



Get Festive With Providence Row

**Building a community of support for people experiencing
homelessness in London.**



 **PROVIDENCE ROW**

HELPING HOMELESS AND VULNERABLE PEOPLE SINCE 1860



Safe Space Appeal



Our Winter Fundraising Campaign - Safe Space

As winter approaches, the challenges faced by those experiencing homelessness become even more acute. The harsh weather conditions amplify the struggles of finding **warmth, safety, and human necessities.**

At Providence Row, we are dedicated to ensuring that no one in our community is left out in the cold. We are launching our **'Safe Space' Winter Campaign**, a crucial initiative aimed at raising both funds and awareness to support individuals experiencing or facing homelessness. This campaign will provide essential resources such as nutritious meals, a safe space to be, and access to showers as well as **a pathway to our programmes that offer long-term solutions.**

We are reaching out to our valued corporate partners to join us in this vital effort. By participating in our campaign, **your company can make a profound difference in the lives of those who are most vulnerable this winter.** Your involvement will not only help us provide immediate relief but also reinforce your commitment to social responsibility and community well-being.

Maria O'Donoghue

Head of Partnerships

Michael Blakesley

Corporate Partnerships Manager

Daisy Bell

Senior Corporate Fundraising Officer



Jessie's Story.

Growing up in an abusive family, Jessie fled for better life at 19, but found herself alone on the streets of London, rough sleeping for five years.

"I'm not really sure what I thought would happen when I arrived in London, I was just so desperate to get away from home. I won't ever forget that first night.."

Weeks turned into months, Jessie started drinking to numb the pain, soon becoming dependant on alcohol just to be able to get through the days.

"I really had given up on myself, I couldn't see a way out. Then I met Jackie, an outreach worker for Providence Row. She invited me to the Dellow Centre for a shower and a warm meal, and it just went upwards from there.

"If it wasn't for Jackie, I would still be sleeping rough, still be begging to survive.

This Christmas, I am looking forward to waking up in the warm with food in my belly, but more importantly I can't wait to spend this Christmas not on my own."

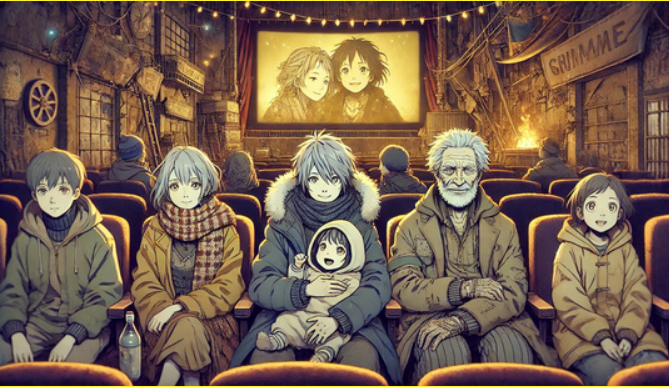
Jessie's name and image have been changed to protect her identity



Support our clients by attending an event!



Providence Row Cinema Screening: Tokyo Godfathers



A film that poignantly reflect the themes of homelessness, hope & the search for belonging.

Date: December 5th, 2024

Time: 1pm-3pm Matinee

Location: RichMix Cinema,
Bethnal Green, E1

Click or Scan to
buy tickets or
here to sponsor
the event.



Participate in the London CEO Sleepout: Winter Waits for No One!



- **Raise** funds and awareness for a good cause
- **Contribute** to a national impact
- **Have** a unique experience

The CEO sleepout at Lord's Cricket Ground is more than just a fundraiser; it is a powerful statement of compassion and commitment to the vulnerable members of our community.

Date: November 25th, 2024

Time: 7pm-6:30am

Location: Lord's Cricket Ground

Click or Scan to
sign up with the
fundraising team



Business Junction Best Super Big Charity Quiz Ever



Join us for...

- Complimentary drinks on arrival & pizza
- A fun team bonding experience
- Raffle & Auction in support of our service

Date: November 12th, 2024

Time: 5:30pm-9:30pm

Location: The Dickens Inn

Scan to buy
tickets





You are invited to our
CHRISTMAS
Carol Service

Join us after the service for a mulled wine and mince pie reception.

Entrance is free but please consider making a donation to support our work.

You can book your tickets online at providencerow.org.uk/carolservice24 or by scanning the QR code.



**10TH DECEMBER 2024 AT
7PM**

**ST. MARY MOORFIELDS
4-5 ELDON STREET, LONDON
EC2M 7LS**

Sponsored by:



NATIXIS
INVESTMENT MANAGERS



12 Ways of Giving



Here are a few Holiday fundraising ideas to get you started, suitable for all ages and groups. Simply choose your idea below to generate funds to support our life-saving services this winter!

Contact dbell@providencero.org.uk for fundraising support!

Wear Christmas Jumpers

See who has the most festive jumper by **hosting a Christmas Jumper Competition!** Charge an entry fee & vote on which jumper you think would be Santa-approved!

Participate in our Christmas Quiz!

Get your team together to attend our **Christmas Quiz on November 12th at the Dickens Inn.** For more information, go to [Page 3.](#)

The Big Give

Providence Row will be participating in **The Big Give**, which can double your donation between **December 3rd to 10th.** If you plan a fundraiser prior to December 3rd, save your donation & donate through The Big Give.

