

HOMELESS ACTION WEEK

TAKE ACTION. RAISE FUNDS. RAISE AWARENESS.

5 – 11 OCTOBER 2020

Take action against homelessness during this special week and join our main event:

THE VIRTUAL SLEEP OUT

Friday 9 October



 PROVIDENCE ROW

HELPING HOMELESS AND VULNERABLE PEOPLE SINCE 1860

About Providence Row

Providence Row has been supporting the homeless and vulnerable in London for over 160 years. We work with over 1800 people a year, offering an integrated service of crisis support, advice, recovery and training activities.

We are working towards a vision where everyone has a safe home and a community in which to belong.

**HOMELESS
ACTION WEEK**
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Every year our supporters come together for **Homeless Action Week** to raise awareness and take action to improve the lives of people affected by homelessness. The week incorporates both **World Homeless Day** and **World Mental Health Day**.

In England, we are still in the midst of a housing emergency. As the health crisis gives way to a looming economic recession, more and more people will need our help.

We are here to support everyone who is homeless, regardless of their status, background and circumstances. We want to build a community of support, where everyone is welcome.



Veronica's Story



I was homeless and living in different parts of London. I would sleep with men to stay in their houses, a shameful thing, but vulnerable women get into that situation. Then I met this man and his Mum let me stay at their house. She gave me the number of a charity and told me not to wait and call them!

They helped me get a room of my own. Now I'm working on finding a job I will love. I'm studying law. I've done IT level 1 and 2, and a customer services course. I don't want to dwell on the past. I need to move on with positivity. Without exaggerating, Providence Row has been marvellous. I'm eternally grateful for their support.

Veronica* is sharing her story to show the experiences of homeless women and that it is possible to build an independent life away from the streets with support.

*Veronica's name and image have been changed to protect her identity.

How can you take action against homelessness?



Pledge to stand with Providence Row and take action against homelessness.



Host your own fundraising event during this special week to raise vital funds to support our frontline services.



Join our **Virtual Sleep Out** on Friday 9th October.



Donate to show your support.

You can find out more about Homeless Action Week on our website:

www.providencerow.org.uk/HAW2020

VIRTUAL SLEEP OUT

On Friday 9th October, Providence Row will be hosting our very first **Virtual Sleep Out!**

Join us to take action against homelessness and sleep away from the comfort of your bed for one night, raising funds and awareness at the same time.

Whilst a Sleep Out does not aim to replicate homelessness, it will give you an insight into the challenges faced by those sleeping rough.

What you might need

- ✓ Sleeping Bag
- ✓ Torch
- ✓ Pen
- ✓ Pillow
- ✓ Cardboard
- ✓ Internet connection
- ✓ Tent/Den (optional)
- ✓ Paper



How do I get involved?

- 1 Sleep Out as an individual, a family or a group.*
- 2 Set up your fundraising page and set your target as £200.
- 3 Tell all your family and friends and try to get them involved too.
- 4 Host a **Homeless Action Week** fundraiser to boost your fundraising target.



What to expect on the night

Get set up for the night in your chosen location. Will this be your garden, balcony or your living room?

Will you sleep on the floor, on cardboard, in a tent, den or on a make-shift bed?

Take part in one of our suggested fundraising and awareness raising activities.

Tune to watch our online video and find out how you are making a difference. Available from **5pm** in our **Facebook Group** (details on the last page).

Settle in for the night.

Wake up on **World Homelessness Day**. Post a photo on your social media about your experience and thank everyone who has sponsored you.

*Please make sure that you follow **current government guidelines** when organising your Sleep Out and adhere to social distancing measures. As the organiser of the event, you will have responsibility of the health and safety of all participants.

Fundraising ideas and ways to boost your target

Set up your fundraising page

We recommend using **Just Giving** or **Facebook Donate**. Simply follow the link to set up your page with a £200 target, Providence Row will automatically receive 100% of the funds you raise.

JustGiving: www.justgiving.com/campaign/VSO2020 Facebook: www.facebook.com/fund/ProvidenceRow

If you have any questions or would like help setting up your fundraising page please contact us and we will be happy to help.

Personalise your page and share with all your contacts

Add photos, videos, and tell everyone why you are taking part in **Homeless Action Week**. Demonstrate how funds raised can tackle homelessness!

Share your page on social media and email friends and colleagues – you may even encourage others to get involved by doing so! Remember to tag Providence Row:



@ProvidenceRow



@Providence_Row



@providencerow

Boost your fundraising

Although the minimum fundraising target is £200, you can raise as much as you can! You can increase your sponsorship donations by setting challenges or hosting an event during Homeless Action Week. Here are some ideas and examples:



“If I raise £600 I will dye my hair/ wax my legs/ shave my head on the night”



Host a virtual event with friends, such as a zoom quiz, a dance party, karaoke night or cooking competition – ask your friends to donate to your page to take part.



Pledge to run a 5k or 10k when you wake up on 10 October, World Homeless Day.

Join our Facebook Group

For more fundraising tips and community fun – join our Virtual Sleep Out Facebook Group here:

www.facebook.com/groups/%20VSO2020/

We will also be premiering our Virtual Sleep Out video to the group from 5pm, ready for you to watch as part of your evenings activities.



Activities to Raise Awareness

Midnight Snack

Have you tasted a **Rise Bakery** brownie? The bakery is part of our training scheme which offers accredited training and employment support for people affected by homelessness. We are very proud to share our recipe for double chocolate brownies for you to make, enjoy and share as part of Homeless Action Week. You may even want to save one as a midnight snack during your sleep out!

Download the recipe here: www.providencerow.org.uk/VSO2020



Shelter Building Competition

Building shelters is a practical way to think more about the basic materials some homeless people rely on when they are faced with sleeping rough outside.

All you need for this challenge is cardboard and imagination, to create yourself a shelter from the elements. Send in your photos to us via social media or email us and we will announce the winner the next day.

Science Experiment: Rain protection

Select a range of materials to use such as paper, cardboard, plastic, wood, cloth or tin foil. Taking one item at a time, predict whether you think it might be waterproof, then pour a small amount of water over it to see what happens. If you have built a shelter, why not add your 'rain protection' to the roof before you do the test!



Breaking Stereotypes

Homelessness is rarely discussed and it can be easy to form judgements when we see someone who is homeless. Have you ever stopped to consider your own misconceptions? Have you discussed homelessness with children?

As part of Homeless Action Week we want to break stereotypes and raise awareness of the real issues and challenges that affect people who are homeless. We have put together a discussion sheet and a quiz, available to download here: www.providencerow.org.uk/VSO2020



Contact Information

If you have any questions, would like more information on Homeless Action week, or want advice on how to host your own Sleep Out, get in touch with our friendly fundraising team; Robbie, Emma and Kira will be on hand to help!

Email: GetInvolved@providencerow.org.uk

Website: www.providencerow.org.uk/HAW2020

Thank you for taking action against homelessness with Providence Row and making a real difference to vulnerable people in East London at this critical time.



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Providence Row is a charitable company limited by guarantee registered in England and Wales with company no. 07452798 and reg. charity no. 1140192. Its registered office is The Dellow Centre, 82 Wentworth Street, London E1 7SA.

