

YOUR
CRISIS
CHRISTMAS
TOOLKIT



Together
we will end
homelessness

INTRODUCTION

2020 has been a tough year for everyone. Many of us have experienced hardships that have put us and our families under extreme pressure. This year has shown us how much we depend on each other for connection, hope, and support in difficult times. It has also reminded us how essential a safe and secure home is for our physical and mental wellbeing. Sadly, this Christmas thousands of people will be alone, forced onto the streets, into sofa surfing, or into a hostel with nowhere to call home and no-one to be with. And many will be experiencing their first homeless Christmas.

Usually across December we'd be joined by 12,000 volunteers across 13 temporary centres to bring joy and hope to 4,000 people experiencing homelessness. It's a week of communal hot dinners, fun and entertainment, advice and guidance, and crucially, companionship.

This year, people need our help more than ever before. As safety measures relax in hostels and more people begin to use them to escape the cold, the risk of infection among people experiencing homelessness begins to increase. Where people may have been recently housed, the loneliness of self isolation can start creeping in. And as the cities remain quiet with everyone working from home, the kindness of strangers is harder to come by too. But we believe no-one should be homeless and alone this Christmas.

Due to the danger posed by coronavirus, Crisis this Christmas will look different. We are not able to safely facilitate the same number of volunteers and services as we normally would and will instead be relying on a much smaller number of very experienced

volunteers who have been involved with the project for many years. Because of this specific skillset required this year, we will not be able to ringfence volunteering for any of our corporate partners.

Although our temporary centres won't exist and our volunteer numbers will be reduced, we'll still be offering a lifeline, vital support and companionship to people who need it across that time. Through joint online classes and wellbeing packs, to a 24/7 helpline and emergency hotel accommodation for hundreds – we're doing everything in our power to ensure that we can be there for people this winter, whatever that looks like.

We could share our plans for Christmas in greater detail with you, but as we've all learnt over the last few months, laws, funding and government restrictions can change quite quickly. What we can absolutely confirm is that we'll be supporting thousands of homeless people across Great Britain this winter and beyond with the emergency support they need over Christmas and ongoing, year-round support to end their homelessness in the months after. We've created a digital FAQ on our website which we'll update regularly as the situation changes. You'll be able to learn about any changes to our plans [here](#).

This toolkit provides you with all you need to support homeless people this Christmas. Be it through raising money, donating directly to our Christmas campaign, or sending us vital items for homeless people – there are many ways you can help. In a time that's been so difficult for many, end your year feeling amazing in the knowledge that you've helped end people like Phil's homelessness.

PHIL'S STORY



Just before Christmas, Phil's son died. Then Phil was the victim of a hate crime and had to leave his home of ten years and escape to a safe house in another part of the country. Suddenly homeless and without his family, his job and all that was familiar to him Phil felt isolated and alone.

"I buried my son, seven days before Christmas. He was only twenty and took his own life. Soon after I was attacked, it was terrifying. I moved into temporary accommodation for safety. Soon after, I moved into a small box room

to live in, but I couldn't store anything and it sometimes felt like the walls were closing in. I miss helping people through my work and I miss seeing my daughter.

"Going to Crisis during Christmas was life changing. The attention given to people and the atmosphere was invaluable. It did so much for my self-esteem to feel connected to other people. I'd have been isolated on my own otherwise. The people at Crisis made me feel safe."

With our support, classes, and volunteering, Phil is now building up to going back to work and moving into a permanent home where his daughter can visit. *"Crisis has been a godsend. It's a process, but now I feel like there's a future for me."*

Phil's story reflects a real person's experience, but his name and photo has been changed to protect his identity.

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GODSEND. IT'S A PROCESS,
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INTRODUCING OUR CORPORATE CHRISTMAS CAMPAIGN, CONNECT FOR CRISIS



No-one should be homeless and alone this Christmas. Your company can help change this by supporting Connect for Crisis.

We are excited to invite companies to be part of a new inspiring community that will benefit your employees, stakeholders, brand, while helping to end homelessness.

Not only will you connect to the Christmas spirit of giving and togetherness, you'll connect to Crisis members and help them start their journey out of homelessness. You'll also connect to a community of other businesses who are determined to use their expertise to help end homelessness. Choose which area of our vital services that you'd like to engage with – Housing, Health and Wellbeing, Work and Learning or Digital Inclusion.

