



# CLOCK TOWER SANCTUARY

Supporting young homeless  
people in Brighton & Hove



# Fundraising Pack

# Thank you for choosing to support us!

A big thank you for your interest in fundraising for The Clock Tower Sanctuary. The money you raise will mean we can provide vital services for young people experiencing homelessness in Brighton & Hove. Whether you raise £50 or £500, you can be sure your money is making a real difference to the hundreds of 16-25 year olds that we work with every year.

We are a small charity and don't receive any statutory funding, so we rely on our amazing donors and supporters to keep our day centre doors open. Fundraising events like the one you are planning, are really important!

**We hope this pack provides you with some inspiration of how to raise money – everything from running a brilliant bake sale to an open mic night or taking part in a tough physical challenge.**

We have included the following to help you along the way:

- Information about us, what we do and the young people we help
- How to stay legal and safe when you fundraise or organise an event
- How to get the money you've raised to us
- Poster to promote your event
- A-Z of fundraising ideas to help get you started
- Sponsorship form.

If you have any questions about our service or how we spend our money to benefit the young people we support, please email us - [info@thechts.org.uk](mailto:info@thechts.org.uk) or call on 01273 722 353. And please do let us know how you have got on with your fundraising. We would love to hear from you.

The Fundraising Team

**The Clock Tower Sanctuary**  
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**Brighton**  
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**01273 722 353**



**Space • Support • Stability**

# The difference your donation makes

Centrepunt estimates that there are 110,000 young people aged 16-24 years old, who are homeless or at risk of homelessness in the UK. And Brighton & Hove has the fourth highest homeless population in the country, outside of London (Shelter, 2019). The life expectancy of a male rough sleeper is just 47 years old and 43 years old for women ('Homelessness Kills', Crisis, 2011).

We work with young people who are at a very vulnerable point in their lives to prevent them from becoming part of this terrible statistic. We believe that no young person should become part of the long-term homeless population.

**We can only do this with your support.**

The money you raise will be used to support young homeless people and help to get their lives back on track. Your donation could pay for the following:



**£10**

Could pay to top up a client's phone, so that we can stay in touch with them during the Covid-19 crisis.

[Donate](#)



**£21**

Could pay for cooking equipment and some food supplies for a young person living in temporary accommodation.

[Donate](#)



**£48**

Could pay for a Support Coordinator to spend a few hours with a young person who is having a really difficult time.

[Donate](#)



**"The Clock Tower Sanctuary is a like a family, there's nowhere else like it. I've done fantastic activities and have really picked myself up emotionally. The food is also life-saving."**

Ivan, aged 23

# About The Clock Tower Sanctuary

The Clock Tower Sanctuary (CTS) is the only drop-in day centre in Brighton & Hove for young people aged 16-25 experiencing homelessness. We have been running for over 20 years, based in the heart of the community. We have a small team of ten staff. We are also lucky to be supported by a fabulous team of volunteers who help us to keep the day centre running; do talks in the community and help fundraise at events.

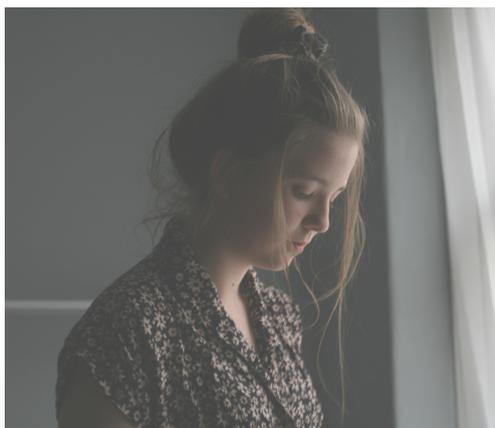
Our day centre is open 6-days a week. We work with young homeless people providing the practical and emotional support they need to move out of the chaos of homelessness and into more stable lives in the following ways:

**Crisis support** - when young people arrive at our day centre, they are often in a state of real distress. We meet their immediate needs by providing a freshly-cooked and healthy hot meal, clean clothes and a hot shower. They can use the laundry to wash their clothes and use the computers to get on the internet to contact friends or register with a GP or for their benefits.

**Building trust, self-esteem and confidence** - we run activities and workshops which help our clients to build their self-esteem and gain new life skills, including yoga, fitness, table tennis, men's group and women's group, CV writing, healthy eating, anger management and budgeting. A big part of what we do is also offering a listening ear and a friendly face to young people who may not have any family support they can rely on.

