

GAMING FOR GOOD

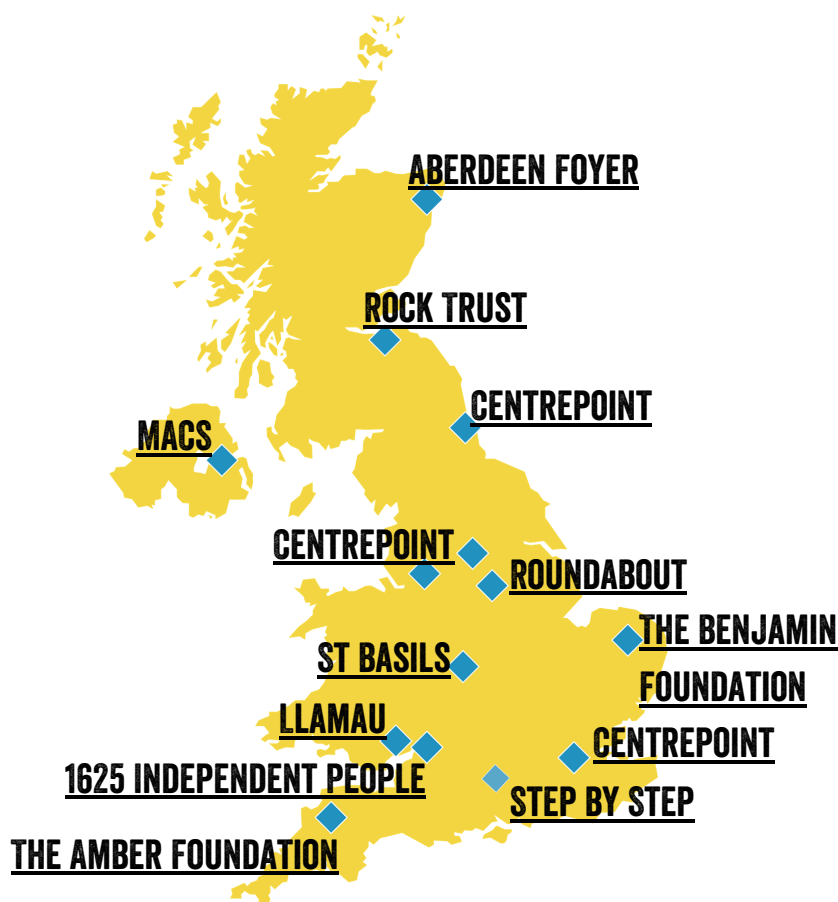
**FUNDRAISING PACK
APRIL 2021**

WWW.EYH.ORG.UK

#GAMEONTOEYH

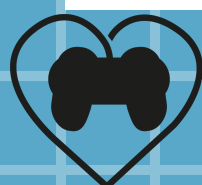
**END YOUTH
HOMELESSNESS**

END YOUTH HOMELESSNESS



End Youth Homelessness (EYH) is a national movement of local charities that have joined forces to solve the UK youth homelessness crisis.

Our reach is unique; there is no other truly national charity representing homeless young people in the UK. Together with our member charities, we are preventing a spiral into homelessness by supporting over 30,000 16-25 year olds each year. Find out more about our member's work and ways to get in touch with them at the end of this pack!



#GAMEONTOEYH

END YOUTH HOMELESSNESS

THE EVENT: HOW IT WORKS



End Youth Homelessness is excited to announce our first ever national gaming festival, bringing together gaming enthusiasts from across the country in a bid to level the playing field for homeless young people.

From 2nd to 17th April, it's Game On to end youth homelessness. All you need to do is pick the game of your choice, and play it forward by inviting friends, family and colleagues to join you in raising money for EYH Charities.

HOW TO GET INVOLVED:

1. Head to our [website](#) and get signed up (it takes less than a minute!)
2. Then you'll be redirected to Just Giving – where you can set up your fundraising page, start planning your challenge, and tell all your friends and family to get behind you!
3. Ready, Player One?

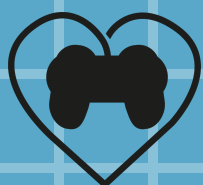
Whether you form a team, play solo, stream your marathon on Twitch, or just use it as an excuse to get the gang together (socially distanced of course!)- there are so many ways to play.



HOWEVER YOU GAME YOU WILL BE HELPING US LEVEL THE PLAYING FIELD FOR HOMELESS YOUNG PEOPLE. THANK YOU!

