

ONLY A
PAVEMENT
AWAY

STABILITY THROUGH EMPLOYMENT

The charity that supports people
facing homelessness prison leavers
and veterans into careers within
hospitality



www.onlyapavementaway.co.uk

Instagram: @only_a_pavement_away Twitter: @apavementaway Facebook: /onlyapavementaway LinkedIn: @only a pavement away

Registered charity 1178082

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Help is Only a Pavement Away.

Only a Pavement Away (OAPA) is a charity set up to help people who are facing or experiencing homelessness. We work alongside charities working to end homelessness as well as the custodial system recruiting prior to release and, with organisations supporting vulnerable veterans.

According to official Government data, on any one night there are now around **4,700 people sleeping rough** on the streets - an **increase of 167%** from 2010. On average, one homeless person dies every fortnight on our streets. In a country with the fifth largest economy, sleeping rough is a scandal - it is not acceptable. OAPA wants to help to change that.

The combination of passion and a desire to help, together with a wealth of knowledge and experience from those involved with the hospitality industry and the charity world, brought to life a project that can help thousands of people into work and support the Government in achieving its target to halve homelessness by 2022.

The gateway aims to enable a smooth transition into employment, removing the potential to slip into a downward spiral of loss of dignity and self-worth. The monies raised by OAPA help fund a comprehensive support package for those returning to work.

We believe everyone deserves a chance to build a career and our people-focused industry can offer many of those who are struggling, the lifeline they are looking for.

Greg Mangham

Founder and Chief Executive Officer

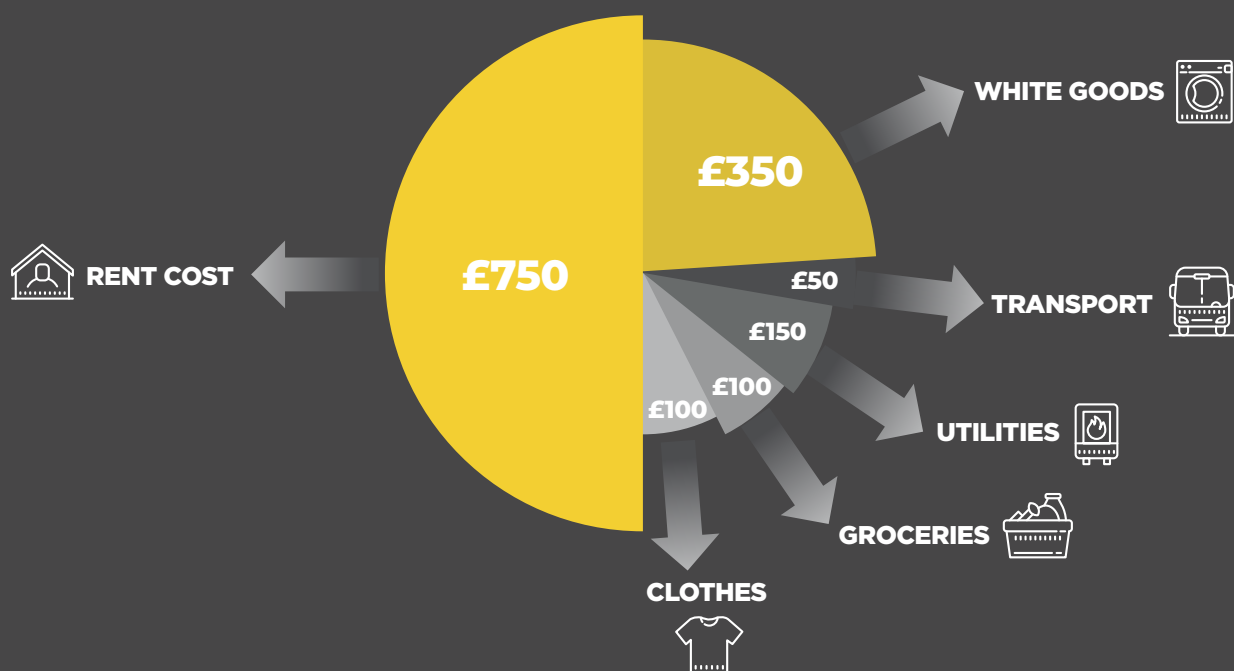


Thank you so much for supporting Only a Pavement Away.

