

# Step by Step

## How To Organise Your Own Sleep Out

### 1. What is a Sleep Out?

Hosting a Sleep Out is a great opportunity to organise a meaningful team building activity. Get a team of colleagues together and give up your bed for one night to raise money to support young people in your local community.

#### What could you gain from Sleep Out?

The money that you raise will create better futures for young people in the community that you work in.

A Sleep Out can also help you:

- Connect and invest in your community.
- Engage your staff; use a Sleep Out as your team building event of the year.
- Promote your brand by involving your customers and suppliers.
- Share your event on social media and let your followers know of the impact you are making.

#### How the money raised could help

**£500**

provides 12 days of support to help a young person become work ready.

**£1000**

can prevent a young person from homelessness through our early intervention support.

**£2500**

provides one young person with a year of rapid response mental health support.



#### Who can Sleep Out?

- Consider who it is you want to invite and put together a guest list.
- If inviting friends and family, think about a minimum age limit and if your business insurance covers people of a certain age. If under 18's are participating, ensure that parental permission has been given.
- Extend the invitation to every member of the team. Challenge your CEO to give up their bed and brave the cold. Remember – this Sleep Out is a fantastic opportunity for a team building exercise!
- You could even use your own Sleep Out as a springboard to engage with suppliers. Invite them to take part with you.

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## 2. What to consider



### Choosing a location

- Choose somewhere that is secure and safe, ideally with an entrance and exit point that you can monitor. For example, a car park, a communal garden or courtyard at work.
- Make sure you have an area where you can shelter if the weather takes a turn for the worse.
- Ensure easy access to toilets throughout the night.



### Health & Safety

- We would advise you to fill out a risk assessment in advance.
- Make sure that only your participants have access to the venue.
- Have a central register.
- Have emergency contact details for all participants.
- Consider having a First Aider at the event.



### Setting up and packing down

- Ensure you have enough help with setting up and packing down, including clearing up any litter.



### Bring your essentials

- We would advise everyone to bring lots of warm clothing – hats, gloves, scarves and thick clothing. It can get very cold at 2am when you don't have a roof or walls, even in the summer.
- Warm sleeping bag, roll mat and pillows are allowed – but no camp beds or inflatable mattresses!
- Consider collecting cardboard boxes in good time to cover the floor with. It's a good base layer between the sleeping bag and the floor.
- Bring some torches and make sure your phone is properly charged in case you need to make emergency calls.
- Supply a First Aid kit.



### Food and drink

- Food draws people in! Think about the food options – do you want to provide hot food, will you run a BBQ, will you be hiring a catering van? Do you want to provide any snacks throughout the night? Can people bring their own food?
- Provide plenty of water throughout the event. Equipment to make hot drinks is often very appreciated by sleepers, especially in the morning.
- If you are considering allowing alcohol at the event, think about the risks and consider support from Security.

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### 3. Next steps

#### What can we offer you?

- **PRE-EVENT:** Your team are invited to visit our award-winning accommodation facility in Aldershot. Your team will have the chance to see where their donations are going and get motivated!
- We are able to come to your office and give a presentation about Step by Step if you are unable to visit us.
- **ON THE NIGHT:** A representative from Step by Step can attend your event to thank and motivate the sleepers.
- We have lots of promotional materials such as banners, balloons and collection buckets which you can use.
- Step by Step can follow your social media journey and interact along the way. We are on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).
- **POST EVENT:** You will be given a certificate for you to display in your office. We will also share with you the impact of your support with a case study.

#### How to fundraise

Decide how you would like to fundraise.

You can set up your own JustGiving page or a Facebook fundraiser. This money will come directly to us. Or you can send donations to us via cheque, cash or BACS.



#### Need more help?

For any more information, please contact Anda Chiu (Corporate Partnerships Manager)  
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