

THE WORLD'S BIG SLEEP OUT

A Global Sleep Out to Call for
an End to Global Homelessness



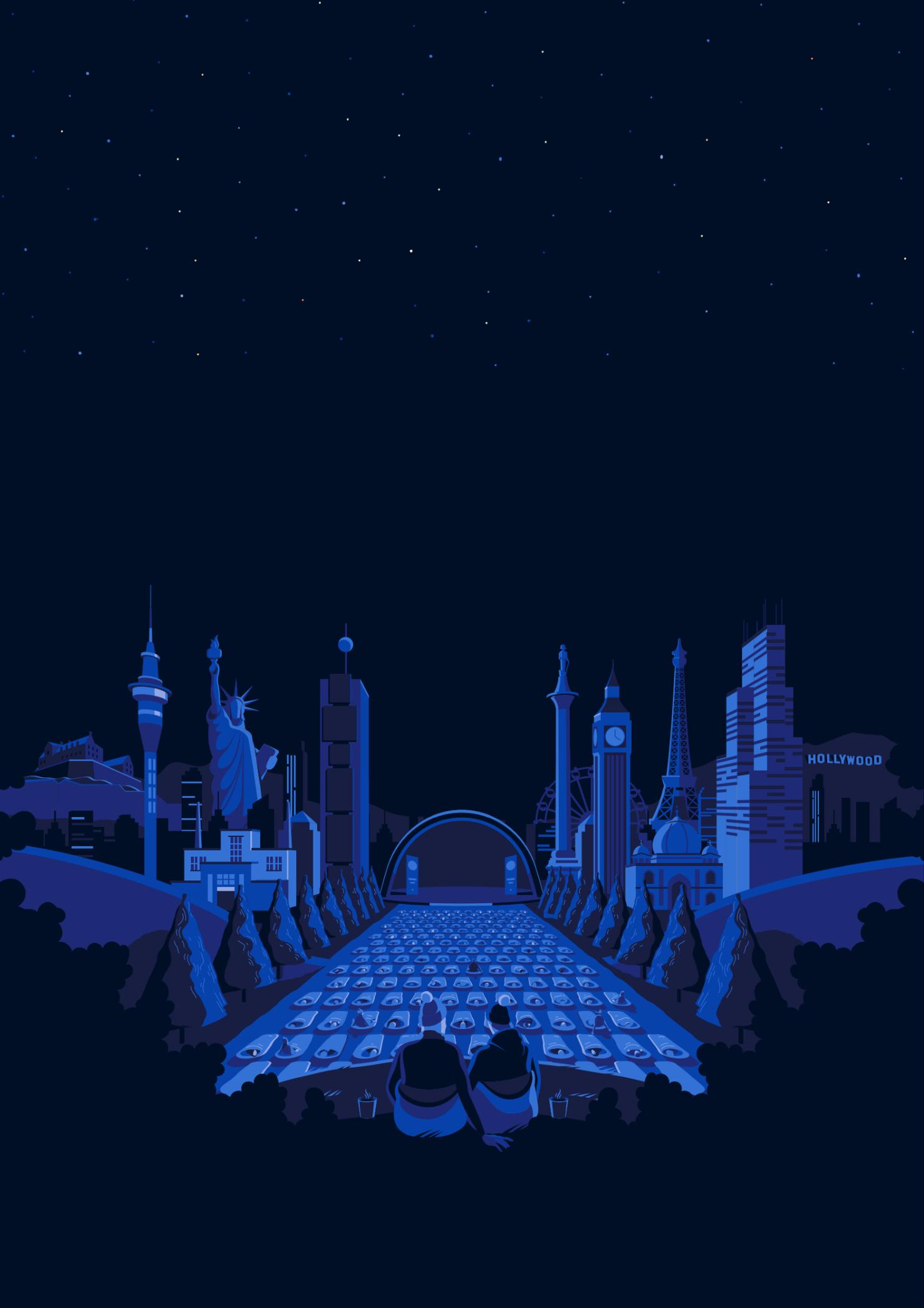
London, New York, Chicago, Edinburgh & throughout the World

CHARITY EVENT PROPOSAL

SATURDAY, DECEMBER 7TH, 2019



MALALA
FUND



Foreword from Dr Josh Littlejohn MBE

Founder of The World's Big Sleep Out
Co-Founder of Social Bite

I have pleasure in being able to invite your charity to host a local event, as part of a global campaign to tackle global homelessness – The World's Big Sleep Out.

We would love if you would join over 50 other towns and cities throughout the World in putting on a Sleep Out Event on Saturday 7th December 2019. By organising your own event, the public and the business community from your city can join an estimated 50,000 others, across the planet, for The World's Big Sleep Out and your charity can benefit.

By raising funds and working together, we can invest a target of \$50M globally into charities tackling local homelessness in your city and many others, as well as the refugee crisis internationally. By hosting an event, YOUR charity can be the local beneficiary.