WHEN YOU SUPPORT CONNECT FOR CRISIS YOU WILL RECEIVE:

- **An introduction email including information on your community**
- **Co-branded email to share your season's greetings and further information about areas of our work that you are most interested in.**
- **Film featuring your company logo, to recognise your involvement in the community, to share with your staff and stakeholders to show your support to end homelessness**
- **Crisis branded digital cracker. The cracker is an extra special asset that shares inspiring content from Crisis members, relevant to your community.***
- **Inclusion in two double page thank you in the Financial Times.**
- **Crisis' Christmas impact report.**
- **Updates throughout next year about your community, to share with your employees, stakeholders and customers to show your commitment to ending homelessness.**

Companies can support **Connect for Crisis** at four different levels – meaning you can still engage in the above benefits but in the way that suits you. Maybe you have left over funds from what would usually be your Christmas work party budget, or you're keen to find ways to use up your corporate volunteering days remotely. Either way, you can support us between £5,000 and £25,000.

*Crisis branded digital cracker will be sent to those donating at the Platinum level

OUR CHRISTMAS WISH LIST



For 14 days over Christmas, Crisis will provide a lifeline for homeless people, offering support and companionship. To run our services, we rely heavily on donated items, from shoes to stationery. Team up with your colleagues to help us make sure we have enough supplies for everyone by delivering packages of donations to our warehouse.

If you're based in Birmingham, Coventry, Croydon, Edinburgh, Merseyside, Newcastle, Oxford, South Wales or South Yorkshire we have separate wish lists for items we need. If you'd like to make a donation to these specific areas we can make these lists available – our teams would appreciate it so much.

FOOD AND DRINK:

All food and drink items must have a 'use by' or 'best before' date extending past 31 January 2020.

Snacks, biscuits, chocolate, crisps and confectionery (all individually portioned and wrapped).

BULK DONATIONS:

We will be putting together 3,600 wellbeing packs for hotel guests and those who visit our 11 Skylight centres over the Christmas period.

If you would like to make a bulk donation, we are looking for the following items for our wellbeing packs:

- **3-in-1 charging cable**
- **Charging banks**
- **Earphones**
- **USB sticks**
- **Waterproof ponchos**

CLOTHING

This year we are focusing on providing new clothing for our guests. We particularly struggle to source the following items.

- **New men's shoes**
- **New men's t-shirts, jumpers and tracksuit bottoms**
- **New men's and women's underwear**
- **New men's coats**

TOILETRIES

- **Men's deodorant (roll on only, no aerosols please)**
- **Shaving foam, razors**
- **Shampoo, shower gel, mouthwash (no alcohol)**

Please note:

We are unable to accept donations of the following:

- ✗ **Duvets, mattresses, pillows, bedding, bedframes**
- ✗ **TVs or any home electrical items, or furniture**
- ✗ **Computers, laptops or ancillary equipment (e.g. cables)**

DELIVERY DETAILS

We are unable to collect items so ask our donors that they plan to make a delivery:

Where: Crisis at Christmas Warehouse, Leven Road, E14, Poplar

When: 10am – 3pm on any of the following days:

1st, 2nd, 3rd, 4th December

8th, 9th, 10th, 11th December

If you are a manufacturer and wish to make a bulk donation, you can do this between now and 20 November 2020.

Please separate donated items into boxes by type and seal lightly.

If you have any specific questions about the items to be donated, please email ccdonaions@crisis.org.uk.

General questions about Christmas can be sent to corporatpartnerships@crisis.org.uk

Please confirm with your Crisis point of contact before making your delivery and they will make sure someone is ready at the warehouse to receive your donations.

FUNDRAISING IDEAS AND INSPIRATION



This year more than ever, we need financial support. Despite the best efforts of local authorities and homelessness organisations to get homeless people into safe housing, staggering numbers of people are sleeping on the streets for the first time this winter, pushed there through loss of wages or cuts to pay. In 21st century Britain it shouldn't have to be like this, but we must and will help them find a home.

To continue this life saving work, we're asking people to raise as much as they can this Christmas – one gift of Crisis this Christmas is **£28.22**. Here are a few ideas to get you started:

COOK-A-LONG FOR CRISIS

There's always a secret Masterchef in your office. Sponsor your very best culinary colleague to lead a virtual cook-along for you and your team mates. Choose a festive meal and share the recipe in advance, giving everyone time to assemble the ingredients. Deliver the cook-along online and celebrate by eating your homemade meal together post-Zoom.

SECRET SANTA

Not sure what to get your colleague for the annual Secret Santa saga? Ask everyone to donate a gift of Crisis at Christmas instead of buying a physical gift. We can furnish you and your colleagues with Crisis pin badges to compensate you for your loss of a wrapped present.

