



Event Pack Sleep Easy 2024



Thur 7th March 2024
King Power Stadium

YMCA LEICESTERSHIRE
www.ymcaleics.org.uk/sleepeasy

ONE NIGHT CAN MAKE A LIFETIME OF DIFFERENCE

What is a Sleep Easy?



In a nutshell it's a YMCA organised sleep out that raises money and awareness of homelessness. Think giving up your bed for the night. Think camping, but without the tent. Think joining together to support some of the most vulnerable in our community. YMCA supporters across the UK will be sleeping out in unusual settings to raise money for their local YMCA.

Sleeping rough so others don't have to



By raising sponsorship and sharing your experiences, you'll be making a huge difference to homeless young people and adults who need our support. While this is a sleep out, we understand that in no way does it replicate what it's like to sleep rough or worry about where your next meal will come from. For us it could be one uncomfortable night, but we know we'll be waking up to a cuppa and warm breakfast. We just ask that all participants take action and ask their peers to donate.

Key Contacts

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We look forward to welcoming you to this unique experience. We also wish to THANK YOU on behalf of our young people and street homeless service users for your support!



Watch

See how last year's fundraisers got on: [YMCA Leicestershire Sleep Easy Film 2023](#)

On the Night...



We have put together an itinerary to give us the opportunity to meet each other at the briefing alongside some fun optional activities. We are planning a relaxed event where we can reflect and experience just a glimpse of how it feels to be without a roof over your head.

<p>8-8.25pm</p>	<p>Arrival & Registration</p> <p>Free parking is available onsite towards the back of the stadium.</p> <p>The event entrance is via door W3 (to the right of main reception), where you will sign in and also have access to toilets.</p>	
<p>8-9pm</p>	<p>Box and sleeping gear set-up around the pitch</p>	
<p>9pm</p>	<p>Welcome briefing</p>	
<p>9.30-10.15pm</p>	<p>Mini Tours (15 – 20 minutes each group)</p>	
<p>10.15pm →</p>	<p>Decorating your box/ Chatting/ Getting settled</p>	
<p>11.30pm</p>	<p>Lights out/ Quiet time</p>	
<p>Morning</p>	<p>Best box decoration prize will be awarded</p>	
<p>6-6.30am</p>	<p>Rise and Shine exercise: Leicester City in the Community Located in the 1884 Bar, we will gather by the W3 Concourse doors to walk out past the main reception to reach the 1884 Bar entrance.</p>	
<p>6.45-7.15am</p>	<p>Free breakfast rolls & hot drinks Served at the Holiday Inn Express, just a stone's throw away near the car park barriers. Present your voucher to be given out at registration.</p>	
<p>7.15-8am</p>	<p>Clear away & depart Many hands make light work: Please return waste cardboard to the W3 concourse and ensure no rubbish or belongings are left behind.</p>	

IMPORTANT: Please complete the [participant declaration form](#) by Monday 26th February. This must be done prior to attending the event.

Terms & Conditions



Sign in when you arrive and depart and if you have to leave at any point please find a YMCA Sleep Easy team member to sign out.



Participants MUST be 18 or over. If you're lucky enough to look under 25 please bring photo ID to show at sign in.



Participants should have a reasonable level of fitness and make their own judgement as to the suitability of sleeping outside and exercise activities. You should not attend if you have begun to feel unwell prior to the event.



Stay in the designated areas. Participants MUST KEEP OFF the pitch. Sleeping areas will be set up on the concrete around the outside of pitch and waymarked from the concourse. Please set up with your head towards the stands, feet pitch side. Maintain a 1 metre walkway at all times between you and the pitch barrier (no belongings blocking the walkway). One person per box.



No alcohol or illegal drugs are allowed on-site. Bag checks may be in operation.



No naked flames, no smoking or vaping allowed within the stadium. However, there will be a designated smoking/vaping area outside of the stadium, accessible via the entrance (door W3).



There will be a quiet time from 11.30pm, so let's respect others and keep noise to a minimum after this time. There will be sufficient lighting for your safety.



First aiders will be on hand in case of emergencies. There will also be LCFC Security staff and YMCA Event organisers available throughout the event.



Wet weather – we'll put up with a little rain, but we do have a contingency plan if we're expecting downpours, so we won't let the weather spoil our event.



If you would prefer not to be included in our official event photography please email fundraising@ymcaleics.org.uk. We aren't able to restrict what other participants capture in their photos.



We reserve the right to ask participants to leave if we have concerns about their behavior or health during the challenge.