**Towards stability** - everyone who arrives at CTS has their own unique set of circumstances. We assign each client a Support Coordinator who works through a plan to identify and access the services they need, such as seeing a doctor or getting registered for benefits. We also help our clients to find housing and look for training or work. We can meet the travel costs of attending interviews or buying a smart pair of shoes, or clothing.

**Partnership working** - as a small charity, we collaborate with lots of other organisations and aim to make sure that any young person who is homeless or insecurely housed, knows about us and feels welcome to come to us for help. We work with agencies who can help with substance misuse, domestic violence and mental health, as these can be barriers which prevent our clients from finding a pathway out of their crisis.



**Last year, we hosted 4,008 visits  
from 186 young people  
experiencing homelessness.  
Our vision is that  
no young person becomes  
part of the long-term homeless  
population.**

# The young people we work with at CTS

One of the main reasons young people become homeless is family and relationship breakdown. This could mean that they've been asked to leave or their home is not a safe place to stay anymore, because of:

- new family relationships which can cause tensions and arguments
- domestic violence at home, which puts young people at risk
- drug and alcohol misuse by those who are meant to care for young people
- problems with mental and emotional health
- being a care leaver
- a lack of living space, which means young people are asked to leave.

When a young person has to leave home because their situation has become unbearable, initially they often turn to other extended family and friends – sleeping on mates' sofas or floors for a while – becoming part of the 'hidden homeless'. But this can't last forever. Once hospitality has been exhausted, young people may end up sleeping rough, in tents, in cars or on public transport. They will often take dangerous risks to avoid sleeping on the streets. Most of our clients have experienced trauma in their early years and many have found it hard to get the support they need, due to cuts to services like mental health and youth provision.

**42% of young homeless people have a diagnosed mental health issue**

**29% have experienced suicidal thoughts**

**21% have self harmed**

Young people experiencing homelessness rarely have any funds, although some may be working and unable to afford the high rent costs in Brighton & Hove. They usually have little support, are separated from friends and family and often lack the skills, or confidence to stay safe and to deal with their situation. They are at risk of violence, are vulnerable to exploitation and at risk of their lives spiraling out of control. This is where CTS comes in. As the only drop in day centre in Brighton & Hove specifically aimed at 16-25 year olds, young people can find a safe space and the support and stability they need to turn their lives around.

Every one of our clients has a different story. They are all young people with hopes, dreams and ambitions, just like everyone else. Our clients are resilient, creative, courageous and they inspire us everyday.

**"The Clock Tower Sanctuary is a lovely safe place you can go if you are homeless, it's like a community centre. The clubs and activities here are amazing. I use the kitchen a lot and eat all the food the volunteers cook. You can really thrive here."**

Emily, aged 21

# Kevin's story

"I first heard about The Clock Tower Sanctuary when I was sixteen. Before I came to CTS, I was living in a tent and lighting a fire to warm a tin of beans. Then I found out about this place and it was like, we're allowed to cook here? What! This is crazy! To have somewhere like this is incredible. There's so much freedom, like with the washing machine and you can just come in a cook what you want.

My mum was addicted to heroin for as long as I can remember. We finally got taken into foster care and my mum was sent to rehab. I was in the countryside, in the middle of nowhere, and they taught me how to read and write, got me into school. I was happy in care, I didn't want to leave. But my mum managed to get me and my brother back. Then she kicked me out again when I was eleven. I turned to friends at that point, they were a lot older than me and I stayed with them and their Mums. I was like their little brother.



Honestly, I probably wouldn't even be here if it weren't for The Clock Tower Sanctuary. They have helped me loads over the years, a lot of my growing up has been through this place. They've always been here, whenever I need someone to talk to, just to let out some steam. It's just so helpful, everything they do, everything they offer. Sometimes you just need that person to talk to."

**Thanks to your support, we can help more people like Kevin.**

## WORK & TRAINING



In 2019-20, we supported **43 clients** into work, training or education, enabling them to achieve more stability and improve their chances of finding and maintaining secure accommodation. However, 15% of our new clients last year were actually working when they came to us for support, demonstrating just how tough it can be to find a safe, affordable place to live in the city.

## DAILY CLASSES

Our activities are an important part of our service as they help to build self-esteem and confidence amongst our clients. Last year, **113 young people** took part in these afternoon sessions. Yoga, massage, dance, music, women's and men's group and arts & crafts all helped with our clients' health and wellbeing, as well as giving them a break from the stress of being homeless.



