

CHES Homeless **BIG SLEEP** Pack



Your step-by-step guide to
organising a **BIG SLEEP IN** event

Thank you for taking part in the CHESS Big Sleep In.

2020 has been a difficult and challenging year, with everyone being affected in some way by Coronavirus. For us as a Charity it has meant cancellation of our events and being able to be out engaging with the community, raising the funds needed to run our services.

You may have taken part in our annual Sleep Out before, which was our biggest fundraiser. **The Big Sleep In** is our way of doing something that you can be a part of and raise funds in the process. By taking part you may not really get to understand what it's like to be homeless, but you will become more aware of the challenges that a homeless person faces, and the money you raise will make a huge difference to the services we can offer to those that need us.

Homelessness can happen to anyone, at any time, and for a variety of reasons. It is a lonely and frightening experience. At CHESS we believe that everyone should be given a second chance and a safe and stable home.

This pack will give you tips, guidance and advice on how to take part in our campaign. We want this to be a successful and meaningful experience for you, but it should also be fun! Remember we are here to help so don't hesitate to get in touch with any questions.

Thanks again for choosing to support CHESS Homeless. **Good Luck!**



Our details:

CHESS Homeless

200 New London Road, Chelmsford, Essex CM2 9AB

T: 01245 281104 (Opt 2) | **E:** fundraising@chesshomeless.org | **W:** www.chesshomeless.org



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Registered Office 200 New London Road, Chelmsford, Essex, CM2 9AB.

Registered Charity Number 1093901 and Company Number 04407742.





Why Support CHESS Homeless?

CHESS Homeless is a small charity supporting vulnerable single adults in Chelmsford and Essex who, for a variety of different reasons, find themselves homeless.

With our dedicated staff, volunteers and trustees we offer a step by step provision that helps people regain control of their lives and where possible move people on to independent living.

The first step to independence is to access The Hub – our Night Shelter. Here we can support up to 9 single homeless adults, providing them with a roof over their head, food, hygiene, laundry facilities and one to one support, training and counselling.

Following on from The Hub, we have The Annex. Here individuals receive their first key to becoming independent. They continue to work with their support worker on our programme and if needed, they are sign-posted to outside agencies.

The next step for individuals after The Annex, is to move into one of our move-on properties. This accommodation is when service users are engaged, more settled and beginning to turn their life around either actively working, seeking employment or back into further education.

CHESS can accommodate up to 32 individuals at any given time. Everyone's story for becoming homeless is very different and there are many contributing factors as to why this may happen. CHESS believes that everyone deserves a second chance and it is only through the support of generous individuals, organisations, trusts & grants and groups in the local community that we can continue to provide the service we do.



The Hub, Chelmsford

Included within this pack:

- **A step-by-step guide to organising your Sleep In.**
- **How to set up an online fundraising page.**
- **Sponsorship Form (for offline donations)**
- **Fundraising Hints & Tips.**



How could your Sleep In impact the lives of those who find themselves homeless in Essex?



£5

goes towards hot meals and drinks

£10

goes towards welfare and counselling to help individuals move on positively

£20

goes towards costs for a bed at the night shelter

Impact Story (name changed)

Phil stayed at CHESS for 11 months. He has recently been re-housed into his own flat and sent us this lovely thankyou.

"Due to the breakdown of my marriage I was left homeless and actually living in my car. I was at my lowest I have ever been. With nowhere to turn to I called the Samaritans, who put me in touch with MIND, who then put me in touch with CHESS.

You didn't have a bed for me at first but you gave me a hot meal, shower and a chance to wash my clothes on many occasions. Then I had a call to say you had a room for me. ***This was the point in my life that everything started to change.***

I now have a fantastic place that I can call my own and most of all a place where my son can come and stay. This as you know means everything to me.

Because of your continuous help, support and encouragement I am now looking for a full-time job. Because of your help I have worked for the Royal Mail on different occasions and am now volunteering for the NHS during these unprecedented times with COVID 19.

