

GET FESTIVE WITH PROVIDENCE ROW

Be a lifeline for someone sleeping rough this Christmas



 **PROVIDENCE ROW**

HELPING HOMELESS AND VULNERABLE PEOPLE SINCE 1860

URGENT CHRISTMAS APPEAL

Christmas

It can be the most wonderful time of year for some, but for others it can be a very lonely and isolating time. In this turbulent year, spending time with family and practicing Christmas traditions is more treasured than ever before. But this isn't what Christmas looks like for people sleeping on the streets or affected by other forms of homelessness.

The festive season is an especially difficult time for our clients. This winter people sleeping on the streets are faced with the double threat of the cold and coronavirus.

Providence Row helps empower the most vulnerable and at risk individuals in society. We help people to overcome severe disadvantage, helping them get off, and stay off, the streets of London and begin their journey towards recovery and a stable, independent life away from homelessness. We help people who are socially and financially excluded from society to re-develop trust in others, confidence in themselves and support them to get their lives back on track.

Please support our Urgent Christmas Appeal with a donation, or some festive fundraising to ensure we can continue to support people like Sarah to get the help they desperately need this winter.

You can find out more about how your support can make a difference to our emergency work on page 4.

Sophie's Story



"I finally got away from my abuser, but I ended up sleeping rough in bin sheds and staying away from people to keep safe, for 4 years.

"I heard about Providence Row before the pandemic because I would go to the Day Centre to do classes. It gave me something positive to do and put me in touch with people who actually care and help, like Delroy.

"I am in a hostel now and have my own space to get my head together. After using for 20 years, I'm getting support, and I have been clean for 4 weeks.

"All I want to do now is to get skilled up, get on one of the adult courses the government is starting and ease myself back into society.

"Providence Row has done a really good job. I just want people to know there is help out there. If you want it, they are willing to give it- they saved my life. It isn't an overstatement."

Sophie* is sharing her story to show that there is always hope even in the hardest of situations. After receiving support, she is now rebuilding her life away from the streets and re-joining society.

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

FUNDRAISING IDEAS

Here are a few Christmassy fundraising ideas to get you started, suitable for all ages and groups there's something for everyone! Simply choose your idea below and ask for a donation to enter the fun, or set up a fundraising page on Just Giving.

Festive Quiz

Gather friends and colleagues online for a fun festive quiz - guess the advert, name that carol, Christmas around the world?

Christmas scavenger hunt

Race to find a Christmas object and bring it back such as a mince pie, decoration, cracker - first one back wins!

Christmas Decoration Contest

Who can create the best Winter Wonderland scene on their window shelf or work desk!

Ginger-bread House Competition

Inspired by bake off? Send in your best creations and vote for the winning design.

Christmas Taskmaster

Christmas Party game idea! Set a series of timed tasks for people to complete as individuals or in teams to win prizes. For example: "You have 2mins to make yourself look like a Christmas tree", "Build the biggest snowman in your living room - you have 90seconds", "Tell the best Christmas joke - funniest joke wins".

Christmas jumper day/ festive fancy dress

Simply make a donation to wear your most Christmassy outfit with pride for a day.

Office Christmas party

Why not host your work party online in exchange for donations this year. Arrange a time for video conference drinks, and up the ante with a game or two.

Virtual Gift

Got that one relative who is hard to buy for or need to get a secret Santa gift? Why not donate to Providence Row's Christmas Appeal and gift a meal to someone in need.

Winter Sleep Out

Raise awareness of homelessness this Christmas by hosting your own Sleep Out (at home). Find out more here: www.providencerow.org.uk/VSO2020

Donate

Donate your last working day or last hours pay to Providence Row. Work it out by taking your yearly salary and divide it by (number of hours worked per week x 52 weeks).

Christmas Challenge

Can you walk/run/cycle in the shape of a Christmas tree? Set up a JustGiving page, track your activity on Strava and send us a picture!

Good luck with your fundraising and don't forget you can contact the fundraising team for more tips and resources at: getinvolved@providencerow.org.uk

OUR URGENT APPEAL THIS CHRISTMAS

We are already seeing devastating economic effects of the pandemic as the number of people falling into homelessness rises. As the weather gets colder and wetter we'll be delivering hot food to those that need it most. We have transformed our catering service into a Food distribution service for rough sleepers and vulnerable adults living in temporary accommodation with no means to buy or cook food. We're currently delivering over 350 meals a week, but as more people are referred to our service, this number is going to increase rapidly.

But our food service is just the start. What starts as a life-saving meal can develop into a life-changing conversation with our support teams. We provide essential advice and support to get people off the streets for good - helping them to build a life away from homelessness. This is the difference your support can make.

1 Homeless people lack a balanced diet, so we offer them a homemade hot nutritious meal.



2 We get started on the food preparation first thing in the morning, and get the kitchen ready for a busy day ahead!



3 We cook in huge pots like this to help us feed as many rough sleepers as possible.



4 Once the food is ready, we package it up as quickly as we can - we want it to stay hot as we transport it.



5 Now it's time to pack up the distribution van. It feels so good to get on the road and deliver hot meals to the vulnerable people that need it most.

A fundraising gift today can help us provide more hot meals this Winter:

£130

Could help provide 20 hot meals for homeless people this Christmas.

£300

Could help us reach a homeless person and get them to safety this Christmas.

£420

Could help us provide vital long term support to get a rough sleeper off the streets for good.

Your generous donation will be used to support our work with homeless people. Amounts are illustrative of the services that we are able to offer thanks to your kind support.

FUNDRAISING TOP TIPS



Fundraising Online

We recommend using JustGiving to set up your fundraising page to collect donations. Follow the link: www.justgiving.com/providencerow and click the 'start fundraising' button to begin setting up your page.



Set an ambitious target

Setting a target is not only a great way of motivating yourself but it encourages your supporters to donate generously. Pages with a target raise 46% more than those without! Aim high and tell the world. Plus, there's no denying how satisfying it is when you see it tip that 100% mark.



Tell your story

Let your supporters know why you're fundraising and what it means to you. If you're challenging yourself with an event, let people know how much effort you're putting in. If they are visiting your page, they must be interested in what you're doing, so make sure you tell them all about it and add photos and updates.



Don't be afraid to share

Sharing on all social media platforms, LinkedIn, and WhatsApp helps to raise awareness for Providence Row. Don't be afraid, people want to hear about the good things you are doing. Make it more personal by emailing friends and family.



Encourage others to get involved

Get friends and colleagues to take part and raise money with you, you could even create a healthy competition!

✉ getinvolved@providencerow.org.uk

🌐 www.providencerow.org.uk



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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.