As well as raising money and investing in charities that make a difference, we want to work with you to promote compassionate policy and find solutions for homelessness locally and the global refugee crisis that affects us all. We are a small, interconnected world.

By collectively sacrificing our beds for one cold night we can reach out a hand of compassion and solidarity with those who need it most – homeless people on our doorsteps and refugees internationally. Over 50,000 people sleeping out on a December night is a mandate for action – have your city join the movement today.

By doing so you will also gain a lasting legacy partnership with the Institute of Global Homelessness to work with your city in reducing and ultimately eradicating street homelessness there.

I look forward to working with you on this campaign.

Sincerely

A handwritten signature in black ink, appearing to be 'Dr Josh Littlejohn MBE'.

Dr Josh Littlejohn MBE

Our aim is to have
50,000 PEOPLE
sleeping out all over the world

Collectively raising a target of
\$50,000,000

Which will help an estimated
1,000,000
homeless and displaced people

100%

of what you raise will
go to the cause, with:

50%

Going to charities helping
rough sleepers and
people suffering from
homelessness in YOUR
town or city

50%

Going to charities
helping some of the 68.5
million people displaced
globally - who have lost
their homes through war,
natural disasters,
or extreme poverty



And you will be joining a
global campaign to call for an
end to global homelessness.

Official Events



NEW YORK
Times Square



LONDON
Trafalgar Square



EDINBURGH
Princes St Gardens



NEW DELHI
Central Park



DUBLIN
Croke Park



CHICAGO
Lincoln Park



MADRID



SANTIAGO



BELFAST



CARDIFF



BRUSSELS



BARCELONA



RIJEKA
(Croatia)



KHARKIV
(Ukraine)



NEWCASTLE

Why a Global Sleep Out?

Homelessness is a global challenge that affects us all – men and women, families with children, youth and the elderly, and people with and without disabilities. Street homelessness dramatically affects health and makes it more difficult to exit extreme poverty.

It occurs in nearly all nations, and has severe negative impacts on individuals and on cities. In fact, the United Nations Human Settlements Programme most recently estimated that 1.1 billion people live in inadequate housing, and the best data available suggest that 100 million people have no shelter at all.

But this problem can be solved.

We know this because we can see it happening: countries and cities across the world have seen steep reductions in homelessness, and some have ended it outright.

By joining The World's Big Sleep Out, your charity and city will be at the forefront of the global fight against homelessness. Help local leaders solve this problem once and for all by raising awareness and funds to help the most vulnerable members of your community.

What is the World's Big Sleep Out?

50 official events throughout the world with a target of \$50m in net funds raised for local and international homelessness

We will be hosting official events throughout the world including in Trafalgar Square, London and Times Square, New York with participation from A-List musicians, artists and world-renowned figures.

These events form part of a global event campaign which will include over 50 other towns and cities throughout the world and over 1000 Host-Your-Own events - and we are inviting your charity to join us.

By joining, you will raise significant funds for your charity and refugee focused causes internationally. By signing up your charity, you will be given an AV package with a video message for your participants from many of the world-renowned figures involved in the event – details of A-list figures are included in the following pages.

Who is behind The World's Big Sleep Out?

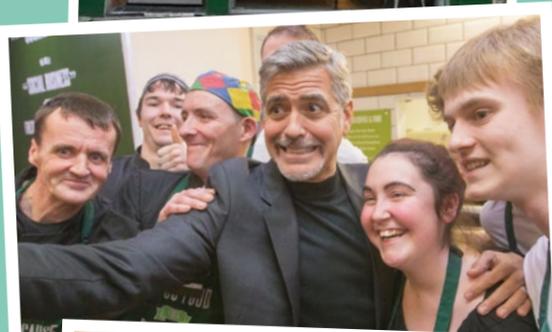
The World's Big Sleep Out campaign is founded by Josh Littlejohn MBE, the co founder of Scottish based charity, Social Bite. The campaign has been born out of Social Bite's Sleep in the Park: the world's largest sleep out event that took place in Scotland in 2017 and 2018.



Social Bite started as a small sandwich shop in Edinburgh that began offering employment and free food to those affected by homelessness.

They have grown to become a major charity on a mission to end homelessness in Scotland. Social Bite has previously hosted visits from A-List actors George Clooney and Leonardo Di Caprio. Social Bite has also hosted a visit from Prince Harry and Meghan Markle just prior to their wedding.

They have also previously organised the world's largest ever Sleep Out in Edinburgh – Sleep in the Park. This event campaign has raised over \$10,000,000 in two years to tackle homelessness in Scotland.



Event Launch

We were honoured to have the world's youngest Nobel Peace Prize laureate, Malala Yousafzai, support the launch of The World's Big Sleep Out campaign and we are delighted to be working with the Malala Fund as a partner.



