

Fundraising Pack

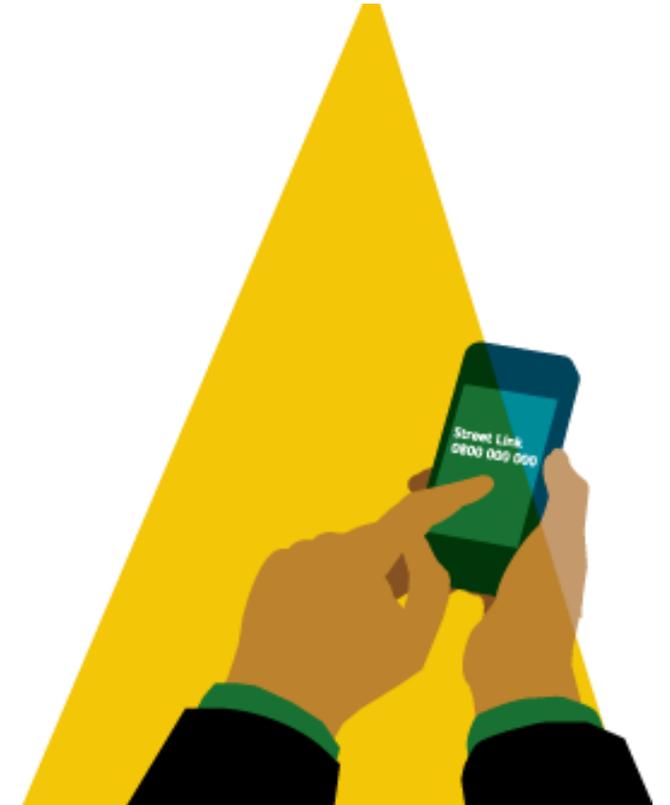
Handy tips to help you raise funds for StreetLink



Welcome to StreetLink

A bit about us

- 📍 We are a website, mobile app and phone line, which enables the public to **alert local services** when they see someone sleeping rough in England and Wales, connecting them to vital support.
- 📍 **We believe** that no one should have to sleep rough in this country.
- 📍 We provide people with a **means to act** when they see someone sleeping rough, and **enhance the information** that homelessness services have about people sleeping rough locally.
- 📍 In 2019 we put **12,000 people** in touch with the support they needed to escape rough sleeping.
- 📍 StreetLink is managed and delivered by Homeless Link, the national membership charity for frontline homelessness services, in partnership with St Mungo's, a major service provider.

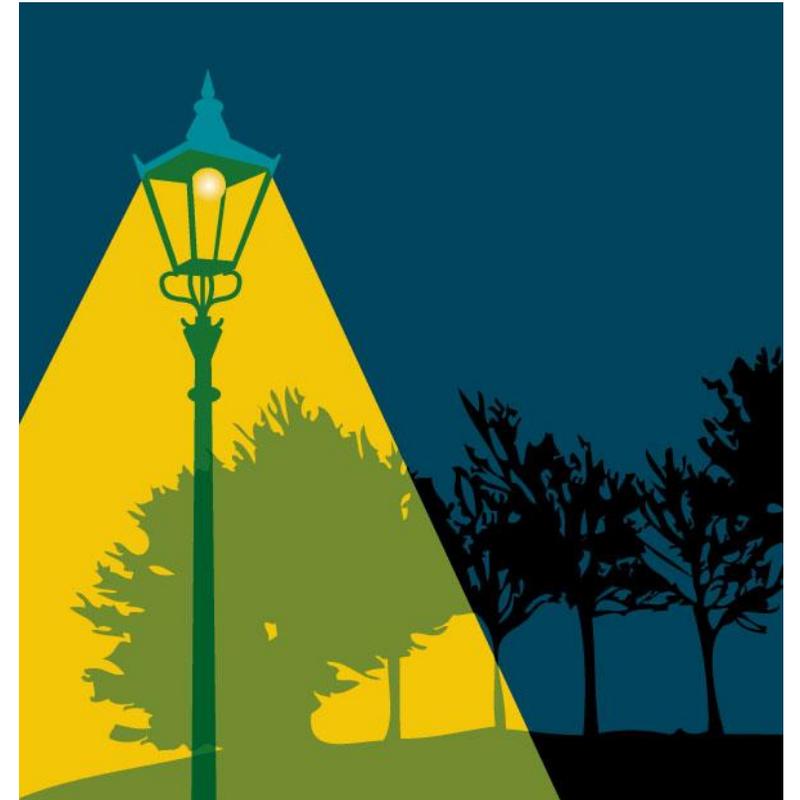


How we work to end rough sleeping

- 📍 On a typical night in England and Wales, **4,260+ people** sleep on our streets. Sleeping rough is dangerous and extremely damaging to your health.
- 📍 Evidence suggests that some people sleeping rough are not known to services and some may not know what help is available to them. We know that many people would like to help when they see someone sleeping rough but don't know how.

StreetLink offers a practical solution:

- 📍 StreetLink is a 24/7 website, mobile app and phone line, which allows you to send an alert about the location of someone sleeping rough. You are asked for the exact location of the individual, the time you have seen them and a general description of the person.
- 📍 We pass this information to the relevant local services so they can try to find the person and connect them with support.
- 📍 Our team will follow this up within 14 days to see what action was taken and, if requested, give you a general update on what happened as a result of your alert.



Fundraising is fun!

Here's an A-Z of ideas to get you started.

Just remember to follow Government guidelines on keeping safe at this time.
You could do some of these activities online and still involve your friends.

Auction – treats, gifts, expertise

Bake sale

Cycle challenge

Dance night (online)

Exercise relay

Family sports day

Grow or shave your beard

Hula hooping competition

International food day

Juggling challenge

Knit and natter

Lockdown film competition

Mini football competition

Nature scavenger hunt

Overnight camp out

Pyjama day

Quiz night

Run or race

Sponsored silence

Tennis tournament

**Uninterrupted catching and
throwing competition**

Variety show (online)

**Walk – in the park, up and down
your stairs...**

X-Factor competition (online)

Yellow clothes day

Zumba dance-off

Tips for running a successful fundraising event

- 📍 **Decide** what you want to do.
- 📍 **Set a date.** Remember to think about when most people will be available and if it clashes with anything else. And remember to give yourself enough time to plan.
- 📍 **Chose how / where to hold the event.** Consider current guidelines on social distancing. Can the event be held outside or online?
- 📍 **Advertise your event.** Social media is useful. Do you want to do posters?
- 📍 **Ask local businesses** if they would like to support your event, maybe by sponsoring it or donating a prize.
- 📍 **Set up a web-based fundraising page** for online donations. Don't forget to personalise it.
- 📍 **Run a fabulous event and remember to enjoy it!**



How to set up a JustGiving page

- 📍 Homeless Link is on JustGiving! Go to our page www.justgiving.com/homelesslink and click on the 'Fundraise for us' button.
- 📍 JustGiving will ask you to log in in or create an account. Just follow their easy steps to set up your personalised fundraising page.
- 📍 Link your JustGiving page to your Facebook and Twitter pages and share the link to your page.
- 📍 If you need some help and ideas, JustGiving has some great tips to help you make the most of your fundraising: www.justgiving.com/fundraising/tips/top-10-fundraising-tips



Good luck with your fundraising!

Thank you for supporting StreetLink to help us end rough sleeping.

Homeless Link

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