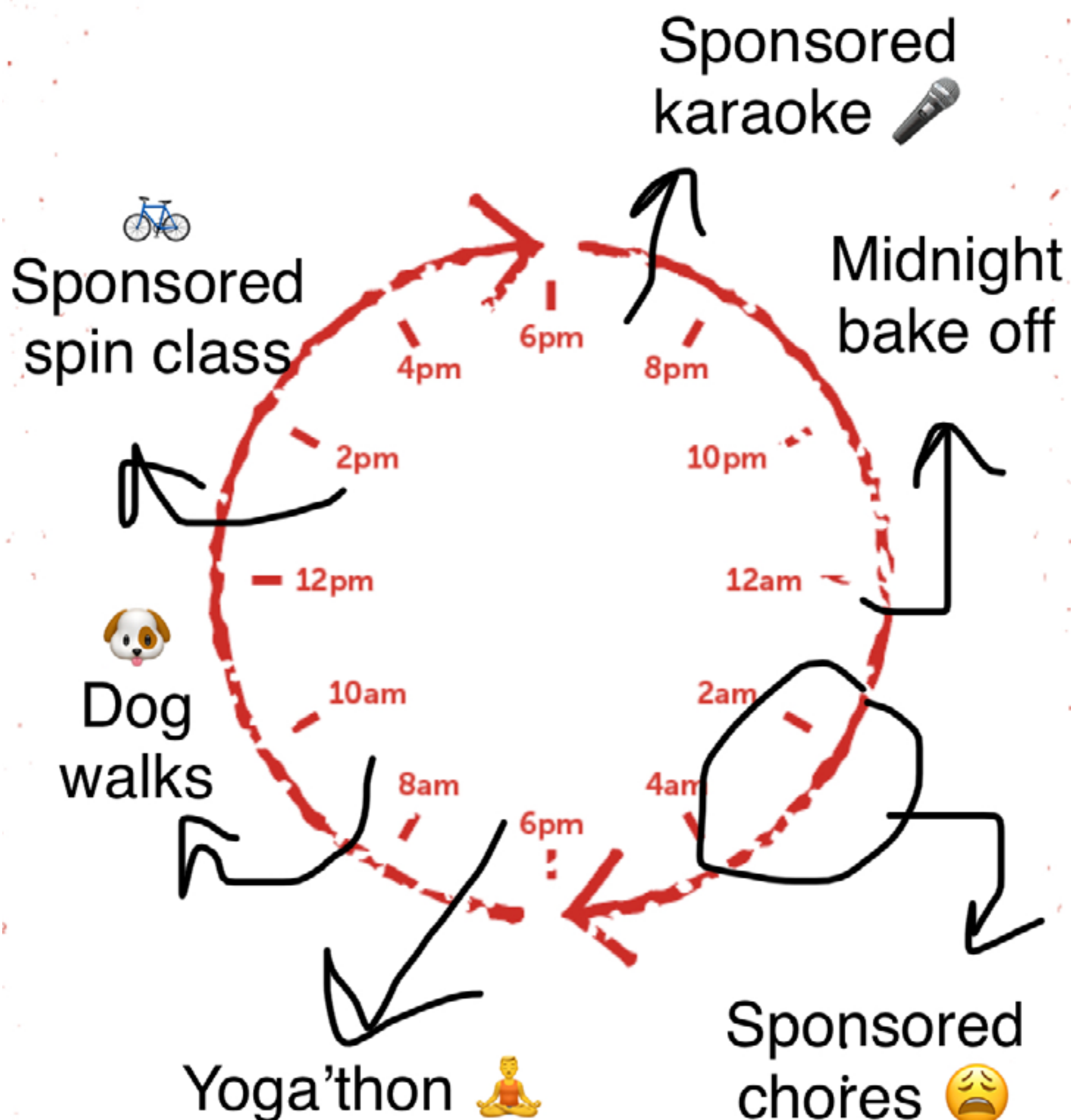
£25 could support someone to access volunteering opportunities, helping them to give back to society and gain valuable work experience

£100 could help someone improve their mental and physical wellbeing, building resilience through group sessions and one-to-one psychological therapy