"I'm delighted EYH and our Member Charities are launching Gaming for Good. This new event will raise vital funds to support homeless young people whose prospects have been hit so hard by the pandemic. Also, by hosting your own Gaming for Good event, you can connect with friends and family to replicate some of the fun of real-life events while we all endure the countdown to freedom over the coming months. We want to help raise spirits as well as funds!"

NICK CONNOLLY, MD OF END YOUTH HOMELESSNESS



#GAMEONTOEYH

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THE EVENT: FUNDRAISING



In this pack you'll find lots of ideas and inspiration to get you started whether you're a Call of Duty King, super Scrabblor or Fortnite Fiend, there's something for everyone. Gaming for Good is a chance to connect with friends whilst raising vital funds and of course having a bit of fun!

We invite participants to raise a target of £121 to represent the 121,000 young people who faced homelessness in the UK last year. This amount could pay for a 'move on' pack of household essentials such as a toaster, kettle or bedding to help a young person successfully move into independent living and towards a safe, happy future.

Everyone who successfully reaches their target will get one free entry into our exclusive prize draw and an invitation to celebrate their hard work at our Grand Finale on Saturday 17th April.

FUNDRAISING IDEAS TO HELP REACH YOUR **£121** TARGET (OR MORE!)

TOURNAMENT:

Host a Video Gaming Tournament and charge an entrance fee.

TAG-TEAM MARATHON:

Team up & complete a game in 24 hours. Check out our [safe gaming advice](#) and remember to game responsibly.

SPEED RUNS:

Finish a level or game as fast as you can, see who in your team can finish first.

EXTREME STREAMS:

Host a stream in fancy dress. How about your favorite character or team color?

THE ULTIMATE FORFEIT:

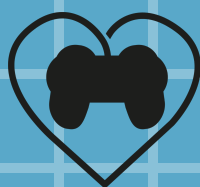
Allow viewers or family and friends to give you forfeits in exchange for donations. If you fail a level or lose a round you'll have to complete the dare.

REACTION REELS:

Get your family and friends to play your favourite games for a donation and record their reactions - the good and the bad!

SMASH A RECORD:

Aim to beat a gaming record. Whether you want to try for the highest score or hardest difficulty, go for it and become a record holder.



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THE EVENT: FUNDRAISING TOP TIPS



PERSONALISE YOUR PAGE

On registration a Just Giving page will be automatically created for you. All you have to do is personalise it - find Just Giving's top tips [here](#)

LINK YOUR TWITCH

Connect your streaming account to your fundraising page so people can watch and donate easily. Use our frames as a background to let everyone know what you are doing. [Here](#) is a link that shows you how to do it.

ASSEMBLE YOUR GAMING CREW

Ask your friends to join you in the challenge or have them join by watching and cheering you on.

MATCHED FUNDING

Check if your company will match your sponsorship - a quick and easy way to double your money with no extra effort.

SPREAD THE WORD

Use your email signature, social media and Teams chat to share the link to your page. Give everyone live updates during your stream on Twitter or Facebook. Simply download our marketing assets [here](#) for you to use.

BOOST YOUR DONATIONS

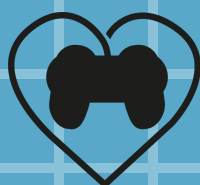
Gift Aid allows charities to claim back the tax paid on donations made by UK taxpayers. By asking people to tick the Gift Aid box on your sponsor form, it means we can claim back tax from the government and increase their donation by 25%.

REMEMBER:

Lots of fundraising happens on the day and the following days around your event: keep everyone up to date by telling them your experience and sharing pictures and remind them to donate.

Make sure to let people know what their donation can mean: use the information in this pack to show what £10, £20 or £50 could achieve. The £121 you raise from Gaming for Good could equip a young person with the home essentials they need to make their new house a home.

Don't forget to say thank you! Remember to thank all your supporters! Using Facebook, Instagram, Twitter to thank people publicly can also prompt others to donate too. Post photos after the event to let them know how you got on.



#GAMEONTOEYH

**END YOUTH
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THE EVENT: SUGGESTED GAMES



FAMILY FUN: MONOPOLY, SNAKES AND LADDERS, CHESS

Beat your lockdown boardom and bring out your old school classic games. These are a great way to bring the family together whilst also supporting EYH. The past year has been tough on families, with kids itching to see their friends and parents grappling with home-schooling. Let's brighten the mood and inject some much needed fun into proceedings.

Gaming for Good is a chance for the whole family to have fun. Who is your family's keenest puzzler? Reigning monopoly champ? Maybe you have a Beth Harman of Queen's Gambit in your midst – you can even compete against her bot. Now that would really be a knight to remember!



