

# YOUR SLEEPOUT SUCCESS GUIDE

**CHURCH  
URBAN  
FUND** ⊕



Thousands of people experience homelessness every year. They will sleep on the street, on friend's sofas, in empty rooms in squats, or roam between temporary accommodations. By taking part in an advent sleepout or sleep-in challenge you can show that you want to make a difference to the lives of thousands of people experiencing homelessness in England.

Just like every experience of homelessness is different, your Rough Sleep Challenge will be unique. This doesn't mean that these personal challenges show us what it really means to experience homelessness. But it does help raise awareness, and vital funding, for people in great need.



You can choose to sleep outside in your garden, in school halls, churches, community halls, scout huts, garden sheds... pretty much anywhere, just as long as it's not in your beds.

You can take part individually or with their friends, families, church groups, clubs, colleagues and community groups.

Together, we can help people who are homeless to turn their lives around.

# The impact of your fundraising

**We believe in the power of community to change lives.**

By fundraising with CUF, you will be supporting local churches and the people they serve.

Whether that's providing funding and training to help churches welcome refugees, funding vital research and tools that lead to new ways of tackling poverty and isolation or helping us to grow the Places of Welcome network and offer safe spaces across the country - your support is transforming local communities across England.

**Your support through fundraising makes you a special and important part of our community.**

The cost-of-living crisis has presented challenges for us all over the last couple of years. Despite this, churches all over England have refused to back down, and have continued to provide hope for those that need it most.



# NEXT STEPS

**Now that you've decided to hold an event you need to planning your Sleepout carefully. You probably have a date and an idea about who's going to join your Sleepout – here are your next steps:**

Don't forget to let us know that you are fundraising so we can support you in making your fundraising as successful as possible. We also love to hear stories from our supporters and you can connect with us on Facebook and Twitter. You can also email [kelly.jones@cuf.org.uk](mailto:kelly.jones@cuf.org.uk) and let us know what you're up to.

## **1 Choose your venue.**

**Get inventive! Is your event going to be held inside or out? You might be feeling brave enough to sleep outside, but it might be a little too challenging for some people (and that's OK!). If you do decide to hold your Advent Sleepout Challenge outside, it's wise to make sure there are options for shelter if the weather is bad.**

**Most people will choose to hold their event indoors. Churches, community halls, garden sheds, garages and scout huts are all great locations – but get creative! Some creative Sleepouters have transformed their spaces into Christmas 'stables' to sleep in for the night.**

**There are lots of other practicalities to consider (like toilets, first aid and insurance!) so please consider the safety precautions in this booklet.**

## 2 Create your fundraising page.

Creating a fundraising page on Just Giving will make it easy for your friends and family to sponsor your Advent Sleepout Challenge team online.

Instructions for setting up a Just Giving page are on our website, but if you need a hand just email Kelly on [kelly.jones@cuf.org.uk](mailto:kelly.jones@cuf.org.uk).



## 3 Invite your friends and family to join your challenge

Share the news about your Sleepout with your friends, family, community and on your social media – and try to get as many people as possible taking the challenge with you!

Remember it is also meant to be fun

## 4 Get organised

There are lots of shapes Sleepouts can take – will they be indoors or outdoors? Will there be food, activities or games? Will it just be the one night or are you aiming for something more extreme?

Everything you need to get organised can be downloaded from the resources section of the website. If you need any extra tips or support, just contact Kelly.

## 5 Start fundraising!

**You can't raise money if people don't know you're doing it! Spread the word on social media and provide a link straight to your Just Giving page. Can you get local businesses to support you? Your challenge could be of interest to your local media too, let them know what you're doing!**

**Keep sharing your fundraising page link and updates. Make sure your friends and family share your updates and fundraising page as well!**



**Make sure everyone who joins your event has set up their own fundraising page and encourage them to raise as much as they are able to. Remember to make sure it is a realistic target, you can always increase the target amount if you beat your total.**

**You can also use paper sponsorship forms, which you can download from the website – any amount raised offline can be added to your online page and add to the amount raised total if you are utilising both methods.**

# PUTTING THE FUN IN FUNDRAISING

**The Advent Sleepout Challenge is all about getting together, having fun and of course, raising lots of money so that Church Urban Fund can make a difference in the lives of the poorest in our communities.**

**Start your fundraising by emailing a link to your supporter page to your friends and family and posting it on social media. We're asking everyone to aim for a target minimum of £100. That's only 10 donations of £10 each!**

