

# GIVING A HOME

November 2020 – January 2021

## Sponsorship Opportunities

[www.givingahome.org.uk](http://www.givingahome.org.uk)



**OASIS COMMUNITY HOUSING**  
**HOPE. NOT HOMELESSNESS.**

# Giving A Home this Christmas

This year, close to 15,000 homeless people were moved off the streets and into temporary accommodation as part of the Government's COVID-19 response. But that's not where their story ends. During lockdown our staff have seen young, single mothers lose the vital services that support them; desperate struggles with mental health; and there's been a national surge in domestic abuse cases. A roof overhead does not make a home.

## That's why...

### WARMTH

We quickly established a re-settlement team who have worked tirelessly since March, supporting the hundreds of people who we have given a home as part of the Government's 'Everyone In' scheme. We continue to deliver 7-day a week support to ensure people have the food, warmth and medicines they need, with counselling and a safe, stable environment to call their home.

### SAFETY

Tackling the root causes of homelessness is at the heart of what we do. Almost a third of women living on the streets cite domestic abuse as one of the reasons. And lockdown has seen our Empower team supporting more women and children than usual to escape unsafe, harmful homes – with 3 out of 4 saying our services make them feel much safer.

### BELONGING

Our Aspire programme has a keen focus on equipping men and women, of all ages, with the right training and skills for a fresh start. During lockdown we continue to support individuals facing homelessness to re-capture their sense of purpose and belonging through apprenticeships, courses and new jobs.



The Giving a Home Christmas campaign runs from 5th November 2020 to 31st January 2021 - laying the financial foundations to help around 2,000 people on their journey from and out of homelessness across North East and London based projects.

## Help to Build the Virtual Gingerbread House

Building the Virtual Gingerbread House is a unique opportunity for our corporate partners, to play a central and essential role in the sustainability of our communities. For every £2,000 raised, a gingerbread person will move into the house enabling the rebuilding of another devastated and vulnerable life - this represents the typical cost of providing comprehensive 'wrap around' support for someone facing homelessness over the coming year.

### Why sponsor Giving a Home?

Association with this campaign will:

- ★ Promote your company to a wide range of individuals, organisations and businesses
- ★ Create PR and marketing opportunities
- ★ Give recognition of your company's commitment to the local community
- ★ Create links to other companies supporting Oasis Community Housing
- ★ Raise the profile of your company online and within the community

### Corporate Exposure and Visibility

- ★ Sponsoring companies feature on both the dedicated Giving a Home website and our Oasis Community Housing website
- ★ Promotional materials circulated to thousands of individuals (minimum 5,000), through our highly regarded board of Trustees, patrons, and wider networks
- ★ For 9 weeks, Gateshead Trinity Square Tesco Extra will host a fabulous Christmas Gingerbread House display; seen by all shoppers as they enter and exit the store - high numbers of the general public in a major centre
- ★ Series of press releases throughout the campaign period
- ★ Coverage on social media platforms and monthly newsletter, circulated to our supporter database

# Gingerbread House Sponsorship Packages

Benefits	Land	Roof	Gingerbread Person	Chimney	Door	Christmas Character*	Window
<b>Number Available</b>	1	1	Unlimited	1	2	Unlimited	10
<b>Website Coverage:</b> <ul style="list-style-type: none"> <li>Logo and website link on GAH &amp; OCH</li> <li>Advert on GAH</li> <li>News story on OCH website</li> <li>Promotional video on GAH (2 min max)</li> </ul>	✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓	✓	✓	✓
<b>Logo on Promotional Material:</b> <ul style="list-style-type: none"> <li>Campaign information leaflet (Digital and Printed)</li> <li>Campaign fundraising packs</li> </ul>	✓ ✓						
<b>Advertising at Gingerbread House Display at Gateshead Trinity Square Tesco Extra:</b> <ul style="list-style-type: none"> <li>Company literature displayed</li> <li>Company banner displayed</li> </ul>	✓ ✓	✓	✓				
<b>Press Coverage:</b> <ul style="list-style-type: none"> <li>Mention in general campaign press releases</li> <li>Company press release and photo</li> </ul>	✓ ✓	✓ ✓	✓				
Positive publicity and recognition via our supporter newsletter and social media platforms.	✓	✓	✓	✓	✓	✓	✓
Exclusive discount on food and drink in the executive lounge at Hilton Newcastle Gateshead for all your employees.	✓	✓	✓	✓	✓		
Pride in helping to secure the long term future for people facing homelessness.	✓	✓	✓	✓	✓	✓	✓
Shared Value Award**	Platinum	Silver	Silver	Silver	Silver	Business Club	Business Club
Gingerbread people who can move in.	5	2	1				
<b>Sponsorship (Suggested Donation)</b>	<b>£10,000</b>	<b>£4,000</b>	<b>£2,000</b>	<b>£1,400</b>	<b>£1,000</b>	<b>£750</b>	<b>£500</b>

\*Our Gingerbread House landscape can be populated with Christmas characters of your choice, this will be specially designed for your company.

\*\*Our Shared Value Awards programme recognises the successes achieved by each corporate partnership; your sponsorship donation contributes towards your award.

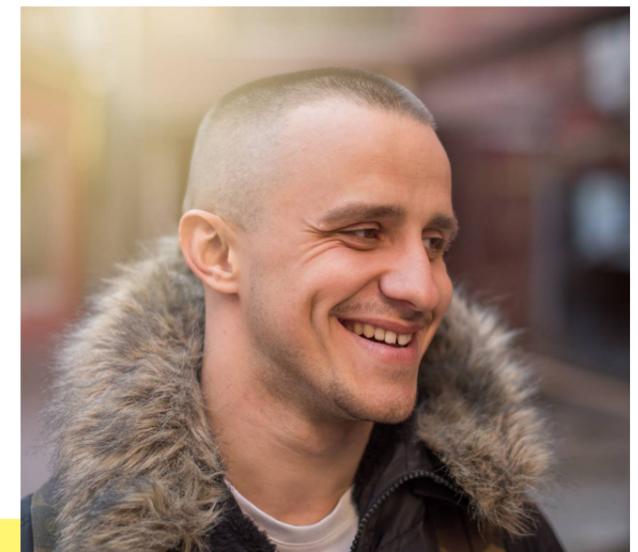
## Double Your Financial Impact

Your corporate donation could be used to encourage more individuals to donate through buying bricks. For example, a £1,000 donation could be used to 'match' 50 bricks making a total of £2,000 and enabling another Gingerbread person to move into the house.

This provides an extra opportunity to show how your business in partnership with the community through Oasis Community Housing, will bring hope to more people affected by homelessness.



*“Shona has been such an amazing help with my confidence. It has helped with my mental health as I’ve been struggling with being stuck in the house. Just a regular “how are you today” text message has been good and I cannot wait to go back to face-face appointments when it is safe.”*



*“Sleeping in a bed tonight, thank you all for helping me, Angels are everywhere.”*

# What next...

We will work with you to tailor a bespoke package to meet your company requirements. To discuss how your business can make a difference, contact our Corporate Relationships Manager, Hazel Ditchburn on 07869283728 or [hazel.ditchburn@oasiscommunityhousing.org](mailto:hazel.ditchburn@oasiscommunityhousing.org)



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#GivingaHome

