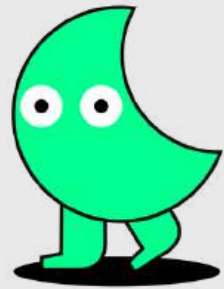


EVERY **YOUTH**



**sleep
out**

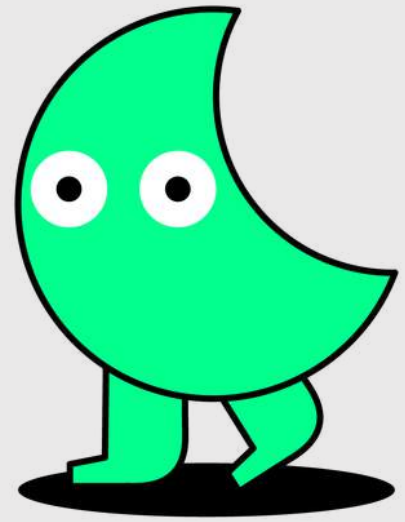
help put youth
homelessness
to bed



FUNDRAISING PACK

2026

WELCOME TO **sleep** out



Thank you for taking part in Sleep Out 2026!

Help put youth homelessness to bed.

EveryYouth is the national charity for 16-25 year olds facing homelessness. EveryYouth exists to help vulnerable young people access mental health support, enter meaningful employment, and secure a home of their own. We believe that homelessness can only be properly addressed through holistic and patient support.

Last year, more than

118,134

young people in the UK approached their local authority because they were homeless or facing homelessness.

That's one young person every

four minutes.



EVERYYOUTH

Young people find themselves facing homelessness through no fault of their own, and often lack the support and opportunities they need to define their own futures.

Homelessness is perhaps the most striking indicator of disadvantage and is a symptom of complex issues – often experienced in childhood – that can only be addressed through holistic and patient support. We believe that with this support, young people can overcome trauma and succeed on their terms.



HOW WE HELP

EveryYouth is a movement of leading youth homelessness charities across the UK. Together with our Delivery Partners, we support young people through three dedicated Funds;

HEALTH



EMPLOYABILITY

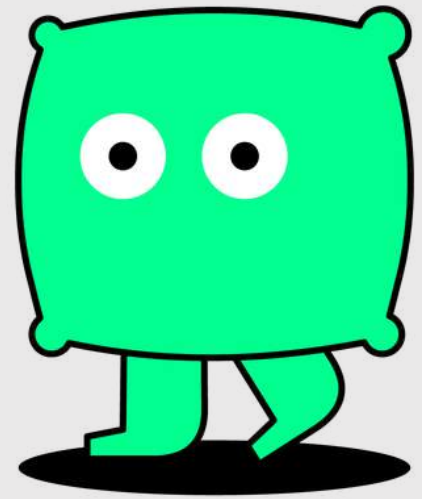


HOUSING



SLEEP OUT

help put youth
homelessness
to bed



Every young person should be able to have a bright, independent future and we are committed to making that happen. Sleep Out raises vital funds and awareness which allows EveryYouth to continue supporting some of the most marginalised young people in the UK.

Whilst Sleep Out doesn't aim to replicate homelessness, it will give you genuine insight into the reality faced by so many young people every year - the lack of somewhere safe to rest their heads.

This November, you can **help put youth homelessness to bed.**

WHEN?

Thursday 12th November

WHERE?

Museum of the Home
E2 8EA

FUNDRAISING?

£450 per person



ADAM

“I’m Adam*(they/them), I am 23 and a care leaver.

I grew up in a home of domestic abuse. When I was 12 things got so bad me, my mum and sister pack our bags and fled to escape our step dad.

We all shared a room at women’s refuge for a while before moving into our own council house. Me and my sister missed a lot of school during this time and everything felt chaotic.

Mum attempted suicide. She was hospitalised and me and my sister were taken into care by social services. Mum was okay physically but we would not be able to live with her again. Around six months later I was placed with my first carers and had to leave my sister behind.

At 15 I came out as LGBTQ+. My carers were homophobic and unwilling to accept me, the other teenagers in the home bullied me, so I had to move again.



Over the next few years I’d been moved between five different homes until, aged 21, I applied for my own council flat. I was referred to my local EveryYouth charity, Roundabout, and given a keyworker who has helped me whilst I learn to live on my own for the first time. He also suggested I get involved and volunteer with this Peer Education project.

I now work for The Care Council in Sheffield and have been volunteering with Roundabout’s Peer Education project for the last year. I like sharing my story, I hope it can help others and teach why people might find it hard to live independently and keep secure accommodation.”

