

WEAR BLUE For The Connection during World Homelessness Week

5 - 11 October 2020



This year get fundraising for
The Connection for World
Homelessness Week!
Here you'll find plenty of
ideas to get you started
on your virtual or solo
fundraising journey
(let's keep it safe!).

The simplest and easiest way
you can fundraise for is by
Wearing Blue for
The Connection

It's as easy as 1, 2, 3...

1

Don that blue!

Dust off those jeans, take down
your teal coat, and pop on your
turquoise turtleneck

2

Donate £5 to our Justgiving Campaign:

[www.justgiving.com/campaign/
WearBlueforTheConnection](https://www.justgiving.com/campaign/WearBlueforTheConnection)

(and don't forget to tick for Gift
Aid and get another 25% added!)

3

Wear & Share.

Share and have fun!

Why not challenge your friends or
colleagues to wear and share the
silliest or most extravagant outfit?

FUNDRAISING For The Connection

When people are struggling, they may have had lots of offers of support from family, friends and services that have broken down or have not worked. They may feel lonely, isolated and feel that they have nowhere left to turn. This is where we can make a difference.

At The Connection we support hundreds of people every year to move away from and stay off the streets. We work with people who are facing significant barriers to finding stable homes. We work with people to tackle the underlying, profound causes of someone's situation – such as addiction, trauma, or mental illness – as well as the immediate presenting issues like food or shelter.

We work *with* people not for them. We recognise people as individuals with their own unique experiences, strengths, talents and dreams, and put them in the centre of their recovery.

Thank you for supporting people on their journey away from homelessness.



Our Street Engagement Advisors take time to carefully establish and develop trusting relationships with clients on the street – where we find them.

FUNDRAISING ideas...



1

Autumn clean for The Connection!

Now is the perfect time clean out your house! Shake off that dust, and get together all your clothes, CDs, furniture, or books you no longer want and sell them online to raise funds to support The Connection!



2

Make your own Facemasks!

At the moment you can't have too many of these! If you're nimble with a needle and thread, this one is for you. Pick some fun materials and patterns to create facemasks for friends and family. Ask people to donate to the campaign online. Try [these instructions](#) to help you create and stay safe.

3

Online Book Club for The Connection

Take your book club online or set up your own online book club. Donate the money that you would've spent on drinks and snacks. When you're done with your books, use [Ziffit](#) to de-clutter your bookshelf and they'll make a donation to The Connection for you.



Progress means something different to everyone, and it can be big or small – it can be as simple as building somebody's confidence, encouraging them to take the first step and making them feel recognised and valued.



MORE FUNDRAISING ideas...



4

Virtual Quiz for The Connection

Inspired by Jay and The World's Biggest Pub Quiz? Use Zoom, FaceTime or Google Hangouts to hold a virtual pub quiz. Set up a JustGiving page and ask your guests to make a donation to take part. Get in touch with the [events team](#) too if you want some questions and answers sent over!

