



preventing homelessness  
transforming lives



# Preventing homelessness transforming lives

fundraising pack

# Do you believe everyone should have a place to call home and the chance to lead a fulfilling life?

Each day across all 32 London boroughs, our staff work with individuals to tackle the underlying causes of homelessness.

Often that means being there for people at a critical time – whether to prevent their eviction or help them off the street; to get them into drug or alcohol treatment or support them with their mental health; or to help them find a job and a flat so that they can take the final steps to living on their own.

Perhaps most important of all, our work restores hope to people who might otherwise feel forgotten, left behind or written off, providing crucial footholds in their recovery journey from which they can go on to build independent and fulfilling lives.



## Who we help

Homelessness can happen to anyone. It's hard to believe, but many single homeless people get turned away by their local council because they aren't deemed to be in 'priority need' – a status largely reserved for families with children.

Our services reach right across London and support people struggling with a wide range of problems, from rough sleeping to family breakdown, addiction and poor mental health.

## Where your money goes

Your support could help give someone shelter in one of our hostels, support someone to tackle their addiction to drugs or alcohol, or help someone recover from a mental health crisis.

£10

could help someone who's been living on the streets to feel safe and cared for, by providing a welcome bag on their first night in a hostel.

£25

could support someone to enter treatment for substance use – one of the first steps toward long term recovery.

£50

could help someone to learn vital life skills and gain access to education or training, giving them hope for a better future.

£75

could support someone to find a job and a place of their own, so they can leave homelessness behind for good.

A woman with her hair in a bun, wearing a colorful off-the-shoulder top, is performing on stage. She is looking down and singing into a microphone. The background shows a stage setting with framed pictures and posters.

## Bee's story

**“When I walked through SHP's door, my life changed”**

**Bee**

Your money could help someone like Bee.

Trapped in an abusive and violent relationship, Bee turned to alcohol and struggled with depression.

After a particularly violent episode, she left her partner, but continued to fear for her safety. Pushed to the limits, Bee tried to take her own life. When she woke up in hospital, she made the decision to detox from alcohol. But the extended hospital stay meant that she had fallen into rent arrears and was evicted.

While living in a female-only hostel, Bee began to attend SHP's Fuchsia programme, a series of workshops designed to prepare people for employment, education and training.

**“I thought that at worst it would get me out of the house,” she says, “but it did more than that – it was a revelation.”**

With encouragement from SHP, Bee rediscovered her passion for music and art, and also accessed therapy. The programme helped her to set goals and step out of her comfort zone. Being able to interact with men in a safe environment also helped her to overcome some of the anxieties her past experiences had left her with.

Today, Bee has made a full recovery. She performs regularly with her band, volunteers for SHP and is starting a teacher training qualification.

# Fundraising Ideas

**Together, we can transform lives. No matter who you are or what you do, you can raise vital funds for SHP. Stuck for ideas? Here's some to get you started:**

## Fundraise with: Work

There are hundreds of ways to fundraise at work. From dress down days, pot luck lunches, bake sales, coffee mornings, sweepstakes, to taking part in a team challenge event – there's something to get everyone involved.

Need some help? Get in touch and let us know what you're planning.

Email us on [Fundraising@shp.org.uk](mailto:Fundraising@shp.org.uk)

## Fundraise with: Your community

If you're a member of your school board or the PTA then you could organise a school disco, art show or drama performance and ask for donations. Member of the WI or a book group? Ask your group to hold a 'crafternoon', bake sale or even ask them to sign up to one of our challenge events.

Email us on [Fundraising@shp.org.uk](mailto:Fundraising@shp.org.uk) for packs and more inspiration.

## Fundraise with: Family and friends

Why not round up your friends and family and get them involved in fundraising. From taking on a sponsored run, cycle or walk to doing your own thing, there's plenty of ways to raise money. Here's some of our ideas:

### The Tube challenge

Fancy doing something a little more physically challenging with friends? Pick a tube line and walk past every station en route and ask for sponsorship. The Victoria line (21kms), Bakerloo line (23kms) and Jubilee line (36kms) all take in iconic London landmarks as well. Or, if you're feeling really energetic then the Central line is 54kms from start to finish.

