



# Sleep Out at Home



Homelessness doesn't just occur when it's cold. It's every day all through the year. Homelessness isn't just about the cold. It's about not having somewhere to call home.

By taking part in our 'Sleep Out at Home' you will spend one night sleeping outside in your garden, backyard, or flat balcony if you have one and it's safe to do so.



**SATURDAY 10 JULY 2021**

# Checklist for the night

## YOUR CAMP

- Your outdoor camp should be secure and not accessible to the public.
- You should have somewhere safe indoors to go in case of extreme weather conditions.
- Your sleeping arrangements should provide enough space for everyone taking part to ensure their comfort and safety with appropriate social distancing.

## STAY WARM AND DRY

- Check the weather forecast before you start.
- We advise sleeping under a covered area for shelter. If you aren't using a tent, a tarpaulin could work.
- Be prepared for wet weather. You might need a waterproof jacket, waterproof sleeping bag and a large umbrella.
- As well as your sleeping bag, a pillow and blanket will add to your comfort.
- Sleeping on top of a roll mat/yoga mat, flattened cardboard, blanket, or a duvet will help keep you warmer in your sleeping bag.
- Layer up and bring warm clothing

## BE WARM ON THE INSIDE

- Eat something warm before you start.
- Have some snacks and drinks on hand.

## SEE IN THE DARK

- Have a torch handy.

## STAY CONNECTED – HAVE YOUR PHONE WITH YOU

- Take photos or video of your sleep out to share on social media
- Ensure Transform has your phone number and email address and that you can be contacted on them during the sleep out in case we need to advise you of any important updates, emergencies, or adverse weather conditions in your area.

You can email us at **[fundraising@transformhousing.org.uk](mailto:fundraising@transformhousing.org.uk)**  
or call us on **07398 227893**

**AND IF YOU FEEL UNWELL AT ANY POINT, PLEASE MOVE INDOORS.**



# Frequently asked questions

## I DON'T HAVE A GARDEN – CAN I STILL TAKE PART?

If you don't have a garden, you can still participate. If you have a safe and secure backyard or balcony you could sleep there. Your business or community group may have a safe and secure outside area where you could camp. If held at the workplace you must comply with the Health & Safety at Work Act. Ensure first aid and fire regulations are adhered to and ensure you are not causing any obstructions. You could camp out with family or friends and use their garden (following Government advice regarding social distancing). Either way, if it's not your property you must have permission from the land/property owner to camp there.

## CAN I DRINK ALCOHOL?

Well, it's your home, so your rules.

BUT we ask participants not to engage in any activity that would place the interests and reputation of Transform Housing & Support at risk.

## WHAT IF THE WEATHER TURNS BAD?

We are not trying to replicate homelessness but give a very small insight into what it's like without the comforts of home and to sleep out overnight. However, consider that the weather may change. In the event of cold and / or torrential rain access to warm and dry shelter is strongly advised – please do move inside!

Do not consider moving inside as giving up or failing on your part. Just consider how fortunate you are to have that choice.

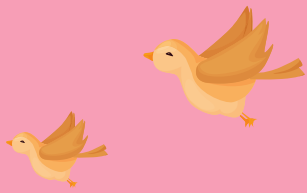
## HOW MUCH MONEY DO I HAVE TO RAISE?

Funds raised from the Sleep Out at Home will enable us to provide vital support and housing to vulnerable people across Surrey, preventing homelessness, giving people hope and a route to independence.

By taking part, we are asking that each participant aims to raise at least £125. But don't worry, we will help you every step of the way! Please refer to fundraising tips and instructions on how to set up your fundraising page within this pack.

**SHOULD YOU HAVE ANY FURTHER QUESTIONS, PLEASE GET IN TOUCH WITH US  
BY EMAILING [FUNDRAISING@TRANSFORMHOUSING.ORG.UK](mailto:fundraising@transformhousing.org.uk)**

# Fundraising Tips



- Why not start off your fundraising by donating what you would normally otherwise spend on a Saturday night?



- Tell your family, friends, neighbours, and work colleagues what you are doing and why and ask for their support. They might want to sleep out too!



- Set up your online fundraising page and share it with everyone you know and across your social media platforms (see Instructions on how to set up your fundraising page).