Your support comes at a crucial time: On average one homeless person dies every fortnight on our streets. 70,000 ex-offenders are released each year with just £76 discharge grant in their pockets and 6,000 veterans with no permanent address and a shocking 50,000 veterans coping with mental health issues. **In a country with the fifth largest economy, homelessness is a scandal - it is not acceptable. OAPA wants to help to change that.**

- Since launching in October 2018, OAPA has helped 100 people facing homelessness, prison leavers and veterans back into work saving the Government circa £2.25 million. Over the next 3 years we want to support a further 700 people find work and help create a pathway to employment and to a brighter future.
- OAPA is a free of charge programme it makes no charge for finding jobs and acts as the conduit between the hospitality industry and our partner charities supporting vulnerable people back into work.
- Your support is invaluable in helping us reach this target by ensuring we can raise the funds needed to build our team and help create more pathways to employment, maintain and provide a robust job application and follow up process, provide training and support and most importantly, enable us to offer a stability grant to help support those members who need some short-term help with rent, travel, clothing during their transition back into society.

How your money can help make a difference:



OAPA MEMBER

Iulian's Story.

In November 2018, Iulian became homeless in London.

He was living in accommodation provided by his employer who said rent would be deducted directly from his wages. Sadly his wages never came and after working unpaid for six weeks he was told to leave the property.

Iulian says:

"With nowhere to go, I had no choice but to sleep on the streets. I slept mainly in well-lit passages, and where I could, public places with CCTV. I thought I was less likely to be attacked if passers-by could see me. Weeks later I was advised to get in touch with StreetLink who helped me into Crisis at Christmas. It was like heaven - after being on the street, and then suddenly being treated like you're at a five star hotel."

Iulian, aged 33, moved into a Caritas Anchor Assessment Hub in mid-January. Six weeks later, on 28th February, he received the keys to his new home.

"When I moved into Caritas Anchor House I was so relieved. I finally had a stable roof over my head, and could stay long enough to get my life back on track. Once I got here, I knew I wouldn't ever go back to the streets."

My career had been in restaurants where I worked as a bartender, sous-chef and then a chef. Zainab, my support worker, told me about the Only A Pavement Away charity who help assist and support those who are homeless into employment within the hospitality industry. She encouraged me to apply for a job.



I was helped to prepare for an interview at The Ivy Collection and was accepted for a trial shift, which went well, before being offered a role at The Ivy St John's Wood. Cooking is something that I really love and I was very happy to be offered the position.

Iulian began with The Ivy Collection in February 2019 as a kitchen porter, and after just four and a half months in the role, he progressed to commis chef. Janene Pretorius, Director of People at The Ivy Collection says: *"Iulian is an invaluable member of our team at The Ivy St John's Wood and we were delighted to promote him to commis chef earlier this year. It's stories such as these that show the invaluable work that the team at Only A Pavement Away carry out on a daily basis."*

Iulian adds:

"When you go from being homeless to moving in to your new home and being given a chance to forge a new career, it's a feeling I can't easily describe. I am so relieved and finally feel safe and stable. I am proud and know I have accomplished something amazing."

Our **top tips** for planning a successful event.

Your event

Is it manageable?

Set up clear objectives and action list will help you plan your event.

How many people will you invite?

Can it be a virtual event?

If you are using a venue, you need to know the maximum capacity for your venue to allow determining the maximum of guests that can be invited to your event.

Who is your audience?

It is important to identify your audience, as your ultimate goal is to bring people together and engage and encourage them to raise money!

The date

Once you know what you want to do, decide when you will be doing it.

If you are organising your own event, remember to check if the date clashes with other local or national events.

When should you hold the event?