CEO Sleepout London

Providence Row will be taking part in the **London CEO Sleepout on November 25th at Lords Cricket Ground.** We're inviting all CEO's & Senior Leadership teams to unite to fight homelessness. All you need is a big heart; a sleeping bag & a desire to raise or donate £1,500. For more information go to [Page 3](#)

Commit to a New Year's Resolution

In 2025, homelessness will still exist, and our clients will still need your support. **Commit to making us your New Year's Resolution** by joining a challenge, planning a fundraising, setting up a weekly/monthly donation, or choosing us as your Charity of the Year 2025.

Enjoy a Holiday Flick

Organise a team outing on **December 5 between 1 - 3pm** and join us to watch **'Tokyo Godfathers'**, an anime film about 3 homeless men who discover a newborn baby on Christmas Eve and set out to find their parents. For more information go to [Page 3.](#)



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Giving Tuesday

Plan a fundraiser for 'Giving Tuesday' (December 3rd) to highlight the importance of giving back to the community around you.
For tips on fundraising, flip to Page 8.

Organise a Collection

Plan a donation drive to collect items including food, hygiene products and warm clothing (glove/hats), and undergarments to support our clients this winter.
Email dbell@providencerow.org.uk for a list of appropriate items

Join a Challenge

Challenge yourself this winter by **committing to an event like the Santa Run or Tough Mudder in support of Providence Row!** There's nothing like the feeling of crossing the finish line knowing you've had such a great impact.

Replace a Gift

Got a relative or friend that's hard to buy for? Instead of purchasing a gift they may not use, donate in their name. **Why not donate £25 to provide someone with breakfast & lunch every day for a week?** Let us know and we can provide you with an official certificate!

Swap a Lunch

Set up a weekly contribution to donate the cost of 1 meal (£4.50) to support the Food Programme and provide hot meals for people experiencing homelessness in our community. **Donate through our 'One Meal Deal' fundraising page, or we can set up a page for your company!** For tips on fundraising, flip to [Page 8](#).

Dedicate your Party Funds

If you have any unspent funds from your annual Christmas Party, donate in your company's name to Providence Row. Alternatively, leave a collection pot at the entrance of your Christmas Do with a Providence Row poster, encouraging your team to leave donations.



Reverse Advent Calendar



What is a 'Reverse Advent Calendar'?

The traditional Advent calendar is a beloved holiday tradition, but what if we could put a charitable twist on it? Introducing Providence Row's Reverse Advent Calendar - a unique way for companies like yours to make a real difference for Providence Row, a long-standing homelessness charity in the City, East London and neighbouring boroughs.



Here's how it works:

Instead of opening a door to reveal a treat, your company will make a daily donation to Providence Row. It starts small on Day 1 (just £1), but grows incrementally, reaching £25 by Christmas Eve. By the end, your cumulative £325 donation can have a significant impact on the lives of those in need.



So what are you waiting for?

Sign up to be part of the Reverse Advent Calendar and become a beacon of hope this holiday season. Contact us today to secure your spot and start making a lasting difference for London's most vulnerable this Christmas.

Contact mblakesley@providencerow.org.uk for more information and fundraising support.



Come and Volunteer with Us!



Join us as we sing Christmas Carols with local school children and raise money for Providence Row this December! If you'd like to be involved, please contact getinvolved@providencerow.org.uk



Spitalfields Market

Tuesday, December 3rd
Wednesday, December 4th
Thursday, December 5th

From 1-2pm every day



Be Part of the Solution



£500

£500 could provide 2 hot meals per day to 20 people for a week

£1k

£1,000 could support our Routes to Roots clients travel to accommodation, hospital and appointments over winter

£12k

£12,000 could support 4 quarterly Health & Wellbeing Fair's hosted at Providence Row, including Flu and Covid vaccines for winter

£45k

£45,000 could support 15 people to a safe bed and place to stay during the Severe Weather Emergency Protocol (SWEP)

£100k

£100,000 could support our Employability and Progression programme provide clients with real-world skills, and a plethora of training opportunities



Top Fundraising Tips



Fundraising Online

We recommend you use our new fundraising platform 'Enthuse'. If you'd like to set up a fundraising page this winter, please email mblakesley@providencerow.org.uk



Set an ambitious target

Setting a target encourages your supporters to donate generously. Pages with a target raise 46% more than those without! Aim high and tell the world. Plus, there's no denying how satisfying it is when you see it tip that 100% mark.



Tell your story

Let your supporters know why you're fundraising and what it means to you. If you're challenging yourself with an event, let people know how much effort you're putting in. Add photos and updates to your social media and fundraising page!



Don't be afraid to share

Sharing on all social media platforms helps to raise awareness for Providence Row. Don't be afraid, people want to hear about the good things you are doing. Make it more personal by emailing friends and family. Include our hashtag #safespace and tag us @providencerow



Encourage others to get involved

Get friends and colleagues to take part and raise money with you, you could even create a healthy competition!



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Providence Row is a charitable company limited by guarantee registered in England and Wales with company no. 07452798 and reg. charity no. 1140192. Its registered office is The Dellow Centre, 82 Wentworth Street, London E1 7SA.

