

YMCA EXETER

SLEEP EASY 2018

EVENT PACK



SLEEP

WELCOME!

Thank you so much for registering for YMCA Exeter's Annual Sleep Easy event this year! By taking part in Sleep Easy you are helping to improve the lives of many young people facing homelessness across Exeter.

Within this pack you will find everything you need to prepare for the event including event information, tips for fundraising, a kit list and sponsorship forms.

80

young people have lived at YMCA Exeter since Sleep Easy 2017

Since Sleep Easy 2017...



30%

of our young people are women

80%

of our young people have learning difficulties including dyslexia, mild autism and deafness



40

of our young people are between the ages of 16-21

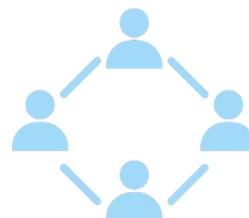
of our young people are men

70%

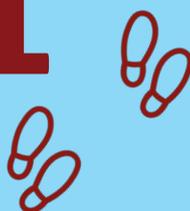
YMCA
EXETER

25

of our young people have experienced rough sleeping



11



of our young people have begun university or attend Exeter College

INFORMATION FOR PARTICIPANTS

Please read the following information very carefully as it tells you everything you need to know about Sleep Easy and what you can expect on the evening.

In advance

We are asking everyone who takes part in Sleep Easy to pledge to raise £250 each and our fundraising hints and tips will give you a great idea of how you can raise even more.

Sponsorship pledges can be made using paper sponsorship forms. If your sponsors pay tax, ask them to tick the Gift Aid box and fill in all the name, address and postcode details. That way, for every £10 raised in sponsorship we can claim an extra £2.50 through Gift Aid.

Setting up a free online fundraising page on JustGiving.com is a very effective way of fundraising as it allows people from across the world to sponsor you quickly and easily. All donations on JustGiving come directly to us - details on how to set up a JustGiving page are enclosed in this pack. You are welcome to use a combination of the paper sponsorship forms and the JustGiving page to collect your sponsorship.

On the Evening

Sleep Easy starts at 7:00pm on Saturday 10th March in the grounds of Barnfield Crescent. 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 forms and a cheque post-dated for 23rd March, payable to YMCA Exeter with you.

Finding Sleep Easy

Barnfield Crescent is located opposite The Barnfield Theatre. The postcode is EX1 1QT.

How to get to Barnfield Crescent:

Car: The closest car parks to are Princessshay and the Triangle car parks. Please remember to check their opening and closing hours.

Bus: Local and national bus services operate from the city's bus station, in Paris Street, and a five minute walk to the crescent.

Train: Exeter Central station is the closest for Barnfield Crescent.

What to bring

The weather is likely to be extremely cold so please dress sensibly. We recommend that you bring the following:

- Warm sleeping bag
- Blankets and a roll up mat
- Warm clothing
- Bivvy bag
- Wear many layers of clothing and remember to pack thick socks and a woolly hat!

TOP FUNDRAISING HINTS & TIPS

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 more you are likely to raise.
3. Ask friends and family to sponsor you first as they tend to set the standard for everyone who follows them.
4. Make a list of everyone you know and ask them. From colleagues to family members to students to your local pub landlord, once you realise how long this list is your target will seem more attainable.
5. Talk to your employer as many companies offer a match giving scheme and will equal the amount you raise.
6. Be positive as 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 an update of how your fundraising is going.
8. Help us make your sponsorship money go even further by making sure your supporters Gift Aid their donations on the paper form.
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.
10. Say thank you! Every penny counts so say thank you for every donation, from you and also us at YMCA Exeter.
11. Why not host a coffee morning, cream tea or bake sale? Very few people can resist home made treats!
12. Keep a collection tin at work in your office for any loose pennies and change.

JUSTGIVING

Raising money for your charity is quick and easy with JustGiving.

Make a personalised fundraising page then share it with your friends and family. JustGiving sends us the donations within days and also reclaims Gift Aid.