5

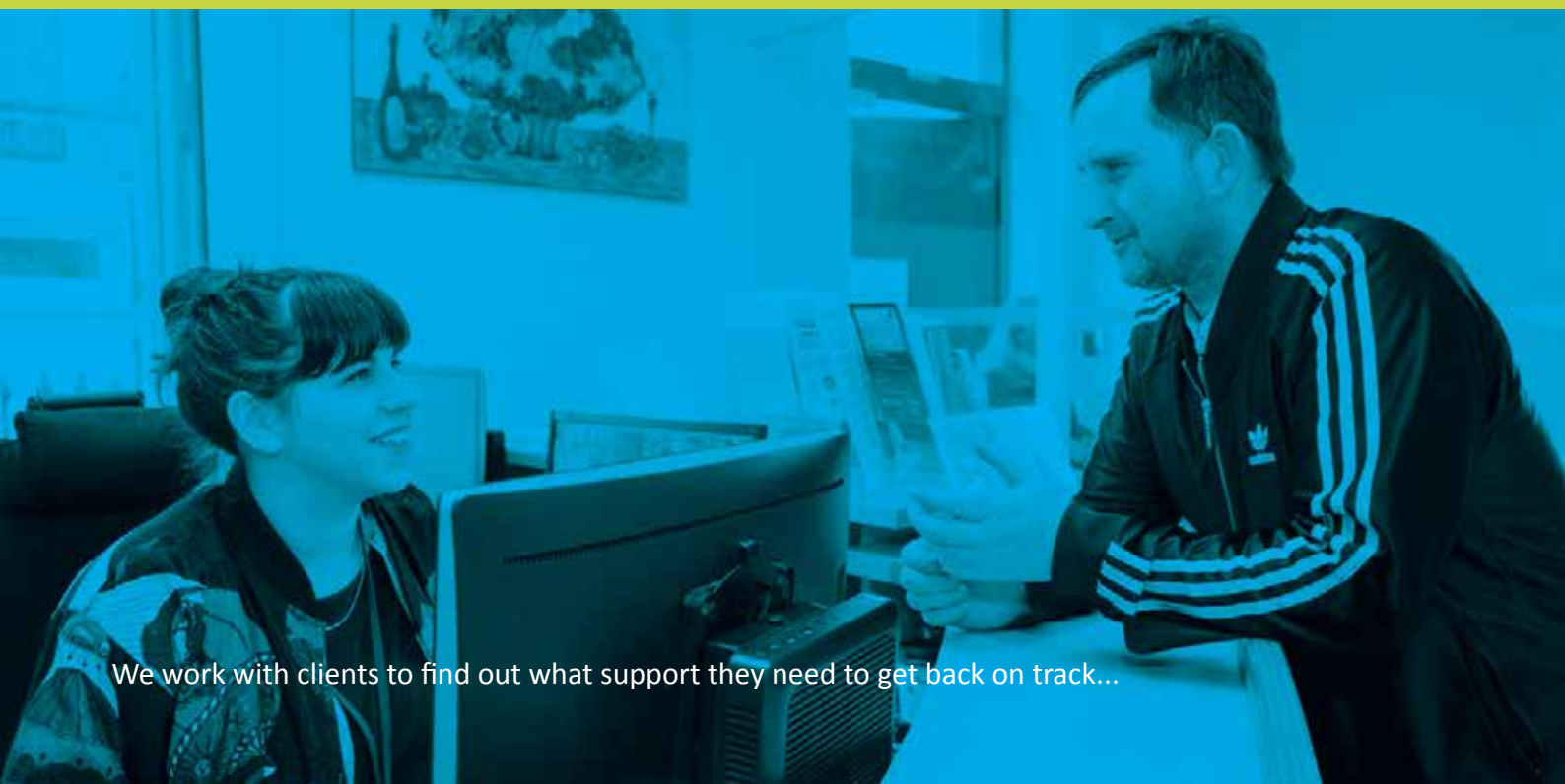
Virtual Balloon Race

Join an eco-friendly balloon race. Using real weather data and google maps, you can track your balloon and be in with a chance of winning prizes. Share and invite friends, family, and colleagues so everyone can have fun and take part. [Click here to enter a race.](#)

6

Sweepstake for The Connection

Whether it's the newest season of Great British Bake-Off or Strictly Come Dancing, why not hold a Sweepstake to see who wins? You can also hold your own virtual competitions and guess who will be the winner in advance, like a pub quiz or Murder Mystery!



We work with clients to find out what support they need to get back on track...

Contact us:

If you have any questions please get in touch with Adele at:
events@cstm.org.uk or on 020 7766 5555

We'd love to see your photos and updates of the week!
Please share with us on social media!

Instagram: [@connection_homeless](https://www.instagram.com/connection_homeless)

Twitter: [@homelesslondon](https://twitter.com/homelesslondon)

Facebook: [ConnectionAtStMartins](https://www.facebook.com/ConnectionAtStMartins)

Thank You



The Connection
at St Martin-in-the-Fields