

A Place For Good

Fundraising Pack

Help everyone have a place to call home this Winter



*The*bridge™

Charity Number: 1050596

A Place For Good

We know that this winter will be more difficult to a lot of people in our community. The Bridge (East Midlands) has been supporting vulnerably housed people since 1993. Currently we help approximately 6,000 people a year delivering tailored support, assistance and advice services which tackle local issues from various different angles. Ultimately, we work to prevent and overcome homelessness, together.

Last year 88% of our clients were either prevented from becoming homeless or overcame homelessness. The remaining 12% represents the complexity of the cases we see, with more clients reaching crisis point faster than ever. This makes the work we do even more important and impactful!

We can only continue to do what we do with the support of our local community. That's why we are reaching out to you to invite you to take part in our "A Place for Good" Winter Campaign.

Despite the darkness of the cost-of-living crisis affecting our clients in such a significant way and proving so hard for so many people, we want to spread some cheer this Winter. We focus on what's kind, positive, impactful, and fun!

To help us raise awareness about the work we do to prevent and overcome homelessness, as well as raising vital funds, we ask you to commit to completing up to 24 good deeds and get sponsored.



Who the challenge is for?

You can do it individually or as a group. We reach out to people in the community, businesses, community groups, schools, colleges, and universities to join us in this campaign.

What counts as a 'Good Deed'?

We don't expect you to commit to something overwhelming. Your good deeds can be anything which counts as sharing kindness; from making a cuppa to your team members for a day and doing the dishes at the end, through to checking in with your neighbours if they are ok. The floor is yours! Small things go the long way.

How long do I have to do it?

The choice of days and time period is yours. This can be in December in the countdown to Christmas, or any 24 days of your choosing in November and December. We kindly ask you to make sure that you complete your fundraising and donate by 6th January 2023 latest.

Can I post on social media?

Spread your good deed doing on your social media channels and remember to tag us @thebridgeem / #APlaceForGood. We'd love to see what you're up to! Please be considerate of others who are also in photos and please gain their consent before posting. See our Social Media section (page 12) in this pack for some more ideas when posting on social media.

How do I raise funds?

We would like you to be ambitious with your fundraising target but we appreciate the pressures. Please be assured that every amount raised will go a long way to help us deliver the work we do.

Just Giving platform is the quick and sufficient way to donate to The Bridge. We have set up “A Place For Good” campaign. Please set up your fundraising page under this campaign, which is going to allow us to track the progress. To do it please click on the link below and then follow the “Be a fundraiser” section (red button – Start fundraising).

www.justgiving.com/campaign/APlaceForGood

If you have any problems please do not hesitate to contact us on fundraising@thebridge-eastmidlands.org.uk

You are also welcome to use the paper sponsorship form on the back of the calendar (page 6 & 8) to collect cash.

What difference will this make?

Without your support we will not be able to keep helping nearly 6,000 people a year. Our funding suffers due to the economic pressures, so we need you now more than ever. To give you an example of how your efforts help, £100 could pay for four young people to attend an hour-long Mediation session each. Your fundraising does make a huge difference to what we do.

£ 28

could cover the cost of one person attending 1 hour long Housing Advice Service

£ 100

could pay for 4 young people attending 1 hour long Mediation session each

£ 1000

is equivalent to the cost of week-worth ground work of one of our colleagues at Outreach team to identify clients who are rough sleeping

£ 2800

could cover the monthly cost of our free of charge phonenumber to be manned by our Triage Team five days a week



How do I donate funds raised?

Thank you from the bottom of our hearts for supporting the work we do this Winter. We need you more than ever.

To fully understand the impact of the campaign we kindly ask you to provide us with your donations no later than 6th January 2023.

If you donate via Just Giving your funds will be transferred to us automatically so you don't need to do anything. Please see how to set up your Just Giving on page 4 of this pack.

If you collected cash on our behalf, you can bank it and make a bank transfer to us using the bank details below.

