**Collect 4 Christmas 2019**



**2019**

**Supporting those affected by homelessness**



**Collect for Christmas 2019**

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Collect for Christmas 2019 is focussed on supporting vulnerable people affected by homelessness. We supported homelessness last year and we had an overwhelming response from our supporters resulting with over £25,628 worth of gifts and money being donated to 19 projects and charities across Leicester city and county.

Homelessness can affect anybody and people can become homeless for lots of different reasons. There are social causes of homelessness, such as a lack of affordable housing, poverty, no recourse to public funds, unemployment and certain life events that cause individuals to become homeless. People can also become homeless when they leave prison, the care system, the armed forces or accommodation for asylum seekers, and have no home to go to. Many homeless women will have escaped violent relationships and some people become homeless simply because they can no longer afford the rent. Life events like a relationship breaking down, losing a job, mental or physical health problems, or substance misuse can be the trigger. Being homeless can in turn make many of these problems even harder to resolve.

**What is the scale of homelessness in Leicester?** Like the national picture, Leicester has seen increasing numbers of people who are homeless or are at risk of homelessness.

Over the last two years Leicester City Council undertook a comprehensive review of homelessness in Leicester.

• **1,412** families were provided with support to help them maintain their current home or find alternative accommodation

• **2,327** single people were provided with support to help them maintain their current home or find alternative accommodation

• Leicester’s Rough Sleeping Outreach Team identified **198 individuals** who had slept rough at some time in that year – sometimes between **30 to 40** people every night.

These figures do not include the hidden homeless, or those sleeping rough in concealed locations and who do not seek help from the local authority. Locally, it is thought that women are more likely to be hidden homeless whereas there are more homeless men in temporary accommodation. And it is not just individuals. Families often with young children can also find themselves without secure housing.

* Poverty in Leicester is not confined to one area or one type of area.
* Many children are affected by poverty and not all are benefitting from support.
* Housing, fuel, food and childcare costs are major contributing factors to poverty.
* Those living in poverty experience poorer health and wellbeing outcomes.

**Our Partners**

We are delighted to be working with 3 projects this year to ensure your gifts and donations are distributed to the most vulnerable individuals and families across the city and county.

**Help the Homeless Leicester**

Help the Homeless provide advocacy, assistance with benefit claims, attending appointments with service users, mental health and substance abuse referrals, food parcels, support into employment, providing emergency accommodation, helping to source and acquire long-term sustainable accommodation. Help the Homeless also do a largescale feed at Leicester market weekly, have converted a transit van into a mobile library, a mobile barber and do regular clothing distribution events.

We are asking for donations of items for ‘Starter Packs’ – designed to meet some very basic needs including bedding, crockery & toiletries. These packs will help individuals and families settle into their new accommodation and will help make houses into homes.

Every pack will help to make a fundamental difference to the quality of people’s lives…bedding to keep warm at night, crockery and cutlery with which to eat a meal, toiletries and bathroom items to keep clean.

These Starter Packs will help people to worry less about what they will sleep on that night or how they will cook a meal and will enable them to start focusing on a positive future.

Without this practical support, many people may become isolated and disheartened in their new home and may be at risk of becoming homeless again.

**Kitchen Pack**

* 4 mugs
* 4 glasses
* Cutlery set (16 set)
* Crockery (16 piece)
* Toaster
* Kettle
* Assorted utensils

e.g. wooden spoon, ladle, tin-opener

* Tea towels
* Multi-purpose cleaner
* Cloths/cleaning sponges

**Adults Toiletries Pack**

* Towels
* Toothbrush & toothpaste
* Soap
* Shower gel and shampoo
* Comb or brush
* Deodorant
* Sanitary wear products

**Unisex Bedroom Pack**

* Single duvet
* Single duvet cover set
* Single fitted sheet
* 1 pillow

**Gifts 4 Kids**

Christ the King foodbank has been running for 9 years and has been expanding ever since. The foodbank operates 3 times a week in Beaumont Leys serving 150 people each week. In Summer 2018 the project holiday hunger was launched aimed at delivering packed lunches to children who would normally depend on a school dinners. 5,695 lunches were given out over the summer of 2018 and 8,000 lunches were distributed in 2019.

In 2018, Gifts 4 Kids was launched after speaking to families who accessed both the food bank and holiday hunger project initiative.

The service users were struggling at Christmas time and Gift 4 Kids was a needed addition to the existing services. Gift 4 Kids allows both mums and dads to attend a special family Christmas event at the church complete with Christmas craft activities for the children to get involved in, mince pies and festivities.

During the event the parent/parents are able to select a gift appropriate to their child/children, take home wrapping paper, and wrap the personalised gift for their child at home. All families are referred from agencies and the project works with many local family hostels.

In 2018 the project to support 350 families with gifts and put smiles on many children's faces. This year they anticipate a higher demand from across the city and county.

We are asking for toys and accessories for both boys and girls aged 0-18. Please see list below. Please donate new items only and do not wrap the items.