The time of day and the day of the week should be tailored to your audience to maximise attendance. Also depending on the time and duration of the event, guests might expect to be fed.

The people and equipment

Will you need help?

Evaluate how much help you will need in advance and during the event!

Do you need to borrow or hire equipment?

Who will organise volunteers?

Where will you get help?

The venue

Check availability and price of any venue you need. There may be a reduced price for an event in aid of a fantastic charity – you may even get it for free - so ask!

Is it accessible?

It is important that the venue chosen is appropriate for the type and size of the event chosen but also that

people can get to the venue without any problem (near a station, tube, ensure there is parking available)

Does it have adequate parking?

Ensure the parking be open during your event, will there be enough space for all your guests.

Is it insured?

Ensure you obtain a copy of a risk management from the venue and that you have insurance.

The budget

What is the cost of the event?

Is your budget realistic?

Do you need sponsors to cover costs?

How much do you want to raise?

The fundraising

How are you going to raise the most money?

Will you hold a raffle or auction on the day?

Will you be selling cakes, drinks and gifts?

Will you charge for attendance?

Set yourself ambitious but achievable targets.

Spread the word

How will you promote the event?

Will you need to produce posters, flyers, tickets etc?

Download poster templates, sponsorship forms and information about the Charity from our website or contact: fundraising@onlyapavementaway.co.uk

Have you got a photographer?

Will your local paper/radio station help?

Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster/fundraising event details.

Be different

Make your event stand out. If it's the same as everyone else's you are less likely to get coverage.

In need of some inspiration?

There are many fun ways to fundraise for OAPA, whether it's challenging yourself and/or colleagues to take part in a challenge event (see our Challenge Events page), organising a bake-off cake sale for friends and family, organising raffles, quiz nights or a gala dinner. We have included some other ideas for you below to inspire you and get you started in your fundraising efforts.



Auctions of skills

Lets bidders compete for the chance to learn a new craft, sport or CV-enhancing ability from their friends and colleagues ! Rather than goods, people are asked to donate time, skills or special treats to attract bids! For example, Guitar or piano lessons, time to help with a business project, Use of holiday home or Painting and decorating the list is endless!



Battle of the bands

Forget that same old, same old talent show. Do you have colleagues, friends or family who play or sing or are in a band? If so, a battle of the bands fundraiser is great way to raise money for your charity and give your fundraising cause a cool reputation at the same time.



Its your birthday?

A fun way to raise money for OAPA is to set up a birthday fundraiser where you can ask your family, friends and colleagues to donate to your preferred cause. If you have a facebook account you can set up a page or we are registered with Virgin Money Giving also where you can also set up a giving page for birthdays, weddings, remembrances etc!



eBay your unwanted things

OAPA is registered with Ebay4Charity. Individuals or businesses can donate a proportion of any eBay sale to a charity of their choice. Every eBay for Charity item is marked with a blue and yellow charity ribbon in the item listing title along with the percentage of any donation. Don't forget to select OAPA as your preferred charity! TOP TIP: Unwanted presents sale - This one works especially well after Christmas!



Games night

Whether a quiz night, bingo or race night these are just some fun ways to get a team of colleagues or friends and family together to raise money for OAPA.

Or how about a sweepstake? Football, Eurovision or Politics, any big event can be turned into a sweepstake. Everyone chooses an outcome, donates £1, and the pot is split 50/50 between OAPA and the winner.



Give as you shop

OAPA is registered with Amazon Smile! So next time you are shopping online donate to OAPA - it's free too! Amazon donates 0.5% of the net purchase price (excluding VAT, returns and shipping fees) of eligible purchases to the charitable organisation of your choice. Support OAPA by starting your shopping at www.smile.amazon.co.uk



Old School-style sports day

Get your friends, family or neighbours involved in old school style sports day activities such as 3 legged-races, egg and spoon or a game of rounders, cricket or 5-a-side football and ask them to pay £5 to enter. You could double this opportunity and have a BBQ or cake sale to raise extra money too.