£250 could provide specialist advice and one-to-one support to help someone find a place to call home and leave homelessness behind for good

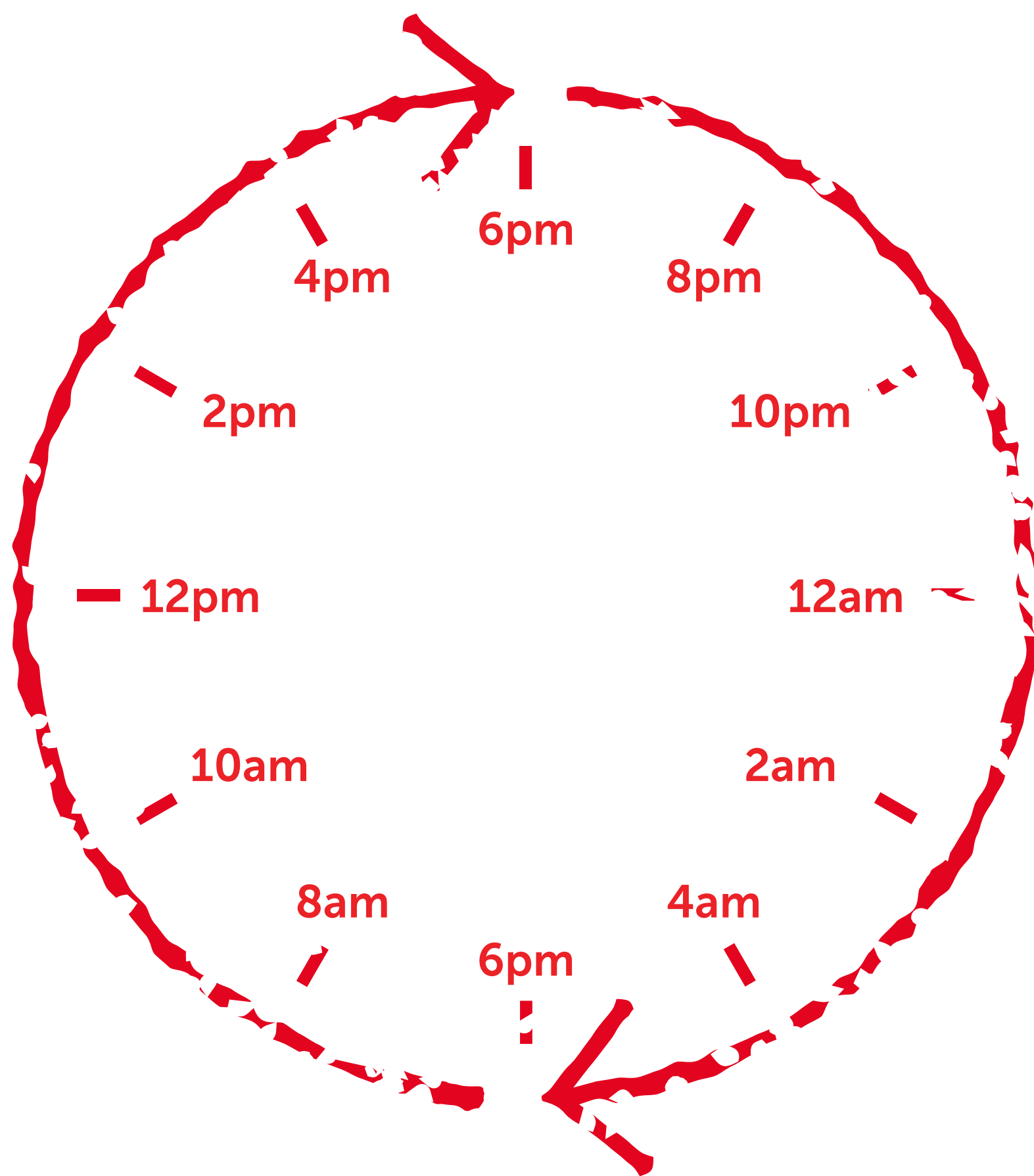


Plan and share your **24 Hours Awake!**



Screen shot the template on the following page.
Add your plans, fundraising page link and share
with your followers across your channels.

