



The **Benjamin** Foundation

FUNDRAISING PACK 2026

SLEEP OUT

GIVE A NIGHT. FUND A FUTURE



THANK YOU!

YOU'RE OFFICIALLY PART OF SLEEP OUT 2026!

A warm thank you from the team at TBF for signing up to Sleep Out and helping us make a difference to the lives of young people across Norfolk and Suffolk.

By taking part, you're doing more than spending a night sleeping somewhere different. You're helping raise vital funds to support young people to find safety, stability and a place they can call home.

And now the fun part begins... raising some money!

We've put together this fundraising pack to help you get started, with ideas, tips and everything you need to make your fundraising as easy (and as successful) as possible.

Plus we'll be on hand every step of the way to answer your questions, share ideas, celebrate your fundraising wins and help you make the most of your Sleep Out experience.

Thank you for showing up, getting involved and helping us fund futures for young people across Norfolk and Suffolk. We couldn't do this without you!

With thanks,

The Fundraising Team



The Benjamin Foundation

WHY YOUR SUPPORT MATTERS

For a young person who has been at risk of homelessness, getting their own home can be life changing.

But having a set of keys doesn't automatically mean having a secure future.

Young people may need support to find a suitable tenancy, overcome the financial barriers to getting through the door, set up their home, understand their responsibilities and build the confidence and skills to live independently.

A HOME IS JUST THE BEGINNING

Our estimates suggest that

Rural homelessness
has risen by

In 2023/2024

3-4,000

young people are at risk
of homelessness across
Norfolk and Suffolk.

21%

since 2018, with
East Anglia seeing some
of the biggest
increases.

118,000

young people in
the UK were at risk of
homelessness.

Want to tell your supporters why you're fundraising?
Share these figures to help them understand the
difference their donation could make



GIVE A NIGHT. FUND A FUTURE.

This year Sleep Out is helping young people turn a tenancy into a future.

Through our Tenancy Transition Service and Rent Deposit Scheme, your fundraising will help young people overcome the barriers to securing a home, and provide the practical support they need to make it work.

EVERY £1 TAKES A
YOUNG PERSON ONE
STEP FURTHER TO A
SECURE FUTURE

£850

could help fully
set up a young
person in their
own home

£40

could provide
one hour of
dedicated
support

£40

could provide
one hour of
dedicated
support

£40

could provide
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WHAT YOUR FUNDRAISING CAN ACHIEVE



Setting up your **JustGiving™** page

Once you've set up your fundraising page, donations flow directly to us, including Gift Aid from eligible donors, so all you need to do is share your JustGiving page with your supporters to invite donations.



- 1** [Visit our Sleep Out fundraising page](#)
- 2** Click the button "Start Fundraising"
- 3** Log in to JustGiving or create an account
- 4** When asked "What are you doing?" select 'Do your own thing' and then 'Appeal for a charity' from the drop down list.

Want to create a team page?

Click this article on how to set it up:

[JustGiving Team Pages](#)



FUNDRAISING TIPS

Share your page

Share your JustGiving page with family, friends, neighbours, your postman.... post it on your social media and ask your online friends to share it for you too. The further your page reaches, the better!

Tell the story

Use the information in this pack to explain what you're raising money for, and highlight the real difference the funds you raise can make to young people

Show your journey

Share photos and videos before, during and after Sleep Out. How do you feel before the event, what are you looking forward to? What is the event actually like? Did you enjoy it, and are you already keen to sign up for next year?

Boost your total

Want to boost your total? Try a bake sale, workplace fundraiser or a mini sponsored challenge and add the proceeds to your Sleep Out fund

Tag **@CharityTBF** in your posts so we can share and boost your reach!

Bonus tip

Don't forget to check if your employer offers matched-funding, you could easily double your impact!



LOOK WHAT WE CAN ACHIEVE **TOGETHER**

Every year The Benjamin Foundation supports thousands of children, young people and their families to find hope, opportunity, stability and independence.

Here's what your support helps make possible.

“*They supported me through my journey from the best areas, landlords, financials and understanding contracts. They allowed me to have a real home. A safe place.*”

-TBF service user

196

people helped to find housing suitable to their needs

350

young people prevented from being homeless

42,000+

hours of housing support provided

60,000+

safe nights achieved

42,000+

hours of housing support provided



KIM'S STORY

I'm just happy that this service is around for people like me as I would not know where to start on my own.



My name is Kim* and I'm 19 years old. I am just about to move into my first independent home from TBF's supported accommodation service, Aspire.