Participant data will be shared with Leicester City Football Club for the purpose of running the event safely.

Kit List



We know the Sleep Easy won't replicate what it is like to sleep rough. However, to make it more authentic, we suggest you leave your Four Poster bed and all the shiny trimmings at home and opt for a sleeping bag, some warm clothes and simple roll mat instead.

Below are our top tips for your kit list:

-  Each participant will have a designated sleeping space beside the pitch. We are currently trying to source cardboard boxes for all participants, please let us know if you are able to bring your own. Max width 98cm to fit disabled spaces.
-  Camping or yoga mats are great to use as a base to protect you from the cold ground. Please don't bring anything wider than 98cm. We appreciate your legs/feet may stick out a little!
-  Please bring your own sleeping bag/ blankets/ pillow. Make sure you have enough warm items – it will get cold!
-  LAYER UP! Think about bringing several layers, jumpers, hats, gloves, warm socks etc. It's better to remove layers than to be cold.
-  Bring WATER and supplies to keep you going. There will be no access to purchase food or drink during the course of the event. We advise you to eat a decent meal before you arrive!
-  Don't forget to bring any medication you may need during the event
-  You will be responsible for your own valuables, so please leave any unnecessary items at home. You will not have access to electricity points during the event.
-  Lighting will remain on through the night, but you may want to bring a torch.
-  Please wear flat, sensible shoes and do not walk around the stadium barefoot.
-  Feel free to decorate your box e.g. flags, pictures, logos, stickers, battery-operated fairy lights. Be sensible, PLEASE DON'T BRING aerosols, paint or anything that will leave a mess behind!
-  Finally, this is a charity event and everyone is here for the same reason. Please treat everyone with respect, get to know each other and have fun!

Fundraising Tips



Thank you so much for signing up and fundraising for YMCA Leicestershire. We know that asking for sponsorship can sometimes be difficult so here's a few ideas to help.



JUST GIVING: <https://justgiving.com/campaign/sleepeasykingpower2024>

Head to our campaign page to create your personal fundraising page in advance of the event. Set a target you feel comfortable with, but if you smash it why not edit your target to stretch a bit further? It's good to get started early, but pages stay open up to 30th April so you can ask for donations again after the event.



EMAIL

It's a great idea to email people about your fundraising – family, friends and work colleagues are the obvious choices, but think more widely too. Think about the people at clubs you belong to, schools, church, neighbours and other business contacts. The more people you tell... the more money you are likely to raise.



PAPER FORMS

You can request a sponsor form if you would like to keep track of cash donations.



HOLD A FUNDRAISER/ PULL A STUNT/ RAISE AWARENESS

You could bake some cakes to sell to friends/ family/ colleagues as a way of raising sponsorship or something similar. Some of our supporters are going to work in pyjamas the week before to raise awareness!



SOCIAL MEDIA

Don't be afraid to use social networking platforms to promote your fundraising page. Think about creating fun photo scenes or videos that illustrate what you're doing and add your sponsorship ask. Please share your photos and experiences of the event with us.



YMCALeics

Click the icons to follow us on social media



Where do the funds go?

Our mission is to create supportive and inspiring places where young people and communities can belong, contribute and thrive. We do this through housing, care, support, advice, skills for life, theatre and cultural activities.

Youth Homelessness

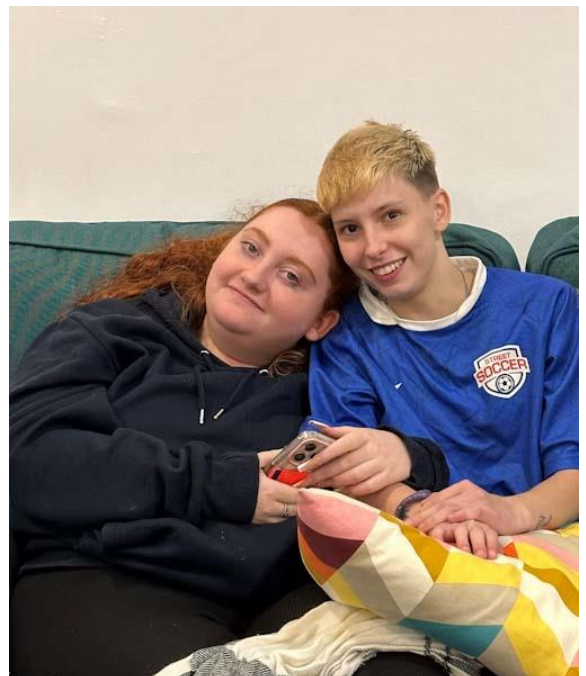
We provide supported housing for 108 young people aged 16-25. For a young person we know that having a roof over their head is only the first step towards building their resilience and aspirations. Many have experienced trauma, abuse, bereavement or family breakdown and arrive with low educational achievement and low self-esteem. We'll support each young person to develop their self-esteem and help them to prepare to live independently.