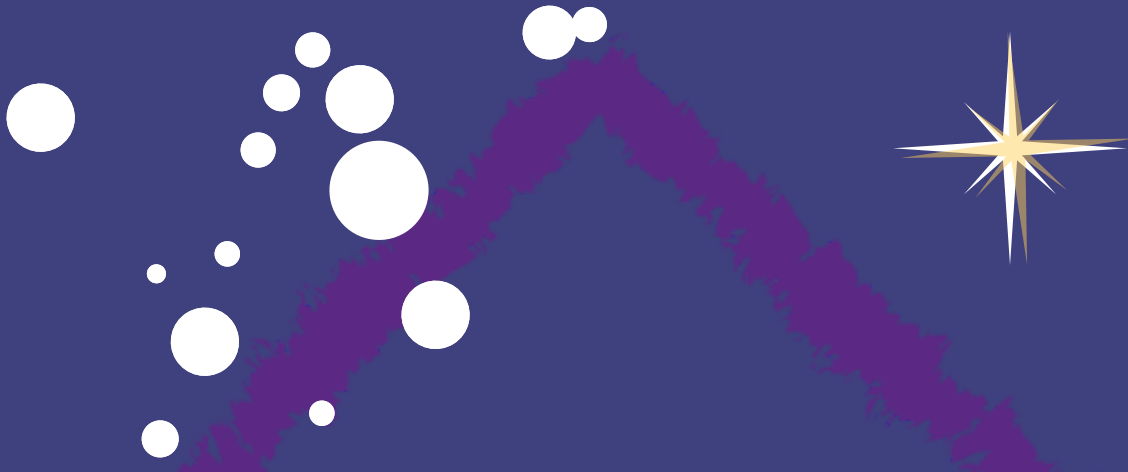
Account name: The Bridge (East Midlands)

Sort code: 405240

Account number: 00084149

If you'd rather donate in person, please do not hesitate to let us know on fundraising@thebridge-eastmidlands.org.uk and we will arrange a suitable date and time.

We are very excited to see you have joined us so please tag us on social media or drop us a line on fundraising@thebridge-eastmidlands.org.uk so we can stay in touch and learn more about you.



A Place For Good

Helping everyone have a place to call home this Winter

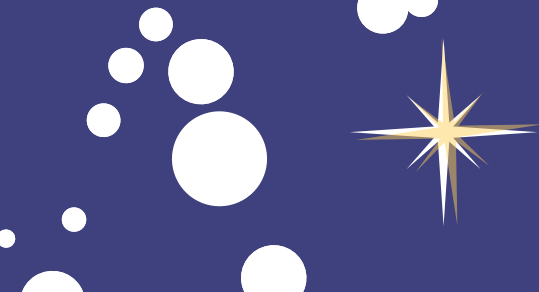
24	3	4	8	14
11	22	12	16	20
15	19	1	21	10
7	23	6	18	5
17	13	2	9	25 You did it!

Complete and write on one good deed a day
for 24 chosen days to spread the cheer!

Share your deeds on social media – don't forget to tag
[@thebridgeem](#) [#APlaceForGood](#)



Charity Number: 1050596



Please sponsor me in aid of The Bridge (East Midlands)

Fundraiser's Name:
Address:

Title	First Name and Surname	Home Address (for GiftAid)	Amount Donated	Gift Aid (tick)	Date Paid

Total Amount Raised: £

Collect your sponsors' details here to support your fundraising efforts and help everyone to have a place to call home this Winter.



From us all at The Bridge, thank you!



Gift Aid: If you are a UK Tax payer, The Bridge (East Midlands) will receive 25p more for every £1 you donate.
Gift Aid Declaration: I confirm I have paid or will pay an amount of UK Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCS) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I also understand that the charity will reclaim 25p on every £1 that I give on or after 6 April 2008.

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“You give but little when you give
of your possessions.
It is when you give of yourself
that you truly give.”

Kahlil Gibran

Good deed ideas

Here are just a few option to get you started!

