



# PARTICIPANT PACK

Kindly Sponsored by





# THANK YOU FOR SUPPORTING LANDAID

Thank you for choosing to sign up to the LandAid SleepOut

We're looking forward to welcoming you to our event and hope this pack will give you all the information you need to help you have a great experience sleeping out with us. Your fundraising is going to make a huge difference to young people facing or at risk of homelessness in the UK. Let's hit our £1million target together!

Follow us on socials and share your SleepOut experience with your friends, family and colleagues. Don't miss any of the action @landaidcharity



 **LandAid**  
SleepOut



# WHAT DO I NEED TO KNOW?

## Where

Innovation  
Birmingham, Holt  
St, Birmingham B7  
4BB

*What3Words:*  
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## Key Timings

- 19:00-20:00 – Registration
- 19:00-20:15 – Catering and raffle tickets available
- 19:00-20:15 – Build a Bed and Networking
- 20:15-21:00 -Networking Bingo
- 21:00-22:00 – Speeches, awards and raffle drawn
- 22:00-22:30 – Further Networking
- 22:30 – Lights Out

*Hot drinks available overnight*

- 05:00 – Breakfast Available
- 07:00 – Event Ends

## Kit List

- Sleeping bag
- A pillow
- Thermals – layers are key
- Your warmest coat
- Comfortable clothing – you'll be spending a lot of time of the floor
- Gloves, scarf, thick socks, hat
- An eye mask
- Toothbrush and toothpaste
- A torch – it will be dark during the night
- A fully charged phone
- A power bank – unfortunately, we won't have power sockets available on the night
- Any medications that you take regularly or may need
- A reusable lidded drinks cup please help us do our bit for the planet
- Bank card/phone payment for the raffle



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**SleepOut**



# HOW CAN I BOOST MY FUNDRAISING?

This year, we've set you all the target of £1million! We know it sounds huge, but don't worry – you just need to raise the minimum £206, although if you can raise more, don't stop there! The more we raise, the more projects we can fund, and the more lives we can change.

Here's some tips to help boost your fundraising:

- **Social media** – share with family and friends to spread the word
- **Spread the word in person too** - The gym, your children's school, your neighbours
- **Self-donate** – show yourself some support and show others how much you care about the cause
- **Matched fundraising** - why not check if your company will match your funds?
- **Spice things up** - Let your mates give you dares, and when you smash your target, you must do the best dare! Sleeping Out dressed as an avocado anyone...?
- **Case stories** – why not share a case story to your socials when encouraging people to donate? You can find our young people's stories here





# WHERE IS MY MONEY GOING?

## Tyler's story

Your fundraising has been truly inspiring. The funds raised through our SleepOut event support charities across the UK, offering young people experiencing homelessness a lifeline.

Watch Tyler share his story of homelessness and the life-changing support that Look Ahead with funding from LandAid, gave him to create stability, direction and happiness.

[Tyler's story - LandAid](#)





# ANY OTHER QUESTIONS?

## **What time do I need to arrive for the SleepOut?**

Registration will be open between 19:00 - 20:00, please ensure you arrive in this window

## **Will this be the same as sleeping rough?**

No. However, it will give you a small insight into what the young people we support face each and every night.

## **What happens if the weather is bad?**

Young people don't have the choice to move inside if the weather is wet and as such, we'd like you to remain outside wherever possible, if you are able. All our venues are exposed to the elements, but overhead cover will be present in each location.

## **Can I bring my pet?**

As much as we love four legged friends, this event is for humans only (sorry!) - Assistance and guide dogs are of course allowed, please let us know ahead of the event at [sleepout@landaid.org](mailto:sleepout@landaid.org) so we can make any necessary adjustments

## **How will my sponsors know that I've completed the SleepOut?**

We recommend taking lots of photos throughout the LandAid SleepOut to share with your donors during and after the SleepOut. You could even record a series of videos to create a vlog or a reel to share on your social media. Be sure to tag #LandAidSleepOut so we can reshare and help you spread the word!

## **What happens if I don't raise the minimum sponsorship amount?**

If you're not able to raise the minimum amount of £206, you will still be able to take part on the day, but we'd encourage you to try your very hardest to raise as much as possible. The more funds you raise, the more young people we'll be able to help. If you're worried about fundraising, get in touch and we'll give you loads of ideas and support to help you on your way.

For more information, please visit [www.join.landaid.org/event/sleepout/faqs](http://www.join.landaid.org/event/sleepout/faqs).



# Extra things to note

## Keeping it green...



We are doing all we can to try and make our events as sustainable as possible, but we need your help!



We have very limited, if any parking so please do try and use public transport or walk if you can!



Hot drinks will be available throughout the event, so please bring a lidded, reusable cup and drinks bottle with you to save single use plastic.



Please ensure you reuse or recycle any kit in a sustainable manner. Lots of local charities would be grateful for any unwanted kit. Please think before you bin.



We're excited to announce our partnership with Trees not Tees, giving participants the option to have a tree planted in their name instead of receiving merchandise. This initiative helps us avoid items that might go unused and end up in landfill. Why not donate the £5 that would have gone towards your merch to your fundraising page. Remember if you have opted to plant a tree to bring your own hat and gloves from home.



**LandAid**  
SleepOut



Thank you for choosing to support  
LandAid and young people  
experiencing homelessness.