

**NO YOUNG PERSON
CHOOSES TO BE HOMELESS.**



**WE'RE HERE TO HELP
WHEN THEY ARE.**

Charity no. 1132386



Thank you for supporting our community response to youth homelessness

Sussex Nightstop is a homeless charity that provides safe, welcoming places to stay for young people aged 16-25 who are homeless or at risk of homelessness. This prevents rough sleeping and the dangers associated with it.

Our short-term accommodation is made available through our volunteer host network: kind people with a spare room to offer and a desire to help.

While guests recuperate in our host homes, a service co-ordinator connects them with local services and supports their interaction with housing advisors, to help them find safe and suitable accommodation.

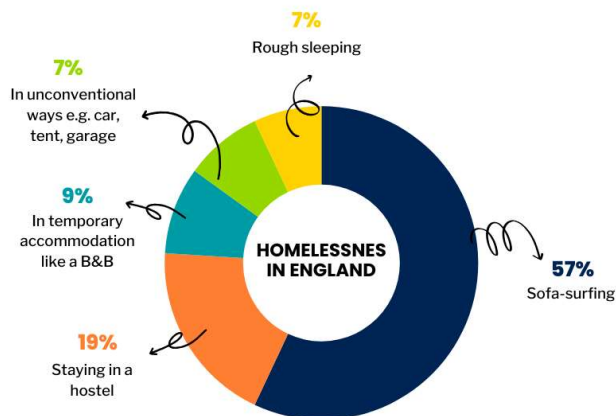
We are a small charity with a big impact on lives. Our service reminds people at the most desperate of times that people care, which builds confidence and belief - important ingredients in a young person's ability to maintain the good stuff in their life, seize new opportunities and bring about positive change for themselves.

*"Nightstop made me feel at home while homeless.
It's a very important service that has a positive impact on those that use it."*

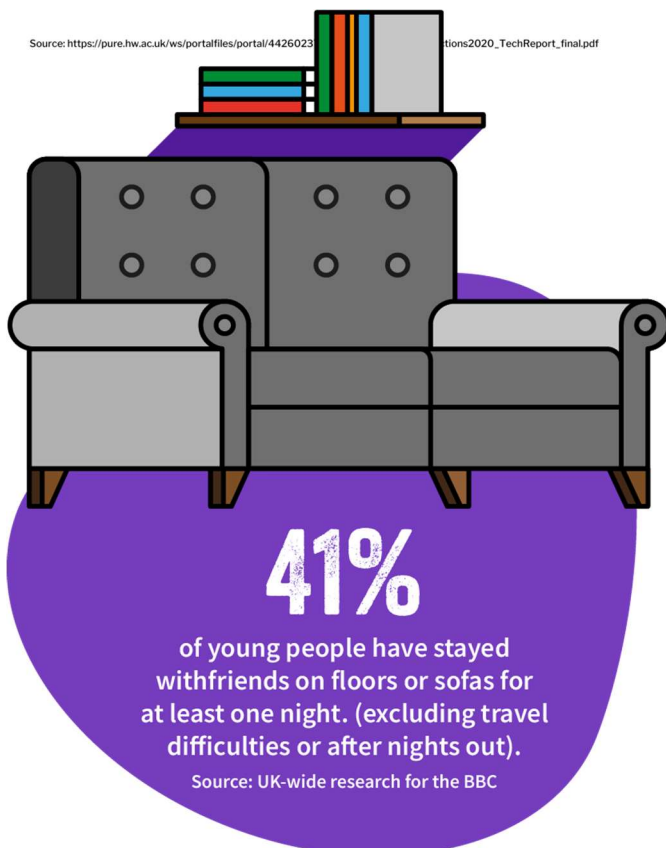
Homelessness is a complicated thing. And often misunderstood.

Depending on where you live and which cities you visit, you'll no doubt see people sleeping rough, which is a very visible, countable measure of homelessness.

But did you know that rough sleepers represent just 7% of the homeless population? A similar number of homeless people are sleeping in unconventional places like cars, vans, lorries, caravans/motor home, tents, boats, sheds, garages and industrial/commercial premises. Others are in temporary accommodation (TA) like a B&B or nightly let situation that's not self-contained.



Source: <https://pure.hw.ac.uk/ws/portalfiles/portal/4426023> tions2020_TechReport_final.pdf



The biggest proportion of homeless people is sofa-surfing – and this is a growing problem.

Moving from one sofa to the next each night is exhausting for any young person and prolonged sofa-surfing can significantly impact their mental health.

Source: [Bramley, G 2021, Research on Core Homelessness](#)

Worse, the risks associated with sofa-surfing include other health issues and vulnerability to coercion and sexual exploitation. Research by our parent charity De Paul suggests that 12% of sofa-surfers engaged in sexual activity in exchange for a place to stay.

According to the BBC, almost half of young people have sofa-surfed at one point in their life.

Becoming homeless can erode confidence and belief, but the respite we provide is pivotal in changing gear, feeling hopeful and building futures.

The difference your support makes

£106

Covers safe travel for two Nightstop guests to host homes for ten days.

£400

Pays for new volunteer training to prepare for hosting a homeless young person, keeping them off the streets and out of danger.

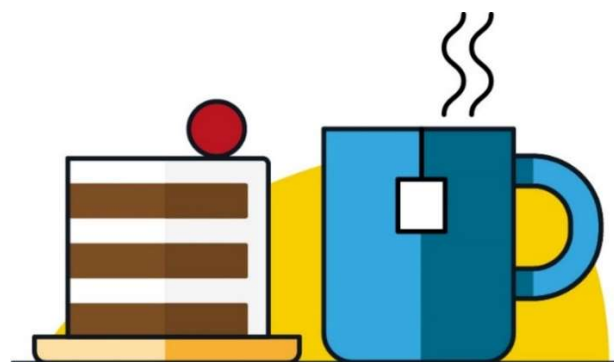
£650

Provides personalised support for a week – to help a vulnerable young person get back on their feet.