Toys and gifts from £5 to £20

Ages 0-18 years

Example:

* Baby Toys
* Cuddly Toys
* Craft activities
* Puzzles
* Board Games
* Tech Toys
* Watch/Jewellery items
* Pyjama sets
* Sports Games
* Science Toys

**Making Moves Project**

**Makings Moves**

Making Moves is a Leicestershire Cares initiative working with 16-25 year olds who are currently homeless or in temporary accommodation, many of these young people have children under 5. The aim of the project is to secure more permanent tenancy with ongoing support.

Making Moves provides one to one and group engagement with its participants on issues including benefit and debt advice, housing issues, education, employment and training.

The project also addresses isolation, depression and mental health which can be a barrier to the young people moving forward in their lives and breaking out of the cycle they find themselves in.

Any funds raised through Collect 4 Christmas 2019 will be used to support the participants of the Making Moves project in their transition to more secure housing.

**How to get involved ….**

1. Confirm your involvement by **Friday 8th November** by emailing [C4C@leicestershirecares.co.uk](mailto:C4C@leicestershirecares.co.uk) with the details of who will be co-ordinating the collection within your organisation.
2. Raise awareness within your business throughout **November and early December**

* Use the poster template provided to raise awareness of the campaign and create a donation station where colleagues can drop off their donations
* Use your internal communication channels to promote the campaign amongst colleagues. Could you send out a company-wide email or write an article in your internal newsletter or e-bulletin?
* Work out the best way to engage colleagues

1. Start collecting gifts and organising fundraising activities. Consult the fundraising ideas in this pack for suggestions. Keep a record of what items have been donated as we will require this information prior to the items being collected during **week commencing 9th December**. The last date for collecting donations is **Friday 13th December**
2. We would love to see photos of your fundraising events and donation stations. Share and celebrate your support for the appeal through social media using #Collect4christmas @LeicsCares
3. Return your collection form to [C4C@leicestershirecares.co.uk](mailto:C4C@leicestershirecares.co.uk)by **Friday 29th November** (this will be emailed to you mid-November)
4. Ensure all gifts are ready to be collected during **collection week – 9th to 13th December.** Once we have received your collection form we will contact you to arrange a convenient date and time
5. If you have chosen to fundraise, please make cheques payable to Leicestershire Cares Ltd and send to Sarah Green, Community Development Manager, Leicestershire Cares, 42 Tower Street, Leicester, LE1 6WT by **Friday 3rd January 2020**
6. Finally, complete the evaluation form by **Friday 31st January 2020** (this will be emailed to you in early January)

**Thank you for your support**

**Your gifts and donations really will make a huge difference**

**Collect for Christmas Key Dates 2019**

**Wednesday 30th October**

Collect for Christmas Launch

**Friday 8th November**

Confirm your support

**November and early December**

Start collecting - raise awareness of the appeal

within your company or organisation

**Friday 29th November**

Return your collection booking form

**Monday 9th to Friday 13th December**

Collection week

**Friday 3rd January 2019**

Send us any donation cheques

**Friday 31st January 2019**

Final date for completed evaluation forms

**Tournaments:** Whether it’s snooker, table football or Super Mario, set up a fun competition base in the office and challenge your colleagues to find the ultimate games champion

**Lucky Dip Secret Santa:** Organise some

donated prizes and charge per ‘dip’ for a complete surprise every time! (As an extra incentive hide a gift voucher or free lunch ticket in one of the prizes)

**Christmas Hamper Raffle:** £1 a ticket with a luxury hamper on offer for the lucky

winner

**Gift Wrap for your Colleagues:** Enjoy

wrapping? Why not offer to wrap presents for everyone at the office in return for a

donation

**We’d love to hear about your fundraising activities.**

**Why not take a photo and share them with us on Twitter using #Collect4Christmas @LeicsCares**

**There are lots of fun ways to fundraise, and we’re sure you have lots of exiting ideas. If you are struggling, here are a few of our favourite suggestions …**

**Seasonal Fancy Dress:** Have a dress up day with traditional Santa outfits or festive onesies and collect donations from all involved

**Christmas Craft Fair:** Make and sell your own cards, decorations or cookies

**Christmas Party:** Why not make this year’s event a sponsored one for your appeal by charging a small entrance fee?

**Coffee Morning:** Time it for the day after the Christmas party and maximise the profit making potential of sore heads by offering coffee and cakes (or bacon butties)

**Envelope Tree:** Erect an empty tree in the office and ask staff to hang envelopes with donations from it. Alternatively, offer a

donation/decoration swap whereby colleagues can take a decoration home for a small donation

**Quiz nights:** Always popular!

**Christmas Puzzle Book/Word Search:** Charge per entry and the entrant with the highest number of correct answers wins a prize!

**Fundraising Ideas**

**We’d love to hear about your fundraising activities.**

**Why not take a photo and share them with us on Twitter using #Collect4Christmas @LeicsCares**