50-50 club

It may be the oldest trick in the book, but it remains a good one. You get everyone to donate a pound a month. You take out a draw every month and the winner takes home half the value of the total donated amount. Great news - you do not need a license for it.

LET'S GET FUNDRAISING Top Tips!

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Go digital!

We recommend you use **social media** to support your fundraising activities!

Instagram, and Facebook are also valuable fundraising tools as you can use them to promote your fundraising events or challenges to your friends and networks as well as collect donations online. You can also use them to thank any of your supporters for sponsoring or donating to you.

Please also don't forget to follow OAPA on: **Twitter**  @apavementaway, **Facebook**  /onlyapavementaway, **LinkedIn**  /OnlyAPavementAway and **Instagram**  /only_a_pavement_away and let us know about your planned event, progress and fundraising achievements and stories.

Don't forget the hashtag! Here are some that we use (but don't overfill your posts)
#OAPA #hospitalityagainsthomeslessness #fundraiser

All day every Tuesday people upload statuses and tweets about charitable activities. Use this hashtag to promote your fundraisers or your cause's general activities. #charitytuesday. This hashtag trends almost every single Tuesday, so you're sure to get some good exposure if you use it.

Making the most of online fundraising

If you haven't already set up an online fundraising page then now is the time to get started! It's the quickest, easiest and most efficient way to collect sponsorship and gives you and/or your team more time to focus on getting ready for the big day.

OAPA is registered with Virgin Money Giving. To create your page, [click here](#).

Virgin Money Giving has some great information and guidance in how to set up, manage and publicise your fundraising page but these are some top tips to get you going;

- Set your fundraising target, add a photo and a personal message.
- Email family, friends and colleagues with your page link - the first few sponsors tend to set the trend so ask someone generous to start with. People are more generous after pay-day so email the link at the end of the month!
- Keep your page updated with photos or even a short video of your training and fundraising progress so they feel really involved in what you are doing.
- Thank your donors and sponsors on social media, this is a great way to remind people who haven't yet sponsored you to do so without being too pushy!
- Add your fundraising page URL to your (personal or work if a corporate initiative) email signature with a sentence about what you are doing and if you are on Facebook and Twitter, you can post and/or tweet details of your challenge directly from your personalised fundraising page.
- Continue fundraising after your event by updating your page with your results and photos. You may then want to send this to anyone who wanted to make sure you finished the event before donating.

Click here to download your Fundraising Event Poster

If you wish to create your own fundraising materials such as bunting, banners, t-shirts and wish to use our logo please contact us at: fundraising@onlyapavementaway.co.uk

Fundraising offline

If you would prefer to fundraise offline using a sponsorship form for an event or challenge you are taking part in please download and print off the OAPA Sponsorship Form. You can also use a paper sponsorship form to keep with you for opportune moments, to collect donations from people in person.

Click here to download your Sponsorship Form

Boost your fundraising

Make sure you do all that you can to bring in those extra pounds!

Gift Aid: Only a Pavement Away can claim Gift Aid on donations made by cheque and cash. We receive an extra 25p for every £1 raised, which is hugely valuable to us. When asking sponsors to donate as long as they are a UK taxpayer and declare their address and postcode, we can claim the Gift Aid back from HMRC.

When donating online, your sponsors will be asked if they wish to donate Gift Aid and they just need to tick yes if they are a UK tax payer.

Match giving: Many companies have a match giving scheme where they will either match or contribute towards your fundraising target. Contact your HR or CSR team to find out what your organisation's policy is.

The legal bit.

It is important to stay on the right side of the law when fundraising!

Public collections

It is illegal to collect money on a public highway or street without a valid local authority licence, and these are usually only allocated to registered charities (and even then for specific days of the year). You should find details about your Local Authority's requirements on their own website.