## HOUSING PLACEMENTS

**45 young people** moved into stable and suitable accommodation last year. Our team helped find housing, liaised with the Council and other accommodation providers. This is one of the most important steps towards stability, but it also remains one of the most difficult for our clients due to the high cost of rent in Brighton & Hove, a lower rate of Universal Credit for under 25's and a lack of social housing.



# A to Z of fundraising ideas



- **A**bseiling • Aerobic Events • Antiques Fair • Art Exhibition • Arts and Crafts day • Athletic Races • Auction
- **B**aby Picture quiz • Badminton Competition • Bake off • Barn Dance • Bike Race • Book Sale • Brighton Marathon • Bucket Collection
- **C**ar Boot Sale • Carol Concert • Christmas Jumper Day • Children's party • Christmas Card Sales • Coffee Morning • Come Dine with Me • Curry Night
- **D**ance Show • Darts evening • Dog Show • Dog walking • Drawing competition • Dress-up/down day
- **E**aster Egg Hunt • Egg and spoon race • Exercise bike race • Eurovision party
- **F**ancy Dress Party • Fashion Show • Fete • Football Match • Forum / Debate
- **G**arden Party • Go-carting • Golf Tournament • Guess the weight of your head teacher! • Gym Challenge
- **H**alloween Party • Hour of Pay • Hike
- **I**ce-cream, popcorn and cinema night • Indoor Games • It's A Knockout
- **J**am sale • Juggling Competition • Jumble Sale
- **K**araoke • Knitting competition
- **L**and's End to John O' Groats • Lawn Mowing • London Marathon • Loose Change collection
- **M**ovie night • Midsummer Party • Mini marathon • Motorcycle around the UK Coast
- **N**ight-time walk • Non-uniform day
- **O**ffice olympics • Online auction
- **P**antomime • Penny Race • Pet Show • Pool party • Pub Crawl
- **Q**uit something & get sponsored • Quiz night
- **R**acing Night • Raffle • Rowing Competition • Running Competition
- **S**alsa evening • School musical • Swish • Sleepout • Sponsored silence • Skydive • Super heroes day • Swim-a-thon
- **T**alent competition • Tea dance • Tennis competition • Tombola • Tough Mudder • Treasure Hunt • Triathlon • Tug of war
- **U**nwanted presents sale
- **V**intage Wine Tasting • Volley Ball tournament
- **W**ashing Cars • Wax your chest/legs/eyebrows! • Window cleaning
- **X**-Factor themed talent show • Xmas disco
- **Y**oga-thon • Youth Club dance off
- **Z**umba-thon



# Fundraising at Christmas

Festive fundraising is a fab time to raise funds for The Clock Tower Sanctuary. We're sure you have bags of great ideas but here are a few to get the festive feeling sparked!

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## What a little angel!



Ask everyone in your office to bring in a photo of themselves as a baby. Pay £2 to enter and whoever guesses the most correct gets a box of chocolates.

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## Dress down Chrimbo jumper day

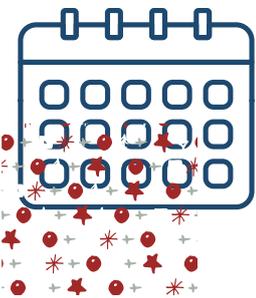
Everyone pays a donation to wear their favourite/most outrageous Christmas jumper to work. Or take it a step further and dress up as fairies and Santas. Make sure to send us pictures of your team!



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## Give us an hour of your time

This is the easiest fundraiser ever! Ask all your colleagues to donate the very last hour of pay before they go off on their well-deserved Christmas leave. A warm fuzzy feeling will follow as you know this money will go to helping one of our young people.



## Reverse advent calendar

Ok, you don't get a chocolate out of this...but you get a Christmas kick out of giving to a local cause! We're always in need of store room supplies. Get in touch with the Fundraising Officer and get a copy of the latest festive wishlist to collect in the month of Dec.

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## Cash not cards

Put a big sheet of paper up to add festive wishes and save the money that would have been used for cards for CTS. Great for the environment too.



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## Mince pie-off

Have a festive bake off. Pay to enter - invite in a neighbouring office to share the treats and choose the best - yum!



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## Who nicked Santa's beard?

Grow a good beard in time for your Christmas party. Get sponsored to shave it all off. The bigger the better!

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## Bauble up

Donate £5 for one of our Christmas baubles. Write your name on your fiver and then draw one out of the hat. The lucky winner takes a quarter of the winnings.....and the rest comes to us. Ker-ching!



# Schools fundraising

Children are often dismayed that young people, who were just like them 10 years ago, are now homeless. Fundraising is a great way for them to help - and we can come and tell your school assembly all about our work!