DONATE YOUR CHRISTMAS PARTY

While parties can't happen this year, you can still end your year on a high by donating the amount you might usually spend on a Christmas party to Crisis, and instead host a cheaper event over Zoom. Get teams to organise challenges for each other and plan exciting speakers. Crucially, if you're planning to donate the cost to Crisis let us know in advance, and we'll arrange for a Crisis ambassador to join you.

CHRISTMAS CRAFTERNOON

Arts and crafts can be beneficial for mental health, combating loneliness and also just having a bit of fun. Set aside an afternoon for a virtual 'crafternoon' with your friends and family, or your colleagues. Create a challenge, and ask attendees to donate to Crisis this Christmas and ask an impartial colleague to crown the best crafter as the victor. Recommended crafts include #EndHomelessness posters, Christmas angels, fold-out banners, jewellery, knitwear and even cards for your colleagues.

VIRTUAL COFFEE MORNING

Online meetings have united workforces across the country, but how well do you feel you know your colleagues? Enter a random draw and be matched with a colleague for a virtual coffee morning. Ask everyone to hold 30 minutes in their diary on the same morning and donate the price of a Christmas gift to take part. To add a festive feel, ask everyone to wear a surprise item (Christmas hat or jumper) and take a Zoom selfie with their coffee date. If you would like to buy Crisis' own coffee brand, head to the [Volcano CoffeeWorks website](#) today to place your order.

12 DAYS OF CHRISTMAS

Health and wellbeing is key to a happy and inspired workforce, but lockdown has made it difficult to stay active. For each of the first 12 days of December this year, challenge yourself to rack up 12,000 steps each day. Share your progress with friends, family and colleagues and ask for their sponsorship, or join them for a socially distanced walk. Use a Fitbit or similar device to track your steps, and set up a JustGiving page to start raising vital funds in support of the Crisis Christmas appeal.

MAKE IT CRISIS THIS CHRISTMAS

We have plenty of other ideas on our website about how you can have fun while raising money for Crisis. **Make It Crisis this Christmas** is a handy guide we've created – and you can even order a free fundraising pack online full of posters, stickers and balloons to make your Christmas fundraising that bit more festive. As ever, we hope you can raise at least £28.22 to give one gift of a Crisis Christmas.

For more information or inspiration, please get in touch with your Crisis point of contact, who will help you make your fundraising super special. We love sharing your successes on social media, so please send us your fundraising pictures too.



ICEBREAKER

The Crisis Icebreaker is an annual winter event that sees hundreds of brave fundraisers taking a dip in icy lidos, lakes and seas in order to raise money for our Christmas activities. This year, we're asking for people to get involved but make it DIY. Will you brave the freeze and bring warmth and hope to people facing homelessness this winter?

Whether you decide to dare a brisk wade in a freezing lido, take an icy plunge in the sea, or face the freeze in fancy dress from your own bathroom, ice bucket challenge style; your support will help ensure that no one will have to face Christmas alone this year. Get sponsored alone to brave the cold over a week, or make a splash as a team, adding a competitive element across teams to make things more exciting. For this year's Icebreaker, the choice is yours. Do it your way!

For more information or advice on how to get involved, get in touch with your Crisis point of contact.



SHARE THE MESSAGE

Over the winter we need as much support from the general public as possible, and sharing our messages on social media is key to this. If you or your company can make some noise about Crisis this Christmas, we'd be so grateful.

Some sample posts:

- No-one should be homeless and alone this Christmas. We're supporting **@crisis_uk** this Christmas to ensure homeless people across the country have the support they need this winter. Join the campaign at <https://www.crisis.org.uk/crisis-this-christmas/>
- We're proud to be standing side by side with people experiencing homelessness this Christmas. For just **£28.22** you can give the gift of a **@crisis_uk** Christmas too – learn more <https://www.crisis.org.uk/crisis-this-christmas/>

- Everyone in our society should have a safe and secure home. But right now, many people are denied this basic human need. We're supporting homeless people this Christmas with a donation to **@crisis_uk**. Please join us and learn more at: <https://www.crisis.org.uk/crisis-this-christmas/>

We'll be sharing important news and updates about our work on social media. You can find us on **Facebook**, on Twitter at **@Crisis_uk** and we're also on Instagram at **@Crisis_uk**. For images, videos and other content, please get in touch with your Crisis point of contact who will be able to help.

THANK YOU

We're constantly amazed by the weird and wonderful ways our supporters get stuck in with their Christmas fundraising, and the incredible work you do to support homeless people all year round.

People like Phil are waiting to have their lives changed, and the warmth and kindness we show them this Christmas may be the first step they need.

We hope that our toolkit has inspired you to take action at work or at home – and please reach out to our team if we can help any further.

**Thank you – without you our work simply wouldn't be possible.
Together we will end homelessness.**

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