

# THE WORLD'S BIG SLEEP OUT

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

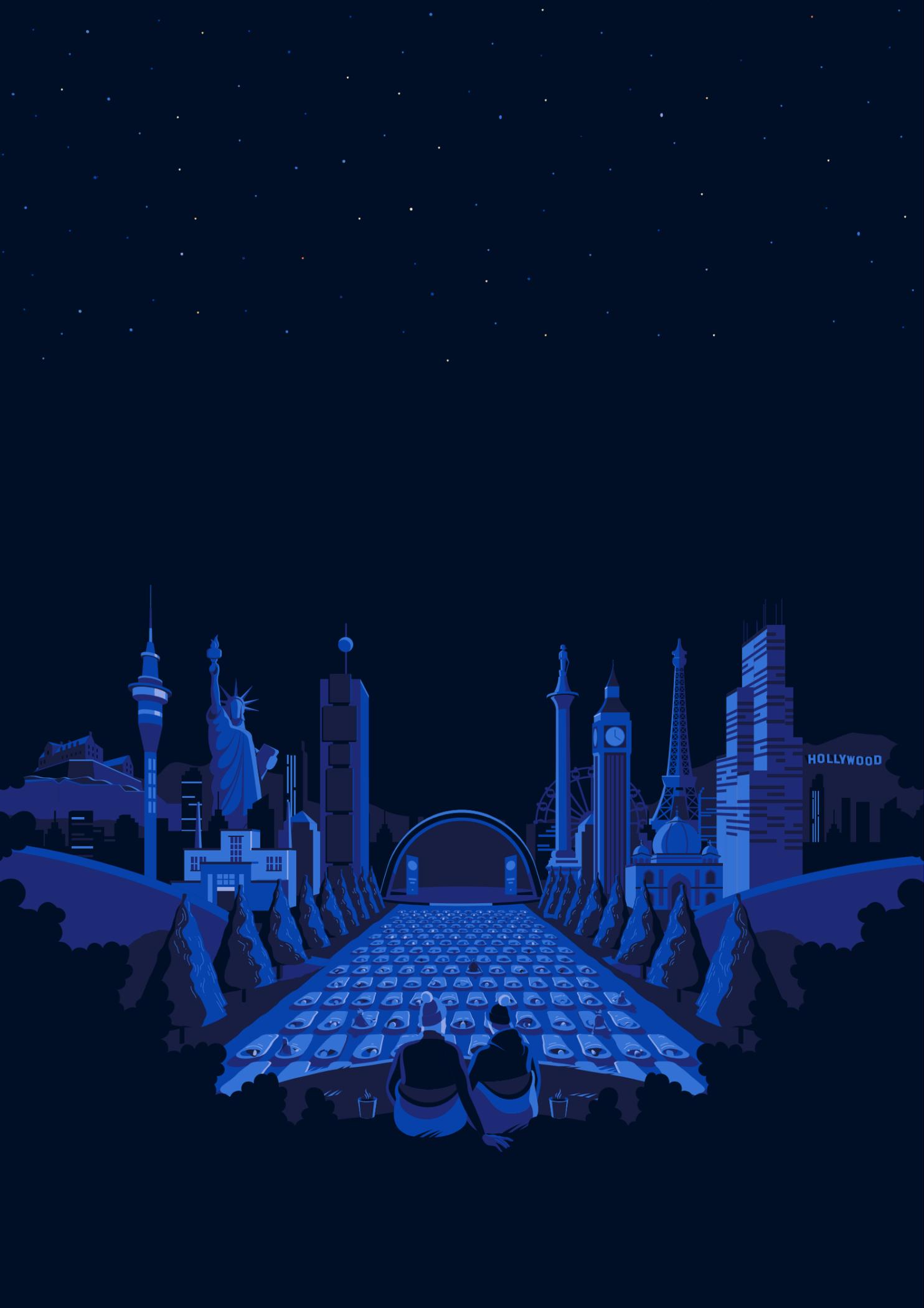


London, New York, Chicago, Edinburgh & throughout the World  
**TOWN OR CITY SATELLITE EVENT PROPOSAL**

SATURDAY, DECEMBER 7<sup>TH</sup>, 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 town or city to take part in a global event to tackle global homelessness – The World's Big Sleep Out.

We would love if you would join over 60 other 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. Encourage your citizens to give up their bed, in solidarity with - and in support of - homeless and displaced people locally and internationally. Join us for one night, in a global movement to call for an end to global homelessness.

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.

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,

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 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 city to join us.

By joining, you will raise significant funds to tackle homelessness in your city 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?