- ✦ Give an unexpected compliment
- ✦ Let someone go in front of you in the queue
- ✦ Buy a gift card to hand to someone on your way out of the shop
- ✦ Hold a door open for someone
- ✦ Find new recipe you think someone will like and send to them
- ✦ Leave a positive, encouraging review of services you recently used
- ✦ Figure out a friend or family member's half birthday (six months from their full birthday) and surprise them with a little treat on that day
- ✦ Scrape the ice off your neighbour's windshield after you've finished doing yours
- ✦ Write a positive note to someone

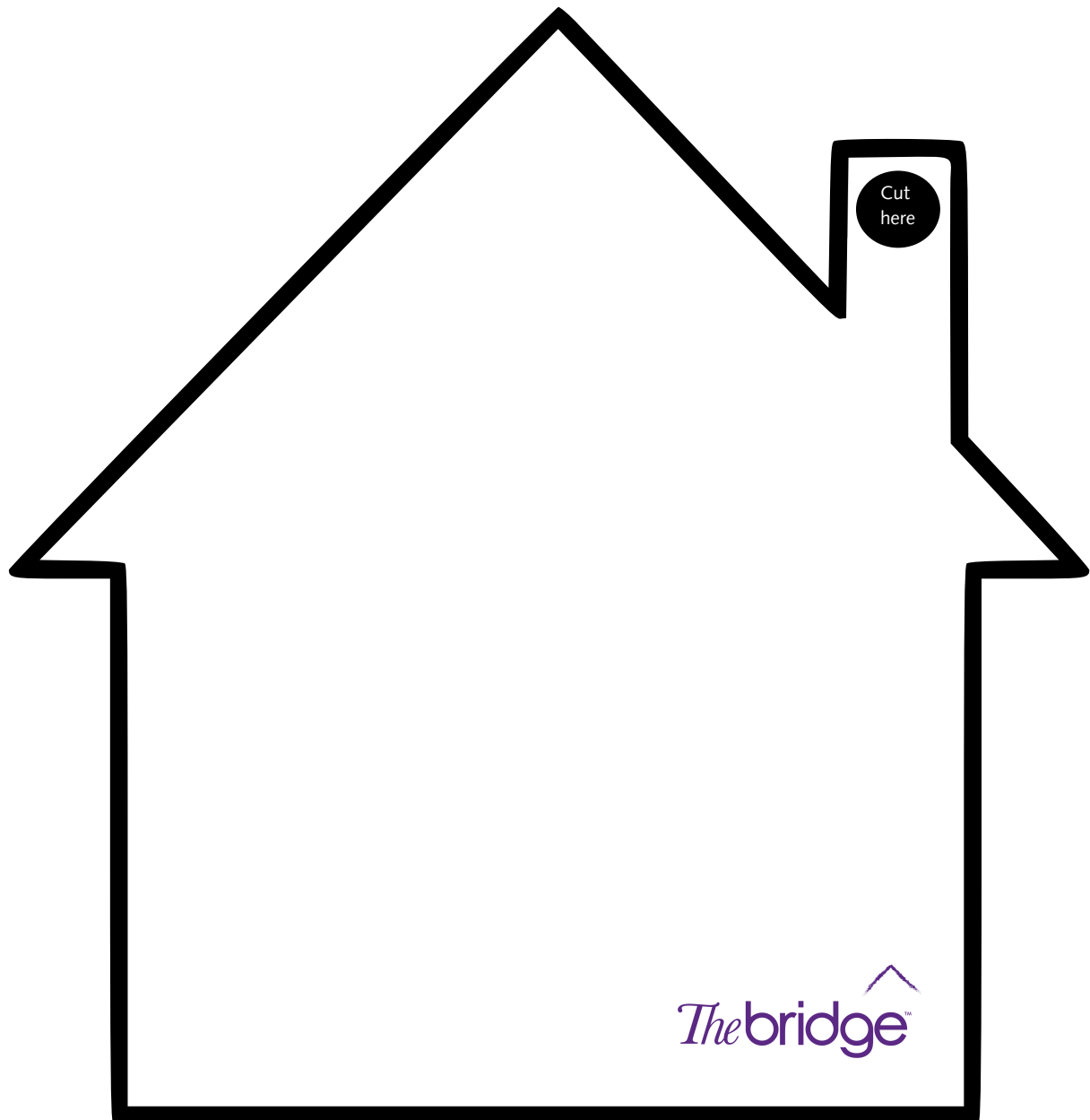
Christmas Spirit

You may want to consider linking “A Place For Good” Winter Campaign with your Christmas celebrations. From a Christmas Jumper Day through to Christmas themed Bake-Off competition, getting into the Christmas spirit will bring some joy to the office, meeting or classroom.