As a small charity that is very much focused on individual lives, every pound you raise for us enables our community response to youth homelessness.

Our vision is a society where everyone has access to a secure and sustainable home, but while that's not the case, together we can ensure that young people are given the opportunity to sleep safe every night in the homes of our wonderful hosts.

"Nightstop has shown me that there are nice, helpful people out there. I felt comfortable everywhere I stayed. They welcomed me into their family."



90%

of young people who stay with us go on to find a more suitable home, or reunite with family when safe.

Fundraising tips

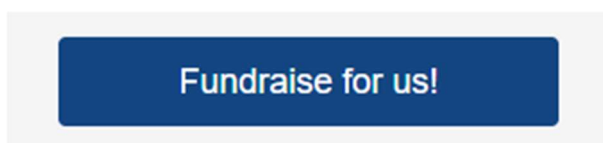
1. Set up your online fundraising page quickly, easily and securely with LocalGiving.

Before you start, pull together the following:

- Pictures - fundraisers with pictures on their page raise 14% more per photo.
- Your fundraising event description
 - Tell folks why you picked this fundraising activity and what you hope to get out of it (apart from raising much needed funds for us!)
 - Tell your personal story – why did you choose Sussex Nightstop? What do you find most alarming about homelessness statistics? Or what do you particularly like about the work we do? Do you know anyone who has been homeless? Communicating your story about why you are fundraising has a big impact.
 - Pick a realistic target, but aim high – we suggest targets on our fundraising page. Pages with a target raise 46% more.
 - Share our website URL so people can find out more about the fantastic work we do if they want to
 - Don't share personal details, or your own bank details

Now, to set up your fundraising page, visit <https://localgiving.org/charity/sussexnightstop/>

Hit the 'fundraise for us' button and fill out the form



Please select the button 'share my details with the charity I am fundraising for

Choose a title for your new fundraising page *

 I am taking part in an official event
 I am fundraising as part of a team
 Share my details with the charity I am fundraising for

2. Spread the word on socials!

Sharing on Facebook, Instagram, Twitter, LinkedIn and WhatsApp raises more. And people want to hear about the good things you are doing. Here are some pointers for social media activity:

- Use hashtags like #homeless #charity #fundraising #sleepsafe and if you're taking part in an organised event, use their official hashtag. And of course, invent your own!

- Please tag Sussex Nightstop on your socials – if you’re not already following us, please do so before you post to make tagging easy peasy. Our handles are below:



@TEAMNIGHTSTOP



@SUSSEXNIGHTSTOP



SUSSEX NIGHTSTOP



@SUSSEXNIGHTSTOPCHARITY

- Always include your LocalGiving fundraising page link
- Make sure to add regular updates on how you are getting on and talk about any challenges you may have had to overcome to keep people engaged.
- Thanking your supporters on social media as you go along by tagging them could help increase your reach.
- Set yourself a posting schedule and put posting dates in your diary – weekly for an activity coming up in the next 6 weeks and fortnightly for longer.
- Vary your content using pictures of you preparing for your event, or graphics that convey what you want to achieve, or how you’re doing against your target.
Contact liz.wakefield@sussexnightstop.org.uk for target graphics and a Sussex Nightstop logo.
- If you’d like to share video to express how vital our service is, here are two good ones:
 - Young people expressing experiences of homelessness through music:
<https://youtu.be/7iz4dmuM8AE>
 - The stories behind homelessness and why Sussex Nightstop is needed:
<https://youtu.be/F7xpl8XAbKg>
 - Our service coordinators explaining what Nightstop does:
<https://www.youtube.com/watch?v=SNUmvLx20-Q>
- Tell us when you have set up your fundraising page so we can help support you.
email liz.wakefield@sussexnightstop.org.uk

3. Keep it legal

There are certain rules around fundraising, setup and managed by the fundraising regulator. Find out more about the fundraising code here:

[Standards which apply to all fundraising | Fundraising Regulator](#)

4. Use your email contacts

There are lots of friends, colleagues and neighbours who aren't on social networks but would love to hear about your efforts. You can use the same content for emails as you use for socials.

5. Don't forget your phone

Texts and WhatsApp messages, among friends and community groups, again sharing content you've already created for social media will help spread the word – both about what you are doing (thank you!) and what we do to support young homeless people.

6. Keep your fundraising page updated

Let supporters know how you are doing by updating your page often – they'll enjoy following your progress.

7. It's not over till it's over

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did and a final reminder to help towards your fundraising goal.

And when it is over....

Paying in offline money: If you have any sponsorship money you've collected offline, you can pay this in the following ways:

By bank transfer to:

Bank: Co-Operative Bank Brighton

Account Name: Sussex Nightstop Plus Limited

Sort Code: 08-92-99

Account Number: 65341092

Gift Aid - whichever option you choose, please remember to send in your paper sponsorship or gift aid forms, so that we can claim the gift aid. Please email liz.wakefield@sussexnightstop.org.uk if you would like a copy of these.

We're here for you!

We really appreciate you fundraising for us and wish you the very best with your endeavours. If you have any questions, or need anything to help promote your fundraising, please get in touch.



Thank you!

Liz Wakefield

Comms & Engagement Lead

liz.wakefield@sussexnightstop.org.uk

"Nightstop has given me the opportunity to move into stable accommodation, giving me the time to organise a new job and be able to sustain myself again financially"