LIGHT RELIEF: ANIMAL CROSSING, AMONG US, FALL GUYS

Sometimes we just need a bit of escapism! There's lots to choose from whether you're a Candy Crush King or Queen or you fancy a trip to space with a multiplayer game of Among Us.

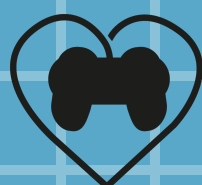
We know Animal Crossing is a firm favourite and the perfect way for you to consider what home means to you whilst Gaming for Good. Just think, building your fantasy home on Animal Crossing could enable EYH to provide a real home to a real homeless young person.



SPORT SEEKERS: FIFA, WII SPORT, F1

Wouldn't it be nice to have a kick around in the park? A quick game of tennis? Well we might be stuck making the most of our daily walks for now, but you can get your fix online and exercise those thumbs by choosing your favourite sporty game and recruiting some friends to go up against you!?

Turn your workstations into Playstations and game on to end youth homelessness. Set up a Fifa tournament with your mates and create a sweepstake of who you think will win – winner gets to keep half the money pot!



#GAMEONTOEYH

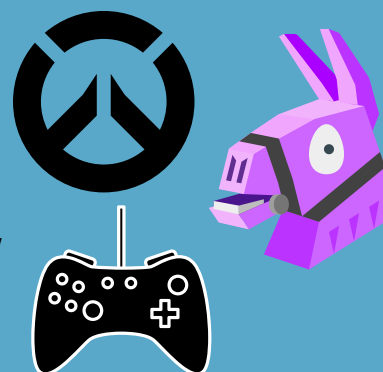
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THE EVENT: SUGGESTED GAMES



BEAST MODE: CALL OF DUTY, FORTNITE, OVERWATCH

Now we're getting serious! This one is for the hardcore gamers out there who have already perfected their craft. You've no doubt already been playing with friends over the past year of lockdown so we're sure you know the drill. Now it's time to encourage those same friends to use this fun to make a difference to the lives of others.



FRIGHT NIGHT: OUTLAST, RESIDENT EVIL, DEAD BY DAYLIGHT

Who says Halloween has to wait until October? Get fearsome with your fundraising and take on a darker challenge whilst you Game for Good. This isn't for the fainthearted, but the opportunity for deadly forfeits are endless! Are you brave enough?

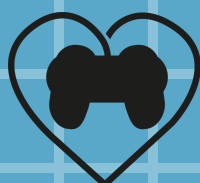
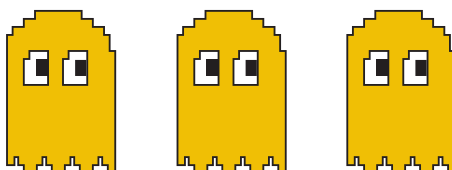


SAFE GAMING

Your safety is our top priority. We know you are taking part in our Gaming for Good festival to support EYH, but we want to ensure you have the advice and tools you need to do so safely. [Here](#) are some important things to consider when you're gaming.

FREQUENTLY ASKED QUESTIONS

Never taken part in a gaming challenge before? Wondering what it's all about? Worried about raising money? We've got you covered! Find all the info you need [here](#) in our FAQs sheet.



#GAMEONTOEYH

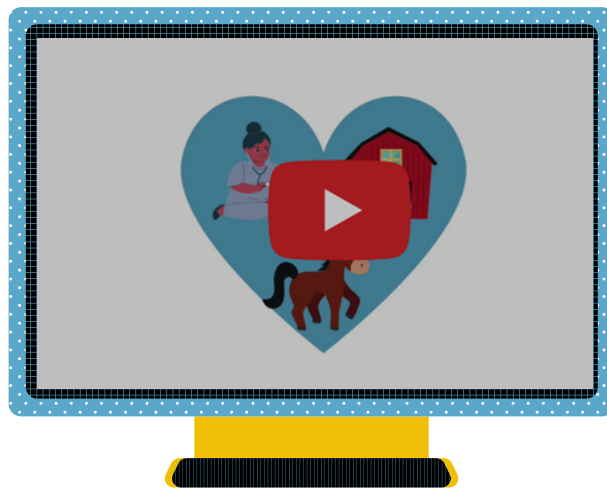
**END YOUTH
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THE IMPACT OF YOUR SUPPORT: DIGITAL INCLUSION

A lack of basic technology is a huge barrier for homeless young people seeking integration to the workforce or connection with wider society. While COVID-19 has stripped prospects from young people across the country, we are proud that our Bursary Fund has made it possible for young people to access work and educational items such as laptops and online courses.