- Post updates on social media during the event whilst you are sleeping out, this is a great way to get extra support!



- See if your employer has a match funding scheme and can support you.





# Setting up your fundraising page

**By taking part in the 'Sleep Out at Home', we are asking you to raise £125 to help our mission to prevent homelessness in Surrey. We are here to support you every step of the way – starting with tips on setting up your JustGiving Page!**

## WHAT IS A JUSTGIVING PAGE?

This is your online fundraising base, where anyone can make a donation to your 'Sleep Out at Home'. Funds raised on our **JustGiving Page** are transferred directly to Transform, so there's no need to worry about bank transfers. You'll also have your own link that you can share in emails and on social media to direct people to your page to make asking for donations that much simpler!

## HOW DO I SET UP A JUSTGIVING PAGE?

To set up your 'Sleep Out at Home' page, follow **this link**, click 'start fundraising', and simply follow the instructions. Don't forget to use the information below to get the most out of your page and maximise your fundraising!

## GETTING THE MOST OUT OF YOUR JUSTGIVING FUNDRAISING PAGE

### **Add a photo**

Fundraisers who add a profile picture to their page tend to raise 15% more. Show your supporters who you are!

### **Add a fundraising story**

An engaging story can make all the difference. Everyone's reasons for taking part in the 'Sleep Out at Home' are different – whether you've personally benefited from our services or feel strongly about the work we do for others in the community. And this is your chance to let the world know why preventing homelessness in Surrey matters so much to you. It might even motivate others to become a fundraisers too.

### **Set a fundraising target**

Those who set a target raise up to 46% more, so it's a great way to kick-start your fundraising. We're asking participants to raise £125 but if you want to set a more ambitious goal then great! Let people know your progress as you go and send updates when you hit milestones (such as 'we're 50% of the way there!') to keep the momentum going.

### **Add a quick summary**

Can you sum up what you're doing and why in a few short sentences? This can be helpful for sharing on social media to tell people briefly why they should donate to your cause.

**PLEASE INCLUDE HASHTAG #SLEEPOUTATHOME  
AND TAG @TRANSFORMHOUSING**



**Below are some examples of the images available for you to use on your social media and posters that you can download to promote your event.**





# Terms and conditions

- Safety first. The challenge and fundraising are second. You are responsible for your own safety during the challenge and should take reasonable care to ensure the safety of any other participants.
- Make sure you have the permission of the land/property owner to stage your challenge.
- Anyone under 18 years of age taking part must be accompanied by a participating adult.
- As this challenge takes place overnight, consider that the weather may change. In the event of cold and or rain access to warm and dry shelter is strongly advised.
- We strongly advise you dress and prepare appropriately for the challenge. Warm clothing, a warm sleeping bag and cardboard or camping mat for insulation, as this challenge is held outside.
- Participants are responsible for their own medical conditions and ensuring they are fit to take part. Please consult your doctor if you suffer from heart, joint, back or breathing problems or any other medical condition that may affect your ability to take part. You must, as far as you are aware, be currently in a good state of health and not take part unless you are in a good state of health at the time of the challenge.
- You are taking part in the challenge at your own risk. Transform Housing & Support and their event partners will have no responsibility for any risk, loss or costs incurred by you in connection with this challenge. Transform and their event partners will not carry insurance in relation to your participation in the event. Should you decide that additional insurance is necessary it is your responsibility to obtain this.
- If held at the workplace you must comply with the Health & Safety at Work Act. Ensure first aid and fire regulations are adhered to. Ensure you are not causing any obstructions.
- Photographs and video shared by you with us relating to this challenge, including on social media, may be used by Transform.
- Participants must not engage in any activity that would place the interests and reputation of Transform at risk.
- Transform reserves the right to cancel or alter the event without notice.



REGISTERED OFFICE: BRADMERE HOUSE, BROOK WAY, LEATHERHEAD, SURREY KT22 7NA  
REGISTERED CHARITY: 264133  
COMPANY LIMITED BY GUARANTEE REGISTERED IN ENGLAND: 01057984  
REGISTERED PROVIDER OF SOCIAL HOUSING: H2452



Registered with  
**FUNDRAISING  
REGULATOR**