Feel free to use the template of “A Place For Good” House (next page) to get creative and make your Christmas tree extra special this year. We encourage you to involve your group in decorating their houses-templates to showcase what Home means to them or to practice gratitude by writing in it what means to be at Home.

In memory of loved ones

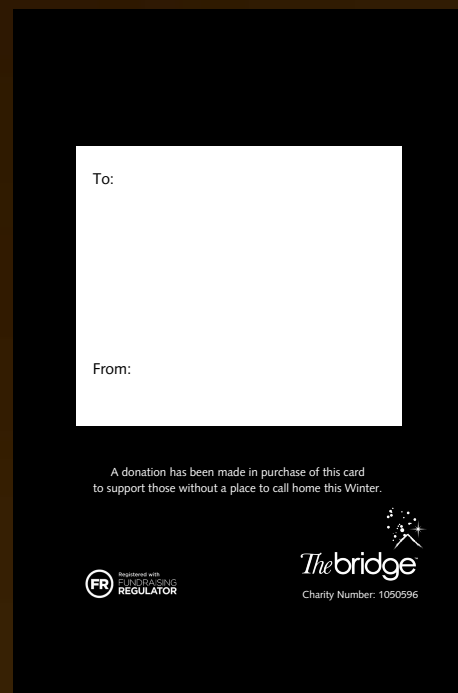
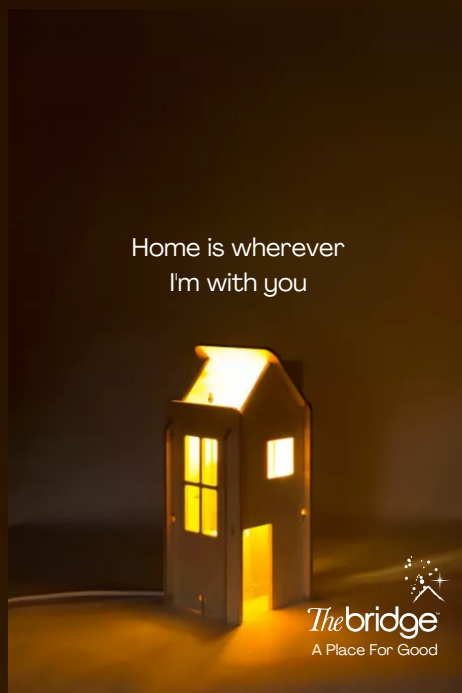
Feeling at home means being surrounded by people who we love and who love us. Occasions like Christmas can trigger bereavement and feelings of loss. Use the template of “A Place For Good” House (next page) to remember your loved ones by writing a message about them. You can hang it on your Christmas tree. Alternatively, laminate it and attach it to a candle or wreath and take it to a place where you celebrate their lives.



Use the template of "A Place For Good" House to write on a message to hang on your Christmas tree, or use as you wish.

For businesses and traders

We would be grateful if you would consider selling our postcards (below) on our behalf. Donations of £10 or more are kindly required. For businesses who wish to support us this Christmas - and want an alternative to sending gifts and cards to their customers - we have an option to create an e-card with your wording and logo, based on our "A Place For Good" design. Please contact us for further information and to arrange a donation in return at: fundraising@thebridge-eastmidlands.org.uk



Meaningful gifts

The Season is a time for giving. If you struggle with last-minute perfect gifts ideas, please consider donating to The Bridge in exchange of a beautiful postcard (above) showcasing your kind gesture in lieu of gifts. We add the postcard to every donation of £10 and more during November until 19th December. Due to postal delays, we can't guarantee that it will arrive in time until this date.