FUNDRAISING IDEAS

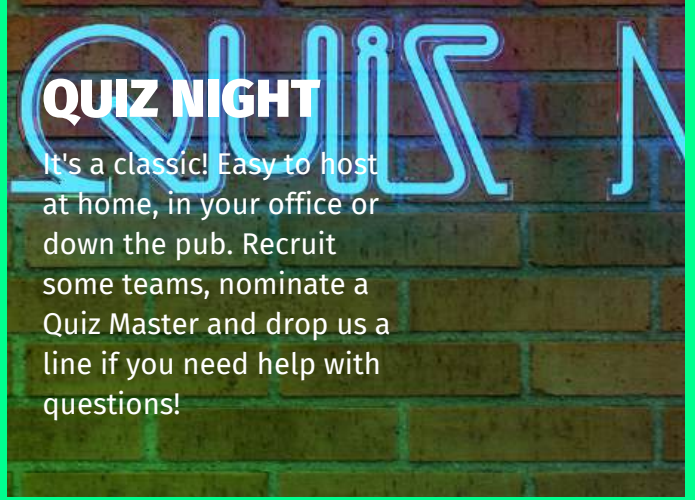
DECLUTTER & DONATE

Clothes you no longer wear? Homeware that needs a new home? Have a clear out and donate the profits to EveryYouth.



QUIZ NIGHT

It's a classic! Easy to host at home, in your office or down the pub. Recruit some teams, nominate a Quiz Master and drop us a line if you need help with questions!



SUPPER CLUB

Get your friends together for a dinner at home and ask guests to donate what they would usually spend on a meal out at a restaurant.



ROLL UP, ROLL UP!

Host a raffle. We recommend popping into local shops and restaurants to see what they can offer. We'll even equip you with a letter of support encouraging everyone to be extra generous.



READY, SET BAKE!

Every day is better with cake. Organise an in-office bake sale inviting colleagues to donate for some tasty treats.



DODGY DRESSING

Terrible shirts, wonky wigs, full-on pyjamas, go wild for a Dodgy Dressing competition. Bring the Fashion Week vibes with a catwalk over lunch to crown "worst" dressed!



UP THE ANTE!

Let your highest donors decide what your Sleep Out looks like; offer to let them select a wacky onesie for you, agree to only use a pillow if you raise over a certain amount. Make the stakes as high as you like!

FUNDRAISING TIPS

GET SET UP

Your fundraising page is by far the easiest way to reach your network. Make it personal with adding a profile picture, sharing your story and posting regular updates.

Your page is automatically set up when you register, if not, get in touch.

DRUM UP SUPPORT

It's best to start your fundraising as soon as you can to give your supporters plenty of time to donate.

Go one step further and ask your colleagues to join your team and take on the challenge with you!

MATCHED FUNDING

In our experience, companies love to match fund and it means they can shout about the good work being done by their employees.

So don't hesitate to check if your employer offers match funding for any employee fundraising.

SPREAD THE WORD

You are doing something amazing, so don't be afraid to shout about it on social media. Use all the available channels to spread the word about your challenge.

People won't always remember to sponsor you the first time you ask so keep reminding them.

GIVE EXAMPLES

Bring your fundraising to life by showing supporters exactly what their donation means for young people.

You'll find some great examples in this pack along with real life stories of young people we support.

BOOST DONATIONS

Gift Aid allows charities to claim back the tax paid on donations made by UK taxpayers. By asking people to tick the Gift Aid box on your sponsor form, it means we can claim back tax from the government and increase their donation by 25%.

REMEMBER!

Lots of fundraising happens on the day and the following days around your event. Keep everyone up to date by telling them about your experience and sharing pictures. And don't forget to say thank you!

YOUR IMPACT

Your fundraising has the power to transform lives. By supporting EveryYouth you are helping us to create bright, independent futures for young people across the UK. Here is what your fundraising could mean in real life terms...



£5

could buy a bus ticket to get a young person to their first job interview

£10

could provide a young person with 3 lunches while at school or work

£23

could offer a session with a specialist Housing Officer

£30

could provide a safe night's sleep for a young person with nowhere else to turn

£50

could provide an emergency care kit, including clothes, shampoo, a toothbrush and clean towel

£75

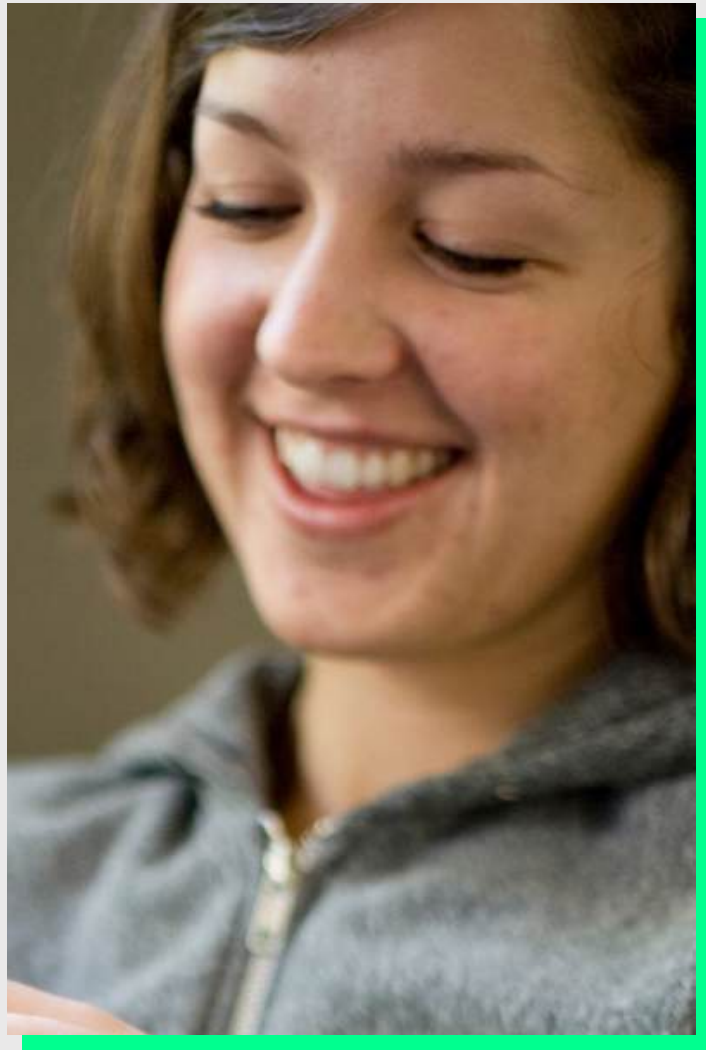
could provide a young person with one month of travel to school or work