My 24 Hours Awake!



Sponsor me @

Case Study



Andy has been homeless in London on and off for the last 30 years. Originally from the Forest of Dean he moved to London at the age of 16 to work until eventually mental illness, addiction and a relationship breakdown pushed him into homelessness. Over the years Andy has tried to get housing, but his situation means he's not been seen as a priority.

His most recent period of homelessness was just before the pandemic began when he was rough sleeping under a bridge in Camden. Over the next few weeks Andy witnessed the streets begin to empty and people stopped coming near him. Eventually, he heard about the hotel scheme locally and after support from Crisis, the local council agreed to help him. Now in the hotel he's hoping to set up his own business making Hawaiian shirts, with some help from Crisis, but worries that each day might be his last with somewhere safe to sleep if no further help from the government is provided.

"I have lived with my partner and our children but when that didn't work out I was forced back on the streets or into squats. When I was sleeping rough I had to sleep with one eye open because anyone can come up at any moment and abuse you. This is on top of the cold and the discomfort of not having a bed or mattress or anywhere to rest my head. Since lockdown I have been placed in a hostel with my own room but I can never really relax. I hear things and wake up or I can't get to sleep to start with. When you are outside it's not just people that bother you, foxes and other animals come shuffling along and take you by surprise. Now I think I am hypervigilant. It takes me hours to fall asleep so then when

I wake up I am not properly rested and so always feel tired. Sometimes I just fall asleep in the afternoon. I feel tired for no reason all the time. Any small noise will wake me up. I might hear someone coming down the corridor and think they are coming into my room even though my door is locked, I wake up and have a panic attack. The less sleep I have the more paranoid I feel generally, and I am often on edge during the day time. My stress levels are always high and I have got old before my time.

I knew about Crisis having been to two Crisis at Christmas so when I heard about the hotel scheme I asked if they might be able to help me with getting accommodated. The team at Crisis were wonderful and after some back and forth with Camden Council, they agreed to find me a place in a hotel, which is where I am now. Living here is fine for now, I have a roof over my head, but it's difficult – I'm incredibly stressed and terrified that any day I'll come back to my room and I'll have a letter telling me that I have 7 days to leave because the funding's run out – as we still haven't heard from the council about what happens next. Crisis having been giving me support over the phone, helping me with the mental stress and uncertainty which has been great because I'm scared of the future. I don't want to leave because this will put me back on the street, homeless again.

Only the way I see it I'm not homeless I'm houseless – you cannot make a home if you don't have a house. Having your own space and the ability to shut the door and sit down and think I'm home – that is something that I need to happen. It breaks my heart that my children cannot come to stay. You cannot imagine how demoralising it is. Or how unfair it is.

Looking to the future, I've got an idea for a business which Crisis is trying to help me get set up with but how can I run a business if I'm having to sleep under a railway bridge. We have to change our approach to housing – look at countries where they've got projects where people get a lifelong tenancy which people can afford. If they can eradicate homelessness, why can't we."

24 hours, no sleep

Who will you become?

There are so many different ways you could spend your 24 hours! From 24 hour spin-a-thons to gaming marathons, whatever you do, your fundraising will raise vital funds to end homelessness for good.



Energized Eddie

Spinathon? Run a marathon? Set yourself a physical challenge and the time will whizz by!



Zen Zara

Yoga Marathon? Meditation? Sunrise Walk? Take some time to focus on why you're doing this amazing challenge.

24 hours, no sleep

Who will you become?



Game Face Gavin

Gaming marathon alone or with friends? Live stream? Take yourself online and see how long you can play!



Board Game Barbara

How many board games can you play in 24 hours? Get your household together and play all night long.



Party Pete

Have a party with your household, or get your friends together virtually and dance the night away!



Foodie Farah

Bake your finest banana bread for a bake sale, or learn something new with a cook-a-long or new recipe.

Campaign

We campaign for the changes needed to end homelessness for good. Why not spend some of your time awake supporting us.

Visit crisis.org.uk/get-involved/campaign/ to see our latest campaigns and take action!

