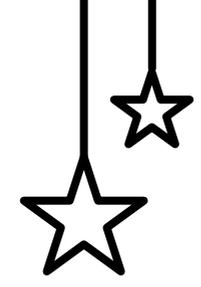# Byte Night

HOW
ACTION FOR CHILDREN
WORKS

By helping you get started.

Sleep out so they don't have to.

bytenight.org.uk

Welcome, and a huge thank you for signing up to sleep out at Byte Night 2018!

When we say 'thank you' – we truly mean it

Your support is incredible, and ensures that Action for Children can continue our early intervention work – making sure young people never get to the point where sleeping rough is their only option.

We do everything we can to stop them reaching the streets.

In fact, last year, we helped nearly 2,000 young people to remain in safe and secure housing.

We also worked with over 2,600 young people and their families, to improve relationships between them, and helped more than 2,500 young people to develop stronger support networks – people they can rely on when worst comes to worst.

But we can only do this with your support.

Your participation at Byte Night means young people in our care can find safe and loving homes.

HOW ACTION FOR CHILDREN WORKS

The cold, hard facts

When it comes to the facts on youth homelessness, we know a thing or two, which means we know how to prevent it.

— We know that half of all adults who are homeless, first became homeless when they were less than 21 years old.

— We know that one of the leading causes of youth homelessness is a breakdown in relationships between parents, or carers, and young people.

— We know that violence in the home is another leading cause.

— We know that 1 in 5 young people have had to 'sofa surf' – asking favours of friends, and moving from house to house.

— We know that 1 in 6 young people have slept rough.

— But we also know the best ways to step in early and stop young people ending up on the street...

How Action for Children help

From before they are born until they are into their twenties, we help disadvantaged children across the UK, through practical services and programmes that are proven to work – reaching over 370,000 children, families, and young people, last year.

When it comes to specific services that prevent young people becoming homeless, in our care:

We step in early, to stop abuse and neglect.

We support families to stay together

We find stable, loving foster and adoptive homes.

We help young people escaping violence.

We support young offenders; moving them on to training and jobs.

We help young people who just don't know where to turn next.

We provide Night Stop services, to bring them in from the cold.

We do everything we can to stop them from seeing a shop doorway as their only option.

By telling you about Byte Night

Byte Night is the UK's largest national corporate sleepout – with up to 2,000 participants at 12 different locations, across the UK, in 2018.

The brainchild of Ken Deeks MBE, the first Byte Night took place in 1998, when 30 friends slept out, raising £35,000 for Action for Children's work in preventing youth homelessness.

Since then, the event has gone from strength to strength, raising over £10 million, and - this October – celebrating its 21st event.

It holds the name Byte Night as, at first, it attracted participants mainly from the technology sector. However, sleepers now come together from a variety of industries, with the sole aim of helping young people.

Last year, Byte Night raised a mighty £1.3 million – a huge success.

This year, we hope to eclipse that, with an ambitious fundraising target of £2.1 million to celebrate our coming of age – our 21st event.

We're so excited that you've decided to take part, and can't thank you enough for your support.

"Last year, Byte Night raised a mighty £1.3 million – a huge success. This year, we hope to eclipse that..."

On the night

Not only will your fundraising support young people at risk of homelessness, you'll also have a great time taking part, with umpteen networking opportunities with industry peers.

You'll take part in a quiz, a raffle, and an auction (pizza for sale, as well as spa days!), and sleep under the stars – thinking about what a young person may have to face, should they end up on the streets.

All in all, you'll experience an unforgettable night.

In the run-up – a helping hand

— Rally up a sleepout team and assign a captain to lead them.

— Take a look at our website, bytenight.org.uk, for fundraising materials, hints and tips.

— Keep an eye out for our regular newsletters, tweets and fundraising ideas.

— You can request fundraising materials by emailing bytenight@actionforchildren.org.uk.

— Arrange for the Action for Children team to present at your offices and offer fundraising support.

On the night

— Our indoor reception consists of a warm meal, a raffle, an auction and live entertainment.

— At around 11pm, you'll head outside to sleep out for the night: we know this isn't 'true homelessness', but it does give an idea of what it might be like to be out night after night.

— We'll supply you with a survival bag, woolly hat, tarpaulin and an umbrella.

— You'll need to bring warm clothes, and cardboard, a yoga mat, and/or a sleeping bag. You can also bring any games you think your team will enjoy.

— Toilets, hot drinks, first aid and security will be on site.

— At 6am we'll wake you up for a hot breakfast – a luxury many others don't have.

Team captains

Each team has a captain who is responsible for leading the team's fundraising, organising the sleepers, and keeping them motivated.
If you've been nominated captain, please get in touch if you're making any changes to your team.

