



'Giving a home this Christmas'

Sponsorship Proposal 2017

Here at OAH we create access to housing and provide supportive relationships which eradicate homelessness and enable everyone to belong to their community. With over 4000 people a year sleeping rough in the UK and many more a risk of homelessness due to domestic abuse, unstable relationships, addictions, mental health and employment issues, our work is much needed. We have great success in achieving solutions for thousands of service users a year in Gateshead and London and simply could not do this without the generosity of our supporters.

No time of the year is easy when you are experiencing homelessness however Christmas can be particularly lonely, cold and isolating. This is why we are running our **Giving a Home** campaign this Christmas to raise awareness of homelessness and provide people with an opportunity to give to those experiencing homelessness, through volunteering, fundraising and engaging with our work. Christmas is a time for family, for celebrating, for being thankful and for giving. Our aim is that this campaign will make these things a reality for those who they are currently not, and allow those of us who have the capacity to give, in whatever way large or small, to do so.

The **Giving a Home** Christmas campaign encourages the public, community groups and business community to volunteer, donate and fundraise for our work over the Christmas period. It runs from mid-November until the end of December, with key dates for active participation throughout this period. People are encouraged to bake Gingerbread biscuits to distribute to family, friends and colleagues for donations, host fundraising days within their places of work and schools and take part in our giving days at their churches and in their community group to encourage donations through the free distribution of gingerbread biscuits. Alongside this we are running a digital campaign to encourage people to donate via text or on-line.

We will kick start the appeal through the participation of celebrities in a Gingerbread making launch event in the week of 13 November which we anticipate will receive strong press coverage.

OUR ASK

To make the campaign a success we are seeking sponsorship investment which would cover some of the costs of the campaign; specifically linked to the supporter packs we need to produce to engage our volunteers and fundraisers. We anticipate the total cost of the campaign to be in the region of £10,000 and are hoping to achieve £3000 of this from our corporate sponsor.



In return for your support the sponsor would receive;

1. Logo placement on our printed external communications relating to the campaign
2. Branded placement in our supporter packs with a corporate summary of your engagement
3. Listed thanks on our website and social media pages
4. Named reference as a supporter in press releases and interviews with media outlets
5. An invitation to attend our launch events
6. Opportunities for your teams to visit us and find out about our work

The value of the campaign

Last year our Christmas campaign generated £5 for every £1 we invested and we are confident we will achieve the same return on investment in 2017.

The campaign had a strong social media element generating new twitter followers and achieving 19,000 twitter impressions, thousands of video and website views and hundreds of Facebook likes. We also took up multiple public speaking opportunities in Gateshead and London, engaging with thousands of individuals.

This year's campaign is drawing on the strengths of what we did in 2016 and with the addition of an informed comms plan and celebrity endorsement we are confident it will be even more far reaching, engaging and successful.

We have secured the support of Greggs in enabling us to deliver the gingerbread biscuit element of the campaign and are working with students of Gateshead College who are supporting as volunteers. Securing the support of a corporate sponsor would allow us to deliver the crucial public engagement element of the campaign.

A note from our patron...

'At OAH they're meeting people in real need at a grassroots level and changing lives every single day. Loving people back into fullness of life and good health' Rev Kate Bottley