Jo and the team.

This time last year I was homeless and thinking the very, very worst. Now look at me!!!

I know you keep saying that I have myself to thank for what I've done but it is mostly down to you guys at CHESS.

Even now when I am applying for jobs or need forms printed for the NHS, I forward you an email, which you forward to Barbara and I pick it up 30 minutes later. You still give support now, even though I have left CHESS.

I can never thank you enough and the rest of the team at CHESS for what you have done for me. I dread to think where I would be now if it wasn't for you guys."



Steps to creating a successful Sleep In!

1

Pick a date
in November to
hold your Sleep In

2

Sign up at
[chesshomeless.org/
BigSleepIn](https://chesshomeless.org/BigSleepIn)

3

Download the
Information Pack

4

Set up a fundraising
page, tell your friends
& family and give them
the link

5

Ensure
you have the right
equipment & keep to
Government Covid
guidelines

6

Put your
event on social
media and tell as
many people as
you can!

7

Sleep In!

8

Post your pics on
social media
using
#CHESSsleepin

9

Send us
the money you
have raised
(if you didn't use
online page)



Choose where you will sleep

- Pitch a tent in your garden
- Sofa surf in your lounge
- Sleep on the floor



Be Prepared! You will need:

- **TENT :**
 - * Warm clothing and waterproofs – lots of layers!
 - * Hat and gloves
 - * Sleeping bag
 - * Blankets
 - * Possibly roll mat/cardboard to sleep on
 - * Suitable footwear for the weather conditions
 - * Torch
 - * Snacks

Get ready for your Big Sleep In

Raise Awareness about your event!

- **SOCAL MEDIA:** If you use Facebook, Instagram or Twitter, post about your SleepIn and ask people to share the page. Make sure to share a link to your Fundraising Page on any posts
- **Tell family & friends** what you are doing & why
- **Tell your workplace colleagues**, perhaps send an email around asking them to sponsor you
- **Let your school know** you are raising funds for CHESS - they may want to sponsor you



Getting your Big Sleep In noticed



Online Sponsorship

There are various online platforms you can use to raise funds.

For example: **Justgiving** www.justgiving.com

Virgin Money Giving www.virginmoneygiving.com

- You simply register yourself and create a page telling people what you are doing and why. You can then send them a link to your page or include it in any social posts so people can donate direct.
- Registering is free and takes a few minutes.
- It provides a secure, easy-to-use way for people to raise money for the charity of their choice.
- Your sponsors can stay up to date with your target.

Good old fashioned fundraising

If you aren't able to create a fundraising page online, you can download our Sponsorship Form and get donations that way.

Once you have completed your SleepIn you will have to collect the money and send it into us at:

CHESS Homeless, 200 New London Rd, CM2 9AB.

Download form here chess.homeless.org/BigSleepIn

Please don't send cash in the post although cheques are fine.



Things to do on the Night

Take part in our Homelessness Quiz with the chance to win a prize

If you have friends taking part then why not connect over Zoom and do the quiz together. The winning team will receive a prize once the event is over and results are in.

Upload your photos to our wall to let us know how you are getting on using the hashtag **#CHESSsleepin**

or Join our Facebook Group and post direct.

More ideas to follow... keep an eye on social media.



On
the
Night

Once the Sleep Out is complete...

- Post lots of pictures of the event and the achievements.
 - Keep encouraging participants to get sponsorship even after the event.
 - Leave your fundraising page open for at least 2 weeks after the event to allow for last minute contributions.
 - Finally UPDATE and THANK all who gave to the cause and remind them of the difference they have made to lives of the Homeless.
 - Send any off line sponsorship and forms to **CHESS Homeless, 200 New London Road, Chelmsford, Essex CM9 2AB**. Please include your name and if you want us to send a thank you letter.
- Please do not send cash in the post.

After
the
event