### 'Sleep In'

Many of our clients dream of having their own home. Why not open up yours for a 'Night In' with family and friends to raise money for SHP?

**Film night** - Whether you go for the latest blockbuster or acinema classic, invite friends round and ask everyone to donate the cost of a cinema ticket and a bag of popcorn. You could even choose to watch the film that changed the perception of homelessness, the classic 1966 Ken Loach film Cathy Come Home.

**Pamper night** - Organise a night of relaxation: face masks, manicures and tasty treats. Raise money by asking guests to donate for treatments or you could even hold a raffle.

**Games night** - Dust off your treasured childhood favourite board games and challenge friends and family. Lose a round? Make an extra donation!

# Social Media Tips

**Social media is a great way to make some noise about your fundraising activity. It can also be a great way to let your local media know about what you're up to, and it can even increase donations!**

- Update your Facebook status with what you're up to – If you'd like to, then tag the local media outlet by typing @ then the name of the local newspaper. This way they will be notified they've been mentioned in a post. It's not a guaranteed way to have your content shared, but it will give you the best opportunity to get seen.

- We'd love to know what you're up to. Don't forget to tag us in your posts (@SHPcharity on [twitter](#) and [Instagram](#) [singlehomelessproject](#) on [Facebook](#)).
- Ask your friends to share your status update. If lots of people are talking about your work/event it's easier to raise money.
- Use an image – it makes your post more engaging, and if the local media like it, then it makes it easier for them to write a story about you if they've already got everything they need.
- Embrace your local twitter community. Lots of local businesses, celebrities and even local MP's could help share your message to an even bigger audience. Do a little research to see if any could help.
- Are you a video whizz? With smartphones it's now really easy to film a quick 30 second video and upload it to social media. A 30 second video can really help get your message across, and can make a more compelling case for people to sponsor you.
- Go live! If you've got time - and its safe to do so - then you can stream a live video of your event on your page, asking people to sponsor you.



**What:**

**When:**

**Where:**

**For more details:**





# Handling Money

**Any money that you raise for us will help us to transform vulnerable people's lives and tackle homelessness in London.**



## Online giving

Setting up a just giving page at [www.justgiving.com/singlehomelessproject](http://www.justgiving.com/singlehomelessproject) is the simplest and fastest way to raise money for SHP. When someone donates money on your page, it comes directly to us so you don't need to worry about a thing. Some people can also add Gift Aid to their donation meaning we get an extra 25p for every £1 they donate.



## Cash donations

You might find yourself collecting cash for us at events. If you're collecting money in public, then the main thing is to stay safe.

- Have two people around when money is being counted and handled
- Collect cash using a secure container
- Put the money in a bank as soon as possible



## Sending the money to us

Once all the money has come rolling in, don't forget to send it on to us. If you have raised money using the sponsorship form, then pay the notes and coins into your bank and send us a cheque. Remember to make your cheques payable to Single Homeless Project.

Single Homeless Project  
5-15 Cromer St  
Kings Cross  
London  
WC1H 8LS

## Thank you!

Your support really does help to make a difference to the lives of the thousands of homeless and vulnerable people we work with. Together, we can help make London a city in which everyone has a place to call home and the chance to lead a fulfilling life.

**Support Us**

[shp.org/donate](http://shp.org/donate)

## Get in touch

**SHP, 245 Gray's Inn Road, London WC1X 8QY**

**T 0204 509 8300**

**W [www.shp.org.uk](http://www.shp.org.uk)**

**E [fundraising@shp.org.uk](mailto:fundraising@shp.org.uk)**

 [facebook.com/singlehomelessproject](https://www.facebook.com/singlehomelessproject)

 [twitter.com/SHPcharity](https://twitter.com/SHPcharity)