KIERA

“My name is Kiera and I moved into EveryYouth’s charity The Benjamin Foundation when I was 19. Until then I had lived at home but it was overcrowded and relationships became strained.

Whilst at living with the charity, staff helped me to learn everyday skills to prepare me for living independently.

When I was ready, they helped me find a flat nearby.



My Support Worker, Erica, was with me throughout the transition; helping me set up bills and understand how everything in my new home worked. Together we turned it into a home I’m proud to live in.

I have started volunteering at the local charity shop to get some retail experience as well as completing a small business course. I love to make necklace and bracelets in my spare time. I’m currently doing an Enterprise course where I can I set up a stall at local craft fairs to sell my products. I go to adult learning workshops where I’ve completed a cookery course.

I feel really happy with my new life. My mental health has really improved, and my confidence grows all the time. Living on my own for the first time is hard, especially managing money during a cost of living crisis. Erica has helped me set up cheaper ways to live and I know I can call on her if I have any worries or questions.

In the future I would love to start my own business one day doing what I love with my beads.”



SHARE YOUR STORY

PERSONALISE YOUR PAGE

Your story is what will compel people to get behind you. Once you've created your page, spend a little time telling the story of your challenge and why you are taking part.

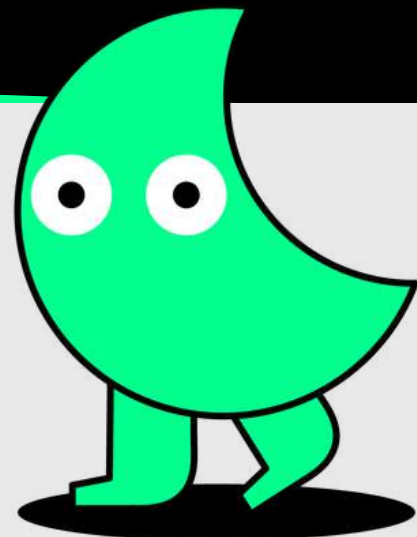
Not sure where to start? Here's a few questions that might give you a prompt...

- **Why this challenge?** To test yourself? To get involved with company fundraising? Because the cause is one close to your heart? Be honest – no wrong answers!
- **Why now?** There are quite literally thousands of challenges taking place every year. What about this one in particular spoke to you?
- **How are you feeling about taking part?**
- **How much did you know about youth homelessness before getting involved with EveryYouth?** If the answer is 'not very much' that's okay! A lot of people don't realise the full extent of the issue. That's why spreading the word is so important.

Don't forget to add photos to your page. Fundraisers with pictures or videos on their page raise 13% more per photo. A perfect excuse for a #selfie!

DID YOU KNOW

Most people need to be asked **THREE TIMES** before making a donation! Don't be afraid to give a friendly nudge here and there.



STORY TELLING CHECKLIST

Be sure to share your link across all your social channels.
Check them off once you've posted!

- WhatsApp
- Personal email
- Work email
- LinkedIn
- Facebook
- X
- Instagram
- TikTok



TOP TIP!

The best time to share your link is either between 8am – 10am or between 8pm – 10pm. This is the time when most people will have their phone to hand. Avoid busy times like mid-morning on a Monday!

If your friends or family are struggling to donate, encourage them to share it on their own accounts – it really helps!

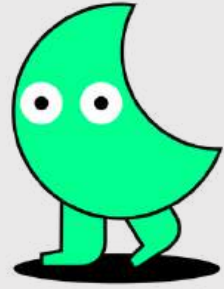
Thank those who have already donated publicly to encourage (and remind!) those who haven't donated yet.



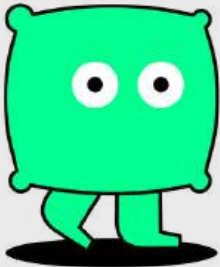
Don't forget to tag @EveryYouth
Find links to all our socials [here](#).

#SleepOut
#PutItToBed

EVERY **YOUTH**



sleep



out

help put youth
homelessness
to bed

THANK YOU!

for questions or support please contact

haya@everyyouth.org.uk