Fundraising ideas

Every penny you raise will help to end homelessness for good. Here are some ideas to get you started!

Sponsorship dares

Why not get people to set you dares in return for sponsorship? £10 to go for a run, £100 to shave your head?!

Bake Bake Bake!

Why not spend some of your 24 hours baking and sell your goods! You could even host a live baking auction on social media.

Get people to sponsor you per hour

Dedicate your hours to people who sponsor you, 24 hours, £10 an hour, you'll be at £240 in no time!

Chores

Ask for sponsorship in return for doing chores – walk the neighbour's dog, do a spot of gardening, or start up a car wash for your street.

Sponsor an hour sheet

Hr	Name & amount	Hr	Name & amount
1	James 🙌 £20	13	
2	Rose £10 💪	14	
3	Britney £50	15	
4	Kris £50	16	
5	Lisa £20 🙌	17	
6		18	
7		19	
8		20	
9		21	
10		22	
11		23	
12		24	

Screenshot the template on the following page, post on your social channels to challenge your followers to pick an hour and back your efforts in making homelessness an issue of the past.

Sponsor an hour sheet

Please sponsor me to stay awake for 24 hours!
Pick an hour and I'll dedicate that hour to you...

Hr	Name & amount	Hr	Name & amount
1		13	
2		14	
3		15	
4		16	
5		17	
6		18	
7		19	
8		20	
9		21	
10		22	
11		23	
12		24	

Welfare **tips**

Staying awake for 24 hours can have huge impacts on your body, mentally and physically. This challenge should only be done for 1 24-hour burst. Here are some tips to help you through safely.

Before your 24 hours....

Make sure you get a good sleep and rest up before your challenge.

Hydration is key, drink the daily recommended intake of water to help prevent feeling sluggish

Tell everyone about your Stay Awake challenge! Getting support and encouragement from friends and family will give you a well deserved boost

During your 24 hours

Again, hydration is key. Drinking enough water can give your energy a boost just when you need it.

Fuel from food will also keep you going. Avoid sugary foods that will give you a temporary boost, but can make you crash soon afterwards.

Keep moving! Get up and walk around every hour to give yourself a natural boost.

Try a morning walk or maybe some gentle yoga to keep you going.

Welfare tips

Take a shower, or even splashing some cool water on your face can help you feel more awake.

Find some bright lights, and trick your body into thinking it's day time.

Coffee – the dos and don'ts

Small amounts of coffee can help you stay awake and stay alert throughout the night. Around 4 cups of coffee spread across the day can help with your tiredness and energy levels. But much more than this can have the opposite effect, and even cause feelings of anxiety. Listen to your body and only drink coffee when you feel you need to.

After your 24 hours

Try to plan your 24 hours at a time when you can rest properly the day afterwards

Get some sleep initially to help you recover – but don't sleep too long! You don't want to change your sleep cycle, make sure you're tired enough for your usual bedtime the next day.

On the **day**

We want you to have fun in your 24 hours, as well as raising plenty! Here are some tips to help you...

- 1** Decide what time you will start and finish and plan the time wisely, break it up with plenty of chill out time.
- 2** Share on social media! There's always someone awake! Share your journey and don't forget to post your fundraising page link for some extra sponsors!
- 3** Take a selfie every hour! Put them together as a little video and we're sure it will raise some smiles.

Collecting the **money**

The easiest way to fundraise is through a JustGiving Page. You should have created one during the sign up process, but if you haven't, now's the time!

We've provided you with images in this pack to share on social media – don't forget to add your JustGiving link when you post them

If you would prefer to use a paper fundraising form, you can download one here:

crisis.org.uk/get-involved/fundraise/get-fundraising-materials/digital-fundraising-materials/

And any money you collect offline can be paid in on our website using the online donation form here:

If you prefer, you can also donate over the phone or by post by contacting our supporter helpline:

supporter.helpline@crisis.org.uk

08000 384838

Social media tools

Make sure everyone knows that you are staying awake for Crisis. Download and share our social media tools.

crisis.org.uk/get-involved/fundraise/get-fundraising-materials/digital-fundraising-materials/



Zoom backgrounds