**AIM TO RAISE**

**£100!**

That's only  
**10 donations**  
of **£10 each!**

**Spread the word about what you're doing using the Advent Sleepout Challenge poster - you could put it up at your church, school or workplace to let people know you are holding an event and that they can join in or sponsor you. If you want to spread the word more widely, why not print a poster to stick to your window!**

## Don't wait till the last minute, there are lots of ways to start fundraising before roughing it for the night:

- **Dress to Impress:** Give your sleepout a fancy-dress theme. Everyone uses a £1 online donation to vote for the best dressed!
- **Skill up:** Do you have an awesome skill that you could share with others through an online lesson or workshop? You could make like Bob Ross and share your painting skills
- **Declutter:** Hold a raffle, run a Christmas Market or auction-off items that everyone has donated. You could sell clothes, CDs, DVDs, homewares and donate the money to your challenge.
- **Oh Christmas Tree!** Start off with a bare Christmas tree and get everyone to 'sponsor' a decoration so that by the end of the evening your tree looks twinkly and magnificent.
- **Get Sporty:** Hold a mini sports night (egg and spoon, wheelbarrow, three-legged race...). Participants pay to enter and there's a prize at the end.
- **The Business:** Ask businesses to match funds raised on the night or make a corporate donation.
- **Tasty Treats:** Sell homemade cakes and mugs of hot chocolate – perfect to make the night super-cosy.





## SAFETY TIPS FOR YOU

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Taking part in a Sleepout should be challenging – but also safe and enjoyable, so please read and follow the guidelines over these two pages.

Remember, it's up to you how fully you want to create the experience of sleeping rough, but the Advent Sleepout Challenge is not attempting to recreate the sense of danger and deprivation faced by many homeless people. This should be a fun event to raise funds that will help those who need it most.

Some important things participants will need to remember to bring are:  
appropriate warm or waterproof clothing,  
a sleeping bag,  
pillows,  
sleeping mat  
– and of course, remember to have lots of snacks and hot drinks!

Remember, when fundraising on private premises you only need the permission of the property/business owner. Please contact your local authority if you are unsure.



## **Please follow these Sleepout safety precautions:**

- **Check the insurance for the venue provides cover for people sleeping overnight.**
- **Carry out a risk assessment on the place where you will be sleeping and any activities you might be doing.**
- **Try to avoid bringing anything valuable with you as it could get lost or damaged.**
- **Access to a telephone is essential in case of emergencies.**
- **Make sure there is a first aid kit and first aider present on the night.**
- **Only invite people you know to join your challenge. Do not issue an open invitation e.g. via social media giving out the address of your event.**
- **If under 18s are participating, please ensure they are appropriately supervised at all times.**
- **Get consent: if you are taking photographs of your Sleepout to share with us and on your social media, please make sure you gain written consent first. This is especially important if you are photographing children. The Church Urban Fund will assume that consent has been given for any photos that are sent to us, and these may be used on our website, social media accounts and in publications.**

# PAYING IN YOUR FUNDRAISING MONEY

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**You've completed your fundraising event – well done!! We hope that you had fun while taking part. Now all your hard work is done, you will need to send your money to Church Urban Fund.**

**You can send your money in the way that suits you best:**

## **1. Just Giving:**

If you have raised money on Just Giving you do not need to do anything more - they will send the money directly to us.

## **2. Write a cheque:**

You can write a cheque made payable to Church Urban Fund and send it with a note telling us about your event to: Fundraising Team, Church Urban Fund, The Foundry, 17 Oval Way, London, SE11 5RR.

## **3. Call us on the phone:**

You can call us on: **0203 752 5655** and make a payment using a credit card or debit card. Make sure we know it is a payment from fundraising.

## **4. Make a direct bank transfer.**

You can make a direct bank transfer to Church Urban Fund. Please call our friendly team on **0203 752 5655** to request the bank details and the reference number to use. When you have made the transfer, please email **hello@cuf.org.uk** to confirm that the money has been paid in and which fundraising event it is for.



# THANK YOU!

## Thank you for fundraising with us!

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You can contact our friendly Supporter Engagement team at any time to chat through your ideas.

Email: [hello@cuf.org.uk](mailto:hello@cuf.org.uk) or call **0203 752 5655**  
(9am to 5pm Monday-Friday).

Funds raised will be used to support the work of Church Urban Fund wherever the need is greatest.  
If you would like to change how you hear from us please get in touch using the contact details in the footer.

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The Foundry, 17 Oval Way, London SE11 5RR  
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