Ruby

I have lived with my aunt and friends and been in and out of foster homes since I was a baby because my mum has suffered with mental ill health all my life. Before I moved in to YMCA, I spent a few months sofa surfing with friends and family, then officially lived with my friend. Her mum was going to foster me, but I went back to my mum, then my mum kicked me out again when I was 16 and I got a place here. At first, I was in my room all the time and wouldn't come out, but a friend I made here would drag me out. Before long I was cooking chicken curry with rice and making Sunday roast too. Sometimes other residents join in.

I've been involved in Experts by Experience and recently I was invited to London by YMCA England & Wales for the launch of their Breaking Barriers to Work report. I spoke about being young and unable to find a job, the benefits system and how the rent increases when you do get a job. There were cameras all around as it was televised. I've also been helping the staff to organise events for other residents, like the Staff Vs Residents football match and the summer BBQ.

I was originally going to go to college to study Equine Care, but because of my osteoarthritis and degenerative disc disease I can't do the heavy lifting as the tack is heavy and you have to do the mucking out. I'm at college now and looking to get some work experience at a law firm, but I love horses and eventually want to move closer to my family who go horse riding. I used to feed the horses with my grandad as he has a massive field behind his bungalow and one day I really would love to work with them.



Street Homeless Adults

We offer a safe and welcoming environment where our service users can get some home comforts like a cup of tea, breakfast and clean clothes. We provide independent one to one advice to help find suitable accommodation and provide the support needed for people to work through other issues which will enable them to move forward with their life.

Many of our residents and service users have struggled more than usual over the last few years with poor mental health, food and/or digital poverty, loneliness, isolation and unemployment. The funds raised at Sleep Easy 2023 will go towards continuing and expanding our vital work.

Andrew

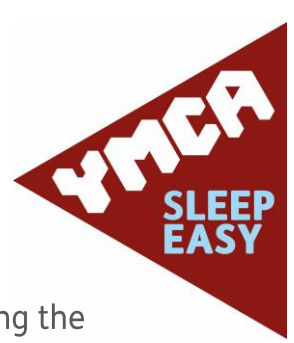
“I was married for 12 years, but when my marriage failed, I moved 5 minutes away from my daughters into a flat share. In November last year I was hit by a car when I was walking across a zebra crossing. I had a couple of weeks off work, then went back to working 12 hour shifts in the factory. Then I had a new landlord and he put my rent up by £200 a month.



After a while I started having trouble with my knee and I could no longer make the half hour walk. I lost my job and got into arrears on my flat and it became a downward spiral. I didn't realise at the time but I was also getting a bit depressed. The landlord evicted me and I ended up queuing each night to get a mattress on the floor at the Dawn Centre.

When I came to YASC I was carrying around a psychological burden. The weight of the bag was no joke. Pretty much everything I had left was in it. It was hard saying: 'I've come from living in a home all my life' to now saying 'I've got nowhere to go and everything I own is in this bag'. But here at YASC, Kate and Chris had hearts and saw that I needed to be able to lay that psychological burden down. YASC also gave me food, let me wash my clothes and offered me the use of the gym at YMCA. The gym connects your mind and body and it gave me the focus aside from everything else that's going on and I can't express how grateful I am for this.”

THANK YOU



We are so grateful for the support of Leicester City Football Club for hosting the Sleep Easy and going the extra mile to help us promote and run such a great event. We would also like to say a massive thank you to the following businesses for their support with our first ever Sleep Easy in May 2023. They helped us start something magical and have continued their support into 2024.

Leicester City in the Community
Rock Kitchen Harris
Holiday Inn Express
Central England Co op
PA Housing
Parallel Office & Document Solutions

Unite Students
Fraser Urquhart Media
VF Northern Europe
Hays
Meesh
Hawkwise

“I wanted to personally experience rough sleeping for a night to gain more of an appreciation of what people are going through on our streets. It was a more grueling and painful experience than I was expecting. For me, it was about exploring how PA can get more involved in work to alleviate homelessness.”

Simon, Executive Director of Resources, PA Housing



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