Social Media

We kindly ask you to complete the challenge not only to raise funds but to help us spread awareness about the work we do. Therefore, please help us to create the social media trend by posting your updates on your social media channels and using our handles: @thebridgeem #APlaceForGood

Template:

I have committed to complete 24 good deeds as part of #APlaceForGood campaign in aid of @thebridgeem. Please sponsor me (link to your fundraising page)

Goodness #1: (explanation what you did and a picture of your good deed)

Key Fact #1: (feel free to use the examples below and visit our website for more information)

www.thebridge-eastmidlands.org.uk

<p>The Bridge helps clients to prevent and overcome homelessness by delivering tailored support, assistance and advice services which tackle local issues from different angles</p>	<p>The Bridge offers vast range of services including Housing Advice, Homeless Offenders Service, Rough Sleepers Initiative, talk2sort Mediation, Single Access Point, Specialist Housing Advice, YES Project</p>	<p>Each year The Bridge receives approximately 6,000 referrals from local people</p>	<p>The Bridge (East Midlands) supports people in preventing and overcoming their homelessness in Leicester, Leicestershire & Rutland</p>	<p>The Bridge (East Midlands) has nearly 30 years of history supporting vulnerably housed people</p>
<p>Last year, 91% of The Bridge clients reported improvement in their financial circumstances</p>	<p>You can raise funds for The Bridge whilst shopping on Amazon. Just switch to Amazon Smile and chose The Bridge (East Midlands) as beneficiary</p>	<p>Last year, 88% of The Bridge's clients prevented or overcame homelessness</p>	<p>In last year 85% of The Bridge clients said they were making more positive life choices</p>	<p>In 2021 The Bridge introduced the Improving Access to Psychological Therapies (IAPT) Housing Advice Service. Demand has been high last year with 181 requesting housing advice</p>
<p>Since June 2021, The Bridge have been subcontracted by Nacro to deliver accommodation support to males on probation, receiving 511 referrals for support in a period of 9 months</p>	<p>The Bridge's Rough Sleeping Initiative is delivered in partnership with the Local Authorities, alongside Falcon Support Services. The Outreach team's work is completed on daily basis from 6am</p>	<p>The Bridge works collaboratively with local organisations and businesses. They reach out to business community and have portfolio of opportunities available</p>	<p>The last year has seen 375% increase in referrals to The Bridge's talk2sort Mediation service from schools (up on the previous year)</p>	<p>The Bridge has seen relationship breakdown becoming the main cause of homelessness in the last year affecting 20% of cases, closely followed by parental or family eviction, violence and harassment</p>
<p>The Bridge has a free phonenumber 0800 038 5964 and is also in the process of setting drop-in Community Hubs across Leicestershire & Rutland for the ease of clients</p>	<p>Last year The Bridge supported 2,330 households across Leicester, Leicestershire & Rutland</p>	<p>If you are aware of anybody rough sleeping please report your sighting via www.streetlink.org.uk Your information will then be passed to The Bridge's Outreach Team, who will offer support</p>	<p>The Bridge runs their own business club – The Bridge 2 Collaboration connecting business leaders and together addressing social injustice issues</p>	<p>Now more than ever The Bridge relies on support and commitment of people in the local community. They run number of initiatives themselves but also need community fundraisers to support the cause</p>
<p>Last year 77% of The Bridge clients felt more independent after receiving the support</p>	<p>It costs £1.5 million to run The Bridge and deliver the wide-ranging portfolio of services. The vast majority of the team works directly with clients making a life-changing impact</p>	<p>"Without the support from my worker, I would not have got anywhere". The heart-warming feedback of The Bridge clients is recorded in the form of Clients Stories</p>	<p>The impact of the cost-of-living crisis will continue to have a devastating effect on society's most vulnerable. The work of Bridge (East Midlands) is vitally important so please support where you can</p>	<h2>Thank you!</h2>

Thank you

from us all at The Bridge.

We can't wait to see what you get up to!

If you need any support, please don't hesitate to contact:
fundraising@thebridge-eastmidlands.org.uk



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