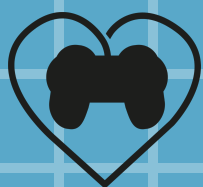
Over the past year, our Bursary Fund has served as a lifeline. Vulnerable young people are being locked out of education and employment, and our scheme is helping to combat this by providing young people with the resources they need to continue their development.

In this video Grace tells us the story of how she became homeless and how the End Youth Homelessness bursary helped her to escape.



Last year, our bursary fund played its most important role yet. We provided **726** bursaries to young people to pay for essential work and educational items. This is an increase of **39%** from last year, when we provided **523** bursaries. Gaming for Good showcases the essential work we are doing to improve digital access for homeless young people and highlights the urgent need for more awareness, more materials and more funding to support young people to access these resources to enable their development to an independent future.

£1,000 COULD HELP 50 YOUNG PEOPLE STAY CONNECTED ONLINE FOR A WHOLE MONTH SO THEY CAN TALK TO FRIENDS AND FAMILY, GET SUPPORT AND PURSUE EDUCATION AND EMPLOYMENT.



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IMPACT: WHERE THE MONEY GOES



£4.50

Buys a day rider bus ticket in Bristol.
This means that young people can make their appointments, classes and interviews without the worry of how they will get there

£14

Could cover the cost of running a cooking/ skills share session, teaching young people how to cook healthy AND delicious food on a budget

£20

Could pay for a young person in our Housing and Homelessness service to receive one hour of dedicated support from a Support Worker

£30

Could fund a Mediation session which allows a young person to build family relationships and stay at home safely

£50

Could provide breakfast for all residents in our hostel for a week

£121

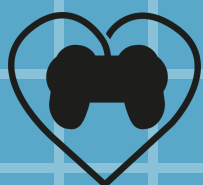
Can buy a 'move-on' pack of household essentials, such as a toaster, kettle etc to help a young person successfully move on to independent living

£1000

Could help 50 young people stay connected online for a whole month so they can talk to friends and family, get support and pursue education and employment

£1200

Provides a young person with the tailored support they need to get into a career pathway that will transform their future



#GAMEONTOEYH

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SPREAD THE WORD: SHAREABLE ASSETS



Don't forget to **SHARE YOUR CHALLENGE**

Tag **@EYH_UK** so we can see what games you have chosen to tackle and don't forget the all-important streaming selfie!

Add your Just Giving page link to your social bios so it's as easy as possible to signpost people to support you.

Remember to use **#GameOnToEYH** **#GamingForGood** to stay up to date across all our social media channels.



#GAMINGFORGOOD
#GAMEONTOEYH

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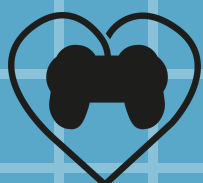
I'm taking part in **#GamingForGood** for **@EYH_UK**. Simply by gaming, we can raise money and awareness for homeless young people across the UK. Whether you are a fortnite fiend or a super scrabbler, we can all do our bit for this important cause. Set up your own event via the link in my bio/below]. **#GameOnToEYH**

I've smashed my fundraising target for End Youth Homelessness! Thank you to everyone who helped me raise £X. This will help **@EYH_UK** continue their vital work supporting vulnerable young people into housing, education, employment and training.
#GameOnToEYH **#GamingForGood**

Will you help me reach my **#GamingForGood** target by donating via the link [in my bio/below]? I'm trying to reach £121, the amount it costs to equip a young person with all new-home essentials. I'm almost there!
#GameOnToEYH



SO, WILL YOU **#GAMEONTOEYH**



END YOUTH
HOMELESSNESS

END YOUTH HOMELESSNESS: GET IN TOUCH



1625 Independent People

(Bristol & Gloucestershire)

Kingsley Hall, 59 Old Market Street, Bristol, BS2 0ER

0117 317 8800

Services: bristol youth maps@1625ip.co.uk

Fundraising: hannah.barry@1625ip.co.uk

1625 Independent People is a charity that supports young people who are homeless or at risk of homelessness. For over 30 years we have provided essential services to young people and we partner with agencies across the South West so that together we can change lives. We provide a broad range of care for young people.

The Benjamin Foundation

(Norfolk & Suffolk)

23-27 St Andrews Street, Norwich, Norfolk, NR2 4TP

01603 615670

Services: communications@benjaminfoundation.co.uk

Fundraising: jessica.glover@benjaminfoundation.co.uk The Benjamin Foundation



For over 25 years, children, young people and families across Norfolk and Suffolk have been supported by The Benjamin Foundation to overcome big challenges in their lives. Overall 2,000 local children and young people every year finally feel hopeful of a better future because of the work of The Benjamin Foundation.



