



100 MILE CHALLENGE



1ST SEPTEMBER - 10TH OCTOBER

FUNDRAISING PACK

WHAT IS SOCIAL BITE'S 100 MILE CHALLENGE?

Social Bite's 100 MILE CHALLENGE is a campaign to inspire people from all walks of life to take on a physical challenge to help truly break the cycle of homelessness.

This autumn we're inviting people right across the UK, to take on the the 100 MILE CHALLENGE to break the cycle of homelessness.

Friends, families and colleagues will be walking, running and cycling to raise vital funds to support Social Bite's mission to end homelessness.

STARTING YOUR CHALLENGE

The 100 MILE CHALLENGE starts on 1st September. You will have 40 days to cover 100 miles for homelessness. The challenge ends on World Homeless Day on 10th October.

By taking on this challenge, you'll be adding your voice to call for an end to homelessness and make a positive impact on the lives of the most vulnerable people in our society.

ENDING ON WORLD HOMELESS DAY

World Homeless Day has been observed on 10th October since 2010. The purpose of World Homeless Day is to bring attention to the needs of people

who are experiencing homelessness locally and provide communities and organisations with opportunities to learn more about the issue and make an impact through fundraising.

Together, we can break the cycle of homelessness.



THANK YOU FOR YOUR SUPPORT

WELCOME TO THE MOVEMENT TO END HOMELESSNESS

By taking on the 100 MILE CHALLENGE you are joining the movement to end homelessness. We could not be more grateful for your support. You will see the tangible impact of your fundraising, in providing a solution to one of society's biggest issues. Funds raised will help to support societies most vulnerable people in the following ways:

HOMES – The Social Bite Village in Edinburgh is an innovative, highly supported community for up to 20 people affected by homelessness. The purpose of the Village is to offer the right support, living environment and opportunities for someone from a situation of homelessness to build an independent life. In order to offer this opportunity to even more people, plans are already underway to build two new villages in South Lanarkshire and Dundee. Your fundraising will help to fund the Edinburgh Village, whilst also bringing us ever closer to making our new villages a reality.



Our village projects are an alternative to emergency temporary accommodation. This proven model has shown that with the right care and a safe place to call home, we can support people out of homelessness.

JOBS – Over the past ten years, we have learned first-hand the transformative power a job with support can have for someone who has experienced homelessness and trauma. That's why we've created 'Jobs First', an initiative to help revolutionise how people who have experienced homelessness access job opportunities across the UK.



By taking on the 100 MILE CHALLENGE, you'll be helping more people who've experienced homelessness back into employment. Your fundraising will be helping to provide real job opportunities that make people feel safe, supported and empowered.

FOOD – We believe food is not only a basic human right, but a powerful tool to build positive relationships with people that can lead to ongoing support and pathways out of homelessness. Our free food services and support is delivered from our coffee shops right across the UK.



Your 100 MILE CHALLENGE will help us to provide over 165k items of free food and drink to people who are vulnerable or experiencing homelessness this year.

SUPERCHARGE YOUR FUNDRAISING

There are so many ways that you can maximise your fundraising and galvanise the support of your friends and family whilst you complete your challenge.

PERSONALISE YOUR FUNDRAISING PAGE

Make sure that you update your fundraising page to include your own profile picture and story. It's important to share with your friends and family why you have decided to take on the 100 MILE CHALLENGE and why you have chosen to fundraise for Social Bite. Sharing your personal story helps to make your challenge really resonate with your supporters, which can have a big impact. Our experience shows that personalised fundraising pages can raise over twice as much as non-personalised ones.



SET A TARGET

Setting a fundraising target gives you a goal to reach for, helps to keep you motivated, and shows your supporters your progress. If you find that you smash your initial fundraising target, you can raise it at anytime to reach for a new goal. Take a look at the next page to see some examples of the things that your fundraising could help to pay for.



As you reach certain fundraising milestones, you might also become eligible for one or more of our fundraising rewards.

FUNDRAISING REWARDS



RAISE £100

Get a Social Bite t-shirt



RAISE £250

Get a Social Bite water bottle*



RAISE £500

Get a premium Social Bite tote bag*



TOP FUNDRAISING INDIVIDUAL & TOP FUNDRAISING TEAM

Your name will be included in the permanent 'Thank You' installations at one of the two new Social Bite Villages

**For teams, these fundraising rewards are unlocked when the team fundraising total is equivalent to each team member raising the stated monetary threshold. E.g. When a team of three people reaches team total of £300 in fundraising, they will be eligible to receive the Social Bite T-shirt reward.*

SUPERCHARGE YOUR FUNDRAISING

WHAT YOUR FUNDRAISING COULD MAKE POSSIBLE

£5 could buy a meal and supportive conversation at Social Bite for someone experiencing homelessness



£50 could buy a good quality weatherproof jacket or shoes



£150 fund the sit-in supper for one session of our Glasgow women's group



£250 cover the cost of a mixed sit-in supper at our Aberdeen coffee shop



£1K could buy brand new living room furniture for a house in the Social Bite Village



£2.5K could the cost of delivering Social Bite's free food services in Edinburgh, Glasgow & Aberdeen for a week



£5K could help fund an employment program to help someone in a situation of homelessness to find a job



SUPERCHARGE YOUR FUNDRAISING

SHARE, SHARE AND SHARE AGAIN

The 100 MILE CHALLENGE is a 40 day long event, so make sure that you share a link to your fundraising page on all of your social media channels multiple times throughout this period. One social media post might not reach everyone in your network, so re-sharing can help to capture people who might not have seen it the first time, or prompt those who have been meaning to donate to your page but haven't yet got around to it.



You could also add a link to your fundraising page in your Twitter bio, Linktree, or as a pinned post on your profile.