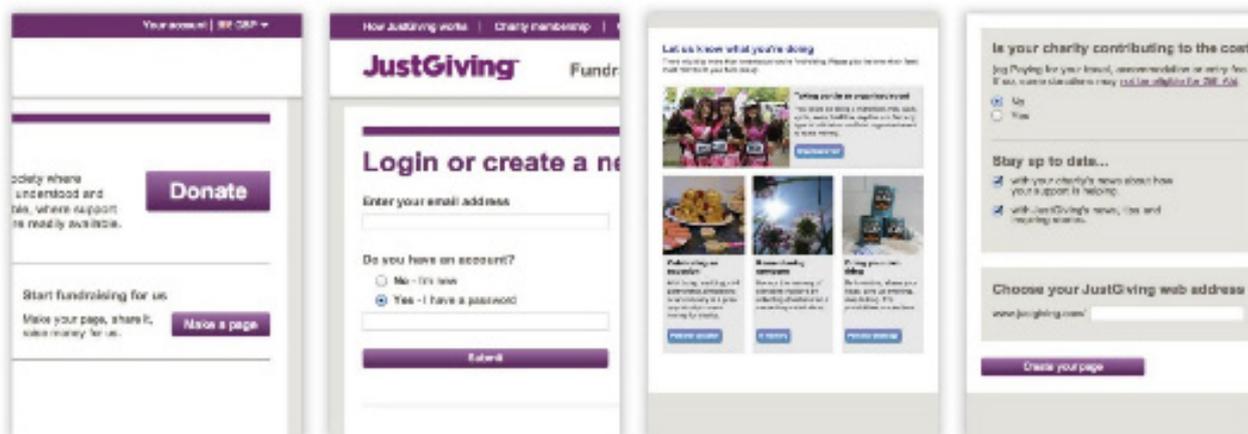
Get started

Visit www.justgiving.com/exeterymca and make a page

Login or create a JustGiving account

Select 'organised event' and select 'Sleep Easy'

Choose a web address for your page and share on social media and emails!



Spread the word



Email all your contacts

Email your family and closest friends first, as they are most likely to get the ball rolling with generous donations. People tend to match the amounts already listed on the page, so hopefully everyone else will follow suit.

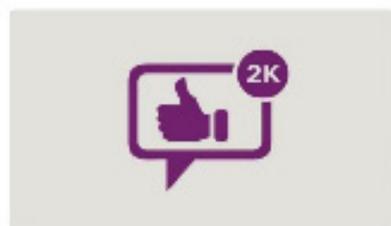
Visit just.ly/email-contacts



Tell everyone your text code

You automatically get a JustTextGiving code when you make your page. All you need to do is personalise it, then share it with anyone and everyone. Let them know they can donate up to £10 by text message there and then.

Visit just.ly/text-code



Share your page on Facebook

Just one share can help you raise £5 more. So why not share your page every time you update it? And use JustGiving's Facebook app to make it even easier to donate - your friends can give without leaving Facebook.

Visit just.ly/sharing-on-facebook

For more fundraising tips and inspiration, head to just.ly/fundraising-tips

JustGiving[™]

Sponsorship Form

I'm sleeping out for YMCA Exeter and I want to raise as much money and awareness as possible!

I will be sleeping under the stars in the grounds of Barnfield Crescent on Saturday 10th March. Please sponsor me and support YMCA's work with homeless young people.



Participant's Name.....

Address.....

Postcode.....

E-mail Address.....

Contact Telephone No.....

YMCA Exeter will process your data in relation to our charitable purposes. We will not pass on your personal details to any other organisation. We would like to keep you informed about our work. If you would prefer like to receive email updates about YMCA Exeter's work in the community please tick here

Please sign, date and bring your completed sponsor forms on 10th March. Please also bring a cheque (made payable to YMCA Exeter) for the value of the pledges on this paper sponsor form. This can be post-dated to 23rd March 2017, as it gives you two weeks after the event to collect your sponsorship.

Telephone: 01392 410530

Website: www.sleepeasyexeter.org.uk

Email: events@ymcaexeter.org.uk

YMCA Exeter Housing Association Registered Number 803226
YMCA Exeter Community Projects Registered Number: 1162431





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EX4 4DA

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YMCA

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