Lotteries, raffles and competitions

The Gambling Commission publishes useful guidance on running a raffle, lottery or competition so please check it out! <http://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx>

- Lottery tickets may not be sold to anyone under 16 years of age
- You must apply to your local authority to run a public lottery/raffle
- Lottery tickets cannot be sold on the street
- Raffles held at a social event do not need to be registered

Children and fundraising

If children (under 16) are involved in fundraising in any way, please make sure they have permission from their parent or guardian, and are supervised by a responsible adult. Children should never approach strangers about fundraising. It is illegal for children under 16 years of age (or under 18 years in London) to participate in public collections. Never leave children unsupervised during an event or fundraising activity.

Insurance

OAPA's Insurance cover does not extend to individuals or company-led fundraisers, their events or third parties connected thereto.

Please make sure you have suitable insurance cover; these are some of the considerations you may need to think about:

- Public Liability cover
- Damage to property owned, hired or borrowed
- Event Cancellation Insurance
- Travel Insurance
- Cover to meet any contractual conditions

Those supporters who undertake fundraising for our benefit act independently of the charity and should not consider themselves under our direction or control. Only a Pavement Away accepts no responsibility for any liability caused by the acts or omissions of those raising awareness of, or fundraising in support of, Only a Pavement Away.

Equal access for all

Consider issues of equal access for all, even if an event is being targeted at a specific group of people. Further information is available from the Equality and Human Rights Commission.

Health and safety

Ensure that your event is organised efficiently and safely.

Conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive website has further information on how to risk assess your event. Make sure you have a copy of your risk assessment with you on the day of your event.

Please ensure your event has the necessary cover. St. John Ambulance and the Red Cross can provide first aiders for a small donation.

Please be legal! While we really appreciate your support, Only a Pavement Away is not responsible for organising, supervising or hosting your own personal or company fundraising activity, and all activities and participation are at the organisers' and participants' own risk. Only a Pavement Away does not accept responsibility or liability for any loss or damage or for any personal injury arising out of any fundraising activity, including liability as a result of negligence.

Of course, you are welcome to say that the event is "in aid of Only a Pavement Away", but we cannot authorise you to act as an agent for or on behalf of Only a Pavement Away, and your fundraising materials should not suggest that you represent us but that you are raising funds to support the charity. You are responsible for organising all aspects of your fundraising and we will not accept any liability relating to your event.

The money!

**So you have held your event - we hope you enjoyed it!
The hard part is now done. Now you just need to pay in your
hard-earned money to Only a Pavement Away.**

Please send an email to fundraising@onlyapavementaway.co.uk to confirm your fundraising success and to let us know the amount you have raised. If you have raised money offline (so not using Virgin Money Giving) you will need to either send a cheque or you can pay directly into our bank account.

Send a cheque (NO CASH PLEASE)

Made payable to:
Only a Pavement Away,
c/o Wellers, 1 Vincent Square,
London SW1P 2PN

or

Pay directly INTO OUR BANK ACCOUNT

Metro Bank
Community Account No: **28363804**
Sort Code: **23-05-80**
Please put your name as reference

MORE WAYS TO GET INVOLVED

Corporate partnerships

We can offer tailored partnership opportunities that allow organisations to work in partnership with us through sponsorship, event-specific sponsorship, employee or customer fundraising, cause related marketing, funding or employee involvement.

Philanthropy

As a philanthropist, you can donate to specific areas of our work helping us to support our members rebuild their lives, confidence and self-worth in finding stability through employment.

Trusts, grants and foundations

We are keen to develop relationships with charitable trusts and foundations that are committed to supporting vulnerable people who are homeless, ex-offenders or veterans and who are at risk of becoming homeless.

**For more information, please visit 'Get Involved' section
on the Only a Pavement Away website or email:
fundraising@onlyapavementaway.co.uk.**



Thank you for supporting Only a Pavement Away.

**We couldn't do the work we do without
fantastic supporters like you!**

Your generous support is invaluable in supporting us to get more vulnerable people into careers within the hospitality industry and every donation we receive contributes to providing every person on the Only a Pavement Away employment programme with the skills and stability needed for their smooth transition back into society and into a career for life.

We truly value your commitment to Only a Pavement Away and hope your fundraising is a great success.



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