DON'T FORGET ABOUT EMAIL

You may have friends and family members who do not use social media but would still love to hear about what you're doing. Why not send an email update to your contacts or around your work colleagues to let them know about your challenge and share the link to your fundraising page.



You could also add this link to your email signature along with a short explanation of your challenge. This is a great unobtrusive way to encourage support throughout your challenge period.

GET SNAPPING

Make sure that you document your progress during your challenge and take photos and videos whilst you're training or completing your mileage. Uploading these to updates to your fundraising page and social media is a great way to encourage your friends and family to cheer you on and sponsor you as you edge closer to your goal.



We'd also love to share your progress! Share your pics with other 100 MILE CHALLENGE participants in our [Facebook group](#) or email them to 100milechallenge@social-bite.co.uk

SUPERCHARGE YOUR FUNDRAISING

COLLECTING CASH DONATIONS

You might be able to capture even more donations by using a good old sponsorship form and doing the rounds in your office, school or community group. You can add details of any offline donations to your fundraising page so that they are still tracked in your total.

Once you have completed your fundraising you can send a cheque and your sponsorship form to '100 MILE CHALLENGE, Social Bite, 1 Leith Walk, Edinburgh, EH6 8LN' or reach out to us at 100milechallenge@social-bite.co.uk for our bank details.



Download a copy of our sponsorship form [here](#)

DON'T STOP TOO SOON

Once you complete your challenge, we hope that you feel super proud of your incredible achievement. Take the time after your challenge to update your fundraising page and share your success on social media.

This might act as a handy reminder to anyone who has not yet submitted their donation to you, and give a final boost to your fundraising total. Your fundraising page will continue to receive donations after the challenge period has ended.



SAY THANK YOU

Each and every person who chooses to support you whilst your challenge contributes to the mission to end homelessness. It's a great idea to take the time to say thank you to each person who may have donated to you to let them know that you appreciate them. Please pass along a big thank you from all of us here at Social Bite as well, because we are so grateful not only to you for taking on the 100 MILE CHALLENGE but to your amazing supporters as well.



Thank you so much xx

THE CYCLE OF HOMELESSNESS AND HOW WE BREAK IT.

EVERYONE DESERVES A SAFE PLACE TO CALL HOME

For years, temporary accommodation has maintained a substandard environment for people experiencing homelessness. Many B&Bs and Hostels are unfit for purpose and provide little-to-no support or structure for people who find themselves in this situation. It may surprise you to hear that often, people who are routed through this form of accommodation spend a considerable amount of time here, and therefore can often find themselves in worse situations than before and thus enter the cycle of homelessness.

Our mission has always been to break this status quo, creating new and innovative ways to combat the sticky plaster mentality and to consistently improve living conditions for people experiencing homelessness while striving for bigger systemic change. This is why solutions like our Social Bite Villages can make such an impact.



THE SOCIAL BITE VILLAGE IN EDINBURGH

THE CYCLE OF HOMELESSNESS AND HOW WE BREAK IT.

MORE THAN JUST A MEAL

An insight from Social Bite Support & Development Worker Euan who helps to run our free food services in Glasgow

“People who attend the service at Social Bite come from many different situations. It can be from rough sleeping or living in temporary or emergency accommodation. Or it could be they’ve just got their own permanent flat but haven’t got any white goods in place yet.

Some people are at risk of becoming homeless soon. This can be for a variety of reasons but sadly is becoming more common, what with rising living costs, increases in energy prices, and the cost of putting food on the table. Many people are living in food poverty and struggling to see the end of the month, even though they’re housed and employed.

It doesn’t matter what someone’s circumstances are – we don’t ask. Everyone is welcome at Social Bite.

Paying it forward through donations and fundraising is a huge help with Social Bite’s work. On the surface, it simply allows us to provide hot food and drinks to people who need it. But the food and drink are a tool of engagement, and without it people might not know about the wider services and support we offer.”



THE CYCLE OF HOMELESSNESS AND HOW WE BREAK IT.

REAL JOB OPPORTUNITIES, WITH WRAP AROUND SUPPORT

Our Jobs First programme focuses on providing real employment opportunities to people who have experienced homelessness.

At Social Bite, we strongly believe that like housing, work is a fundamental human need and 'good employment', besides being a fair and constant source of income, delivers on personal and societal benefits, including better health and well-being, as well as integration into the community.

We work with some of the UK's biggest employers to match vacancies to candidates with a background of homelessness. Our team of dedicated Social Bite Support Workers provide continuous support and guidance for both employer and employee from application to interview and then throughout employment.

Jobs First is a programme which creates changes for all parties involved. It assists with overcoming the stigma of homelessness through its educational element and support of the employee and employers. Based on relationship building, it assists people to participate in making a long-lasting change on an individual and organisational level.



GET IN TOUCH

If you have any questions about the 100 MILE CHALLENGE or if you would like to find out more, we'd love to hear from you!

**FOR ALL GENERAL ENQUIRIES,
PLEASE CONTACT:**

100milechallenge@social-bite.co.uk

FAQS

We have a helpful list of answers to some FAQs on our website.

Check them out at

www.social-bite.co.uk/100milechallenge/faq

**FOR ALL CORPORATE
PARTICIPATION AND
BUSINESS ENQUIRIES,
PLEASE CONTACT:**

Our Partnerships Team
Partnerships@social-bite.co.uk

**FOR ALL SCHOOL, YOUTH,
AND COMMUNITY
GROUP ENQUIRIES,
PLEASE CONTACT:**

Our Youth and Community Team
Community@social-bite.co.uk

**THANK YOU FOR BEING PART OF THE
MOVEMENT TO END HOMELESSNESS.**