

WALK FOR HOME

06 DEC | LONDON



LONDON FUNDRAISING PACK



WALK THIS WAY TO HELP END HOMELESSNESS



More than **11,000 people** slept rough on the streets of London last year. This winter, many more will struggle to find a safe, warm place to rest their heads.

The housing emergency is getting worse and we desperately need real and lasting change. So, lace up your trainers and join us on our journey.

It's time to Walk for Home

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YOUR SAFETY REMAINS OUR PRIORITY

We follow all the latest government guidelines on coronavirus.

THANKS FOR STEPPING UP

This guide has everything you need to smash your fundraising targets.

You can also connect with other walkers on our [Facebook group](#).

If you've got any questions, please don't hesitate to contact us by calling 0344 515 1190 or emailing walkforhome@shelter.org.uk

Home is everything. But right now, the housing emergency is denying thousands of people a safe, secure place to live. By stepping out with thousands of walkers across the country and doing your own walk this December, you're fighting that injustice – and we can't thank you enough!

Your fundraising could go to support life-changing services – enabling our advisers to offer expert housing advice, our solicitors to provide crucial legal advice and our campaigns team to push for a better, fairer housing system. Every step you take matters, helping to bring us closer to a world where everyone's right to a home is guaranteed.



TOP TIPS TO MAKE YOUR FUNDRAISING GO FURTHER



01

Complete and share your JustGiving page

A link to your JustGiving page was sent to you in your welcome email when you registered. Simply pop a profile picture on there and write about why you're walking.

Once you've done that, share your page on Facebook, Twitter and Instagram or wherever you connect with people.

Why not kickstart your fundraising by donating yourself? It's a great way to get you off the mark.

Be sure to ask your employer if they will match your fundraising total. It's a great way to boost donations.

Happy collecting...

02

Wine and dine your friends

Host a dinner party and ask everyone to make a donation.

It's good food and good company for a great cause – so what's not to love?

03

Little asks go a long way

Ask people to donate small amounts – like the cost of their commute or the price of a takeaway lunch. It could even be your Christmas present this year. Before you know it, your fundraising coffers will start to stack up.

04

Wear red fancy dress for a day

Get sponsored to kit yourself out in red for the day, or even do your Walk for Home in the best red outfit you can find!

05

Get quizzical

Whether you're a University Challenge aficionado or simply love a BuzzFeed trivia test, why not host a virtual quiz before the event?

To raise money, ask every contestant to donate £5.

EVERY STEP BRINGS FAMILIES CLOSER TO A PLACE THEY CAN CALL HOME

Last year we advised **17,281 households** through our emergency helpline, but many more people don't know where to turn for help: people living in unsafe or unfit housing; people with no permanent place to call home.

We're fighting for a future where everyone has a safe home, and your walk could provide much-needed support and advice to those who need it most.

The more you raise, the more people we can help.



When Sarah and her son were evicted from their home, they became homeless. After 13 long months of living in totally unsuitable temporary accommodation, we were able to help Sarah and her family secure a safe and stable home to live in.



EVERY FOUR MINUTES ANOTHER FAMILY IN ENGLAND IS MADE HOMELESS

In England last year, **401 households** were made homeless everyday. That's one every four minutes. The instability and uncertainty of having nowhere to call home can devastate families. And since the coronavirus pandemic, we've seen a huge rise in the number of people getting in touch because they're worried about losing their homes.

You can help us change this.





HOW YOUR SUPPORT HELPS

£10 COULD HELP
SOMEONE
UNDERSTAND
THEIR OPTIONS

A donation of £10 could help
to fund an initial webchat.

£25 COULD PROVIDE
SOMEONE
WHO WILL
LISTEN

A donation of £25 could help fund a
face-to-face chat with an adviser.

£15 COULD FUND
SOMEONE'S
FIRST STEP
TO A HOME

A donation of £15 could help
fund a webchat for someone
facing homelessness.

£80 COULD GIVE
SOMEONE
INVALUABLE
LEGAL HELP

A donation of £80 could
help to pay for essential
legal advice.

£20 COULD GIVE
SOMEONE IN
TROUBLE
A LIFELINE

A donation of £20 could help pay
for a call to our urgent helpline.

£157 COULD
PAY FOR
A LEGAL
SUPERHERO

A donation of £157 could pay for legal
advice to help someone facing eviction.

THANK YOU!

The steps you're taking to end homelessness will go a long way.

If you need any help, please get in touch with us.

Email: walkforhome@shelter.org.uk

Call: 0344 515 1190