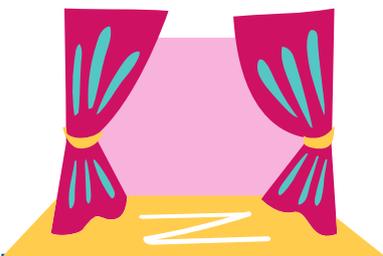
## Non uniform day

A chance for kids swap their boring old uniform for their own choice of clothes - ask for a £1-2 donation. Maybe even a PJs day?!



## Christmas Panto

Donate a percentage of your Christmas show proceeds to The Clock Tower Sanctuary or have a bucket collection at the door. We all know how much parents like to see their little ones on stage - cute!



## All the fun of the fair

Hold a summer fair and donate the proceeds of the tombola, raffle, guess the number of sweets in the jar, coconut shy or a percentage of the stall hire to us. We can provide you with buckets for the gates.

Whatever you decide to do, we will be delighted! Thank you so much for your support and happy FUNdraising!



## Sponsored hike or sleepover

Plan a seafront walk, a spooky night time wood hike or a sleepover in your assembly hall or football pitch. Make sure the students get round all their family and neighbours with the sponsorship form at the back of this pack.



## How do you spell....

Charge students a donation to show off their spelling skills in front of their pals in a spelling bee. Have heats and award the winner with a trophy or medal.



## Sponge throw

Ask pupils to donate in return for getting to launch soapy sponges at teachers. Best done on a sunny day and with a teacher with a good sense of humour!



# Getting started

**Choose a fundraising event or activity you'd like to do – have a look at our website for local events and the A-Z of fundraising ideas or come up with your own brilliant ones!**

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## Set a date and location - and be safe

Decide when and where it's going to take place. Remember to consider the weather and have a plan B just in case. If you need to book a venue it's worth checking availability, capacity, toilet facilities and things like access and parking. If you let them know it's a charity event, see if the owners will let you use it for free. Is it a public place or private – do you need to apply for any licences? Ensure you complete a Health and Safety review and check with your employer if they need any information about this too.

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## Set yourself a fundraising target

Let everyone know how much you want to raise and how the donated money will help young homeless people in Brighton & Hove.

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## Set up a JustGiving page

It only takes a minute to set up a [JustGiving page](#) that's quick and easy to share with friends. Plus the money donated comes directly to us so you don't have to worry about collecting it.

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## Shout about your event!

Let everyone know when and where. Don't forget to tell your friends, family and colleagues that you're raising money for CTS. Send round an email with your JustGiving page, update your status on Facebook, tweet about it, and leave a sponsorship form (at the back of this guide) in your staff room. You can also use our template to create your own poster to help promote your event.

## Fundraising materials

We can lend you collection boxes and banners. And if you're doing a challenge event, you'll get an official Team CTS vest. If you are doing a bucket collection please let us know, so we can provide you with the right information that you will need.

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## Collect your sponsorship

Don't be afraid of reminding people that they've sponsored you and try to collect the money as soon as possible after the event. If you've completed a challenge event make sure you share your link again after you've done it!

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## Ask your employer about matched giving

Find out whether your company has a matched giving scheme to match the total you raise.

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## Send us your donations!

For details of how to pay your donations straight to CTS see below.



# Paying in your donations

Please pay all money raised to The Clock Tower Sanctuary within two weeks of your event. The most cost effective way for us to receive your donations is online.

## Paying in online

You can make a one-off donation via our website at [thecls.org.uk/donate](https://thecls.org.uk/donate) or via our Just Giving page.

## By BACS

You can pay by bank transfer - please do let us know if you are doing this, so we can keep an eye out for it and thank you! Our details are:

CAF Bank

Account Name: The Clock Tower Sanctuary

Account Number: 00031565

Sort Code: 40-52-40

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## Paying in cheques

Send us a cheque made out to The Clock Tower Sanctuary, to our address: Wenlock House, 41-43 North Street, Brighton, BN1 1RH. Don't forget to include your name and email address so that we can say thank you!

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## Paying in cash

If you are dropping off cash, please email or call to make sure a member of the team will be at the centre to accept it. We will give you a donation slip and let you know how much you've raised by email.

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**A HUGE thank you for raising money for us! Your donations will help to provide vital practical and emotional support for young homeless people in our local community.**







THANK YOU!



**CLOCK  
TOWER  
SANCTUARY**

Supporting young homeless  
people in Brighton & Hove

Registered charity number: 1146777  
[www.thects.org.uk](http://www.thects.org.uk)



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