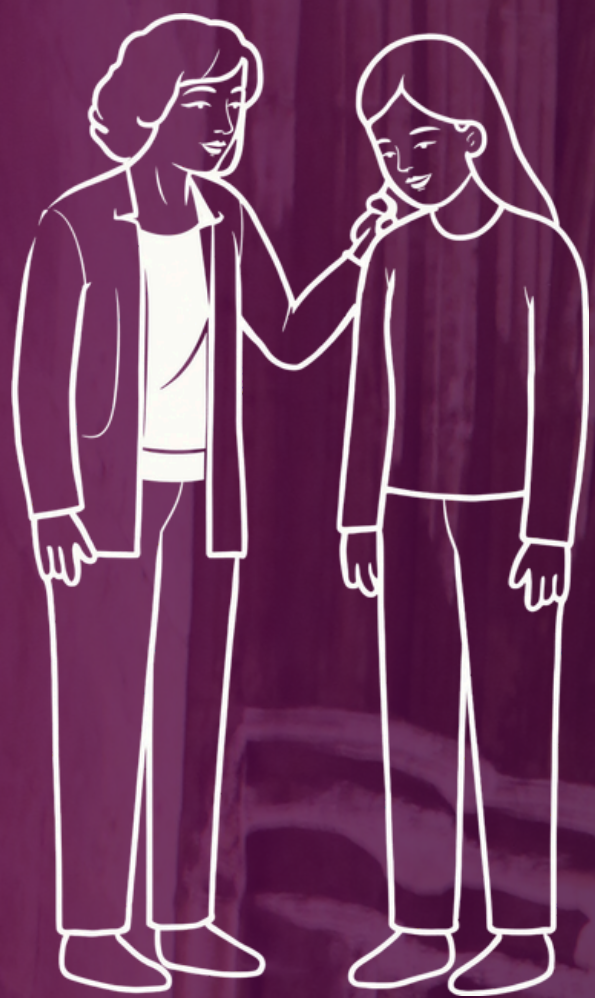
Before coming into Aspire I lived in foster care, moving around different places every few months. The uncertainty of my future was a worry and all the moving around was very unsettling.

I have felt safe and secure here at TBF. Staff have supported me to learn daily life skills such as cooking with my allocated support worker. My support worker has guided me through the last 2 years here by helping me prepare for living on my own.

I will be moving into my new flat next week and I have been working with my Tenancy Transition Worker, Erica, who helped me to understand all the things that need to happen when moving into my first ever tenancy.

*names changed to protect identities





There's a lot to do and she will support me to do everything on that day such as setting up all my bills and making arrangements for furniture and flooring to be sorted out. Erica will also help me read my meters and show me how to log these. These are things that you are not taught in daily life.

Erica explained that the TBF Rent Deposit Scheme will help towards my rent deposit, as I would not be able to get my keys unless this is paid. Erica will also help me to understand my budgeting and what I have coming in and going out moneywise. I know the first few months will be a lot to take in so I'm nervous and excited to take the next steps in my journey to independent living as I never done this before.

I feel really settled where I am, so moving on from here will be hard, but I have the support from the Tenancy Transition Service, the Rent Deposit Scheme, as well as my PA, to make the move easier.

I have the support from the Tenancy Transition Service, the Rent Deposit Scheme, to make the move easier.

I struggle to process information so to know that Erica is there to help with this big change and guide me on things I don't understand is extremely helpful in making my move less stressful. I'm just happy that this service is around for people like me as I would not know where to start on my own.



FUND FUTURES

Rent Deposit Scheme

The scheme helps young people aged 18-25 who have previously faced homelessness but are now ready to live independently to access private rented or social housing, financing their deposits and helping them understand their legal obligations. We help young people overcome the financial barriers to independent living, offering financial advice and dedicated support to help build their life skills and confidence.

Tenancy Transition Service

The service provides young people with the practical, one-to-one support they need to set up and sustain a tenancy. Our youth workers support young people even after they move in, helping them set up their utilities accounts, access any benefits they may be entitled to and help mediate any early teething problems regarding the property with the landlord or letting agency.



*I never believed I could do it
and now I've done so much
more than I hoped, I feel
really proud of myself.*



-TBF service user



Our **Rent Deposit Scheme** helps young people get through the door, our **Tenancy Transition Service** helps them stay there

Build a future

Find your confidence

Make it your own

Open the door

Find a suitable home

YOUR FUNDRAISING HELPS MAKE EVERY STEP POSSIBLE



YOU'VE GOT THIS!

**You've signed up.
You've taken the first step.
Now it's time to see what you can do.**

**Every pound you raise is helping a young person build
a future of their own.**

**Share your page. Ask your people. Have some fun!
And remember, we're here to support you every step
of the way.**

We can't wait to see what you achieve.

THANK YOU FOR HELPING US FUND FUTURES

The Fundraising Team



The Benjamin Foundation

events@benjaminfoundation.co.uk

[@charitytbf](https://www.instagram.com/charitytbf)

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QUESTIONS?
NEED FUNDRAISING SUPPORT?
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The **Benjamin** Foundation

Sleep Out does not aim to replicate homelessness and what it is like to be lonely, frightened and vulnerable, but it does give participants a small glimpse of some of the challenges homeless people may face. It is an important fundraising event for our charity to help prevent youth homelessness and support local young people to take their next steps to leading successful independent lives. In today's climate, your fundraising has become more important than ever. **Thank you for your Sleep Out support.**