Remember, the Byte Night team are on hand every step of the way!

Rob can't live with his family,

Its not safe,

Alone and scared in his new foster home,

Feels like running is his only option,

If we don't reach him in time · · · · ·

But we did. Just.

Rob came to our support unit with everything he owned in a single black bin bag.

Working with a support worker, we found him foster parents better matched to his needs.

He's still with them now – two years later.

Sleep out so they don't have to.

Byte Night

HOW
ACTION FOR CHILDREN
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Even more ways to fundraise

Get your colleagues involved in the following:

Hot dog competition – see how many hot dogs you can eat in 5 minutes - hold bets!

Job swap – get your manager to be PA for the day, or get the director to be the receptionist.

Out with the old – have a clear-out, ask your colleagues and friends to donate items, then host a jumble sale at work.

Dress down day – get staff to come into the office in their casuals, in return for a donation.

Friday brekkie – have a regular breakfast morning in the office, to increase your fundraising total… and your popularity!

Source the suppliers – assuming you've got a good relationship with your suppliers, get them involved and ask for a donation.
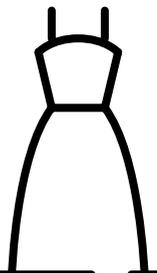
Get your friends and familiy involved, and continue raising money when you leave the office.

Outside the office

Wine tasting event – get a venue and local businesses to sponsor some vino!

Golf day – want to smash your fundraising target with a hole in one? Then dust off your irons and get on the green!

Sports day – why not organise a work sports day in your local park? Teams pay an entry fee, while you organise the classic events: egg and spoon, anyone?

Band night – ask local musicians if they fancy playing a gig, source a free venue, charge on the door, and pass round those charity buckets!

Dinner evening – invite your colleagues, partners, and networks to a fine dining experience. Get your venue, wines and prizes sponsored, so you can raise a tidy sum.

5K running challenge – secure a space to host a running or walking event.

Games night – invite your friends, family and colleagues round, get in some drinks, and let the board game rivalries commence.

Summer social – enjoy the sunshine, with a BBQ and friends, asking for a small donation towards the buns and drinks.

Skills auction – auction your skills, whether it's gardening, dog-walking, baking, or cross-stitching. Auction off your time, and watch your total increase.

Fundraising online.

Social media helps us spread the Byte Night message just that little bit further.

If you haven't already got an account across any of the platforms mentioned below, you can visit bytenight.org.uk/fundraising for a quick 'how to' guide, to get set up.

For those of you ready to get started, here are a few tips:

▶ YouTube
Youtube.com/bytenight

— Enlist the creative talent in your organisation or personal network: make a video diary of your fundraising events or Byte Night itself.
— Keep it original, creative and short.
— Upload it onto your online fundraising page, so that people can see what you're doing and why.
— Go to bytenight.org.uk/fundraising to download cover photos and banners, to make your online profiles look fantastic!

in LinkedIn
Search 'Byte Night' on LinkedIn.com

— Join our main Byte Night group.
— Share updates with your connections.
— Download your contacts and send them an InMail, or a private message, about your fundraising activity for Byte Night.
— Add your sleepout event as a 'Project', detailing when you're sleeping out and why: you can even add your team members if they also have a LinkedIn profile.

f Facebook
Facebook.com/bytenight

— Like our Byte Night page.
— Use your status updates to tell your friends and family what you're doing. Remember to use videos and personal stories to connect with your audience.
— If you can, always use a picture in your update.
— Make sure to include your fundraising URL in any status, so that people know where to donate!
— Be sure to thank your friends for their donations in a Facebook status.
— Hosting a fundraising event? Set up an event on Facebook and invite your friends to spread the word.
— Use Facebook live to live stream any of your fundraising activities, or even Byte Night itself.

🐦 Twitter
@ByteNight

— Follow us @ByteNight.
— 280 characters isn't a lot, so include some great photos of your fundraising.
— Tag @ByteNight or use the hashtag #ByteNight so that we can hear what you're up to.
— Use your regional hashtag e.g. #NorthEast #Wales to let everyone know about Byte Night in your area.
— Share your fundraising page link, tagging @JustGiving to further your reach.
— Don't be afraid to engage with famous Twitter users – ask for their support: no harm in trying!
— Use bitly.com to shorten your links so you can get more out of your your 280 character limit.

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Sleep out so they don't have to.

5th October 2018

**East Anglia | London | Midlands | North East | North West
Northern Ireland | Scotland East | Scotland West
South West | Thames Valley | Wales | Yorkshire**

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actionforchildren.org.uk