Born in 1997, Malala Yousafzai grew up in the Swat Valley in northern Pakistan with her parents and two brothers. From the age of 10, Malala has campaigned for the rights of girls to receive an education.

Malala's bravery and unwavering dedication to her cause has seen her honored throughout the world, including one of the world's highest honors: the Nobel Peace Prize.

In October 2012, the then 15-year-old Malala was shot by the Taliban while traveling home from school on the bus with her friends.

Following the outpouring of support that Malala received throughout her ordeal, she set up an international fund – the Malala Fund – which is dedicated to help promote education for girls throughout the world.

Now studying at the University of Oxford, Malala continues to campaign for the right of every child to go to school. Since the attack, she has become internationally known for her courage in refusing to be silenced and continuing her fight for the right of everyone to receive an education.

What's on at the Flagship Events

Bedtime stories



Will Smith
New York



Helen Mirren
London

"Busking"



**The World's
Biggest
Musicians**

What your charity will get for organising a satellite event

By committing to organise your own satellite sleep out event, your charity will get:

- A consultant to help you organise the logistics, Health and Safety and marketing of your sleep out
- An AV video package with many of the A- list musicians, celebrities and world- renowned figures recording a special message and "bedtime story" for your participants
- A detailed "Franchise Pack" giving you all of the brand assets as well as detailed logistics and marketing advice to make your event a success
- You will be part of a global campaign to raise funds and awareness to help homeless people locally in your city and refugees internationally
- You will raise significant funding to support your charity
- Access to a central website so that your city's participant fundraising can be collated and distributed. Each participant in your city will register online and be given an online fundraising page so that funds raised can be tracked for distribution
- YOUR charity will have ownership over 50% of the funds raised by your event to be used or distributed as you choose
- Be part of a global movement for positive change

Driving Participation and Distribution of Funds

Our team will help you devise a business engagement, marketing and PR strategy to help drive participation to your event. Upon registration, you will be asked to input details of your own charity which will receive 50% of the total fundraising from your event. It's a good idea to use your network of supporters and donors to help you drive participation levels.

Additionally, you can choose whether or not to allow your participants to pick an alternative charity in your local city to support. This could significantly boost your participation levels as these other charities could also promote your event to their supporters. (please note, your charity would not receive any of the funds raised by these participants if they were to choose a charity other than yours)

What could your city expect to raise for local and international causes?

Our team will consult with you to create a local strategy that engages with the business community and stimulates individual fundraising.

Based on previous events that we have organised; we would expect the average fundraising per head to be in the region of \$525.

Therefore, the expected amount raised in your city for local homelessness charities and international refugee focused causes (split 50/50) would roughly be the following – depending on participation levels:

300 participants	– \$157,500	2,000 participants	– \$1,050,000
500 participants	– \$262,500	3,000 participants	– \$1,575,000
1,000 participants	– \$525,000	5,000 participants	– \$2,625,000
1,500 participants	– \$787,500		

What will it cost your charity to put on your own Sleep Out

To take part in The World's Big Sleep Out, your charity would be expected to underwrite the funds required to stage your event. These costs could be offset by securing philanthropic support or corporate sponsorship that would help cover the costs.

The cost base of the satellite events varies depending on the scale of the event you decided to put on in your city.

Costs are made up of:

- Staging for some local music performance and speakers
- Security
- Porta-loos
- Lighting
- Power
- Events management team
- Marketing and promotion

Costs below indicatively include a \$5,000 contribute to The World's Big Sleep Out central organisation and consultancy.

300 participants	-	\$30,000	2000 participants	-	\$130,000
500 participants	-	\$50,000	3,000 participants	-	\$200,000
1,000 participants	-	\$90,000	5,000 participants	-	\$300,000
1,500 participants	-	\$120,000			

Upon registration, each participant pays an entry fee of \$20 which contributes to the overhead costs of the global event campaign and consultancy for your city. After your event, 50% of the total taken at the time of participant registrations for your event will be reimbursed to you to help cover your costs.

Over-arching ambitions that your charity would be supporting



Driving Political Action

During The World's Big Sleep Out, your charity will help to build an undeniable sense of urgency around ending homelessness.

Event organizers will partner with the Institute of Global Homelessness (IGH) and UNICEF USA to make sure this momentum leads to real change. The World's Big Sleep Out will support IGH's global advocacy plan, based on research, to drive policymakers at the highest levels to measure homelessness - then to take effective, compassionate measures to reduce it.



Global Fundraising Campaign

Based on over 60 cities taking part and an average participation level of 1,000 people for each, alongside over 1000 Host-Your-Own events, the global fundraising ambition of the campaign is \$50M which will be split between local homelessness charities in participating cities, and international refugee causes.

THE WORLD'S BIG SLEEP OUT



Interested?

For questions or to register your interest in hosting an event on Saturday 7th December 2019 please contact Erin Culley at:

erin.culley@bigsleepout.com