Rock Trust

(Edinburgh, Perth, Fife, East Lothian & West Lothian)

55 Albany Street, Edinburgh, EH1 3QY

0345 222 1425

Services: hello@rocktrust.org

Fundraising: joanne.simpson@rocktrust.org

Established in 1991, Rock Trust is one of Scotland's leading youth homelessness charities. Rock Trust works with over 500 young people between the ages of 16-25 who are homeless or at risk of becoming homeless each year. Our vision is to one day end youth homelessness in Scotland for good.

Roundabout

(Sheffield & Yorkshire)

The Circle, 33 Rockingham Ln, Sheffield City Centre,

S1 4FW

0114 253 6789

Services: www.roundabouthomeless.org/contact-us/

Fundraising: helen.mower@roundaboutltd.org



Roundabout is South Yorkshire's youth homeless charity providing shelter, support and life skills to 16-25's who are homeless or at risk of homelessness. Supporting over 300 young people every day, we provide key services delivering comprehensive programmes of training, involvement and empowerment which help to break the cycle of homelessness and develop long term independent living skills.



Imagine a World Without Homelessness

Llamau

(Cardiff & Wales)

23 Cathedral Road, Cardiff, CF11 9HA

029 2023 9585

Services: enquiries@llamau.org.uk

Fundraising: louisedavid@llamau.org.uk

Llamau's mission is to end youth homelessness and homelessness for women in Wales for good. It's a big ambition and to some people it might seem impossible. But at Llamau, we know that homelessness is not inevitable. It really doesn't have to exist. If we all come together, we can live in a world without homelessness.

END YOUTH HOMELESSNESS: GET IN TOUCH



Aberdeen Foyer

(Aberdeenshire & Aberdeen City)
Marywell Centre, Marywell Street, Aberdeen AB11 6JF
01224 212924
Services: bryanm@aberdeenfoyer.com
Fundraising: brendam@aberdeenfoyer.com



The Foyer is a charitable organisation supporting people in the North East of Scotland towards independent living, learning and work. Working with over 1600 people a year we start with people's strengths, supporting them to build their confidence, develop their talents and make real and lasting change in their lives.



The Amber Foundation

(Devon, Wiltshire & Surrey)
Ashley Court, Chawleigh, Devon EX18 7EX
01769 581011
Services: Sarah, Sarah.Johnson@amberweb.org
Fundraising: Kelsey.Offord@amberweb.org

The Amber Foundation has 3 residential centres in Devon, Wiltshire and Surrey, where we provide homeless young people with a temporary place to call home, and the structure and support needed to transform their lives. Our programme offers a blend of tailored support, new experiences and practical training, providing a solid foundation for the young people to build self-confidence & resilience, so that they can move on successfully into employment, education or training, and into a more permanent place to live.

St Basil's

(Birmingham & Midlands)
71-75 Allcock St, Birmingham B9 4DY
0121 772 2483
Services: info@stbasils.org.uk
Fundraising: barrie.hodge@stbasils.org.uk



St Basils works with young people to enable them to find and keep a home, grow their confidence, develop their skills, increase opportunities and prevent homelessness.

They want young people to feel cared about, to have trusted support, somewhere safe, suitable and affordable to live that enables them to learn and work.



Step by Step

(Hampshire, Surrey, Berkshire, Dorset, West Sussex & Wiltshire)
36 Crimea Road, Aldershot, Hampshire, GU11 1UD
01252 346100
Services: info@stepbystep.org.uk
Fundraising: fundraising@stepbystep.org.uk

Step by Step provides accommodation and specialist support to young people going through hard times, including homelessness. We empower young people to work towards a brighter future and break the cycle of homelessness for good.

You can contact End Youth Homelessness directly at any time if you have questions about the partnership or would like support reaching out to your local EYH Member Charity. Likewise, if you don't see a charity in your area, EYH will help identify one nearby that you can support.

ABBIE MURPHY

DEVELOPMENT MANAGER

END YOUTH HOMELESSNESS

A.MURPHY@EYH.ORG.UK, 07876 655 701

THANK YOU

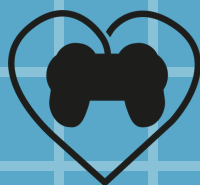


THANK YOU FOR SUPPORTING

**GAMING FOR
GOOD**

**WITH YOUR HELP IT'S GAME
ON TO END YOUTH
HOMELESSNESS**

**FOR MORE INFORMATION
CONTACT: ABBIE MURPHY
A.MURPHY@EYH.ORG.UK**



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