

# World Homeless Day

10/10/19

Fundraising guide for companies



Registered Charity No. 284839





## About Brighton Housing Trust (BHT)

BHT supports thousands of vulnerable people across Sussex each year. We provide services that support people who are rough sleeping or vulnerably housed, have substance addictions, mental health issues or need advice in preventing homelessness.

We rely on the generosity of the local community to help keep many of our services operating so that we can ensure we reach everyone who needs our support.

This year, on World Homeless Day, we are asking local schools and youth groups to support us in our mission to combat homelessness.

By taking part in a fundraising activity and raising awareness of our cause, you'll be helping to ensure vulnerable people in our city get back into independent living and a place they can call home.

On behalf of BHT clients, staff and volunteers, thank you for your support.



# Why are people homeless?

There are many reasons why someone may be homeless, and many of these reasons could be linked.

- Eviction from property, or not being able to afford private tenancy
- A relationship breakdown
- Cuts to benefits
- Drug or alcohol problems
- Leaving the Armed Forces
- Loss of job or unemployment
- Mental health problems
- Having suffered domestic violence
- Refugee or immigrant
- Debt
- Having been in care
- Having previous experience of homelessness

At BHT, not only do we support people who are homeless or have experienced homelessness, but we also have services such as our Advice Centre that prevent people from becoming homeless in the first place.





# How you can help this World Homeless Day

There's plenty of ways you can help us to continue to combat homelessness. Take a look at some of our fundraising ideas below.

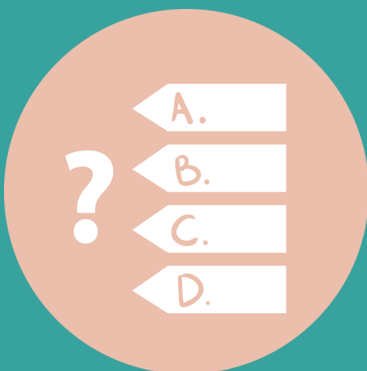


## Hold an office bake sale or coffee morning

This super easy fundraiser is a great way to grab your colleague's attention! Ask each member of staff to bake something and sell for a suggested donation of £1 per item. Your donations could fund the tea and coffee provided at our First Base Day Centre for rough sleepers.

## Give it up!

Ask each person in your office to give up something they love during the week of World Homeless Day and get sponsored for doing so. Perhaps your favourite morning coffee, a mobile app or your favourite food. Getting sponsored online via [JustGiving](#) is a great way to raise much-needed funds.



## Organise a work quiz

What is the average age of a homeless person? Find out by organising a quiz with your colleagues. You can download our quiz sheet here; [www.bht.org.uk/worldhomelessday](http://www.bht.org.uk/worldhomelessday)

Got an exciting, innovative fundraising idea? We'd love to hear it. Let us know how you're supporting World Homeless Day by emailing [fundraising@bht.org.uk](mailto:fundraising@bht.org.uk) or call our Fundraising Team on 01273 645492.

# The difference your donation makes

A person is sitting on the ground at night, wearing a red beanie and a dark jacket. They are huddled in a ball, with a blue bag next to them. The background is a blurred city street at night with warm lights.

Each year BHT's First Base Day Centre provides food, clean clothes, showers and critical support and advice to people who are rough sleeping in Brighton & Hove.

We can't change the past for these people, but by supporting us on World Homeless Day you can help to change their future.

If you raised £200 in your workplace you could provide the following care package for six vulnerable people:

- A warm welcome when they arrive
- Hot meals daily
- A chance to shower, freshen up and get clean clothes
- Laundry facilities
- Medical facilities
- Expert help with mental health or addiction problems
- Advice on housing, benefits and employment.



## How to pay in your World Homeless Day donations

### Send a cheque

Cheques can be made payable to 'Brighton Housing Trust' and sent to:

The Fundraising Team  
BHT  
144 London Road  
Brighton  
BN1 4PH

### Transfer your funds to us directly

Include the reference 'World Homeless Day' and send to

Account name: BHT No.1 Account  
Sort code: 16-14-24  
Account number: 11335339

## Get in touch

We'd love to hear what you've got planned, and so we can let you know how we can support you with your fundraising.

Email: [fundraising@bht.org.uk](mailto:fundraising@bht.org.uk)

Call us: 01273 645492





# Thank you for your support