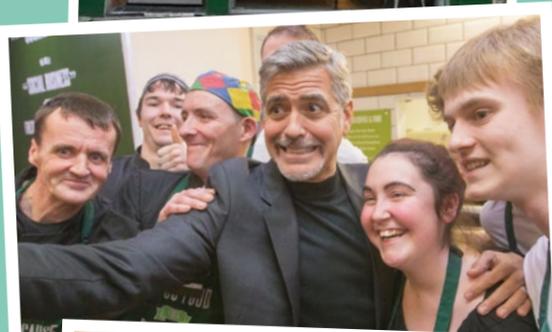
The World's Big Sleep Out campaign is founded by Josh Littlejohn MBE, the co founder of Scottish based charity, Social Bite. The campaign has been born out of Social Bite's Sleep in the Park: the world's largest sleep out event that took place in Scotland in 2017 and 2018.



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 will your city get for organising a satellite event?

By committing to organise your own satellite sleep out event, your city 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 local homelessness charity sector
- 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 city council will have ownership over 50% of the funds raised in your city to be distributed to local homelessness charities chosen by YOU
- 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 you drive participation to your event. Upon registration, you will choose a local charity or charities to support with 50% of fundraising from your event. This charity or charities can promote your event to their network of supporters and therefore help to boost levels of participation.

Additionally, you can choose whether or not to allow your participants to pick a different charity from those chosen by you, as the event organiser. This could significantly boost your participation levels as these other charities could also promote your event to their supporters. (Please note, your chosen charity or charities would not receive any of the funds raised by these participants if they were to choose a different charity from those you have selected)

### 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		

## Free to your city

A legacy partnership with the Institute of Global Homelessness

By organising your own Sleep Out event, your city will create a legacy partnership with the Institute of Global Homelessness (IGH). This partnership could take many forms, depending on your city's needs, desires, and resources. IGH will help elevate local voices, provide access to international expertise, and connect your city to a network of peers. This would be free to your city, funded by The World's Big Sleep Out general fundraising pool.

## What is IGH?

IGH is the first organization in the world to focus on homelessness as a global phenomenon, with an emphasis on those who are living on the street or in emergency shelter. It is a partnership between DePaul University in Chicago, USA, and Depaul International, a London-based organization that provides direct services and advocacy for people experiencing homelessness in the United Kingdom, Ireland, Ukraine, Slovakia, Croatia, the United States, and France.

IGH's mission is to support the emerging global movement to end street homelessness. To do this, they work with a broad network of world-class advisors and organizations, to help cities measure, address, and reduce street homelessness. Finally, IGH provides a voice to people experiencing homelessness on the global stage.

IGH's vision is a world where everyone has a place to call home – a home that offers security, safety, autonomy, and opportunity.

To learn more about IGH, visit [www.ighomelessness.org](http://www.ighomelessness.org)

## Key charities that you will be supporting

50% of the funds you raise will go towards local charities at the discretion of your city. You can also allow participants to choose a local charity that they would like to support. The other 50% raised through your event will be invested to tackle global homelessness and the refugee crisis. Our key partners in this area are:



**The Institute of Global Homelessness (IGH)** supports an emerging global movement to end street homelessness. As a first step toward achieving this goal, we are working with key global strategic partners to eradicate street homelessness in 150 cities around the world by 2030. Our vision is that within a generation, we will live in a world where everyone has a place to call home – a home that offers security, safety, autonomy, and opportunity.



**UNICEF** works to keep children safe to protect their rights, no matter where they are. That work is more essential now than ever: today's child refugee crisis is the worst since World War II. Whether they're called migrants, refugees, or internally displaced, millions of children have been driven from their homes by conflict, poverty, or disaster. Far too many encounter danger, detention, deprivation and discrimination on their journeys. UNICEF USA are our primary partner for all funds raised in the USA.



**Malala Fund** is an international, non-profit organization that fights for girls' education. It was founded by Malala Yousafzai, the Pakistani activist for female education and the youngest Nobel Prize laureate. The organization aims to ensure 12 years of free, safe and quality education for every girl.

# What will it cost your city to put on your own Sleep Out

To take part in The World's Big Sleep Out, your city would be expected to underwrite the funds required to stage your event. This funding could be underwritten as an investment from the homelessness services budget or alternatively, from the city's events budget. The costs could be offset if the participating city was to secure philanthropic support or corporate sponsorship to 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
- Event 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 city would be supporting



## Driving Political Action

During The World's Big Sleep Out, your city 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 50 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:

[erin.culley@bigsleepout.com](mailto:erin.culley@bigsleepout.com)

