



SLEEP EASY

One night can make a
lifetime of difference.

YMCA

Here for young people
Here for communities
Here for you



Thank you for choosing to give up your bed for one night, brave the cold and sleep in a cardboard box to help raise awareness and funding for YMCA Norfolk.

This will be a challenging and eye-opening experience through which you will be making a real difference in the lives of disadvantaged young people, as well as an evening of fun and activities. For those taking part as a corporate team, Sleep Easy is a great opportunity to meet your corporate social responsibility targets, raise your profile and build your team.

All money raised from this event will go towards the work of YMCA Norfolk and the supported accommodation we provide for over 240 people every night who might otherwise be homeless.

In this pack you will find all the information you need. If you have any questions about Sleep Easy or would like further information about the work of YMCA Norfolk, please do not hesitate to contact us, we're more than happy to help.



John Lee
CEO



WHY SUPPORT YMCA NORFOLK?



330

Young people
accommodated
in 2024/25



5602

1-to-1 support
sessions delivered
with young people



404

Families have
benefitted from
counselling and
medication

1 of every 100 young people in the UK will experience homelessness this year, due to relationship breakdown, abuse and mental health issues.

Homelessness is not simply sleeping on the streets - sometimes it's hidden, and takes form of sofa surfing and sleeping around the hazards of derelict buildings and squats.

The funds raised from Sleep Easy helps us to not only house hundreds of homeless young people, but to also continue delivering our life changing mission and reach as many vulnerable people in Norfolk as possible.

This year we are hoping to raise **£15,000** - enough to transform the lives of many young people across the county and offer them a brighter future.

ON THE NIGHT

Hundreds of people all across the country will be joining you in sleeping out from 7pm on Friday 6th March to 7am on Saturday 7th March.

Where is Sleep Easy?

Hosted at our YMCA Community Hub on Aylsham Road, you will be invited to set up shelter in our car park to make the night as authentic as possible. You'll also have the chance to host your own in a field, garden, or anywhere other than your bed for the night.

Schedule:

7pm - Arrival and registration

7.30pm - Build a shelter

8.30pm - Games & activities

10pm - Supper & stories

6am - Breakfast & clear up

7am - Farewell

Refreshments will be available all evening.

What should I bring?

It can be very cold outside at night, so there are some items worth considering:

- Cardboard, tape and other materials to build your shelter
- A sleeping bag, blankets and pillow
- Warm clothes, hats and gloves - it is better to bring too many, layers can be taken off
- A torch (be sure to check your batteries) A roll mat for extra comfort Snacks, water and a flask

GUIDELINES

1. Please aim to arrive for registration between 7pm-7.30pm.
2. There will be plenty of parking available, but we advise you get a lift to and from the event or use public transport to avoid driving in the morning when you may be tired.
3. Please don't bring any valuables with you.
4. Bring lots of warm clothes, waterproofs, a good quality sleeping bag, a hat, scarf, gloves and a waterproof groundsheet or sleeping mat. Dress in layers and wear thermal underwear if you have it - you can always take layers off!
5. Bring a torch and snacks to keep you going through the night, although refreshments will also be provided.
6. Please bring a bin bag with you and take your rubbish away with you the next morning.
7. There will be First Aiders present all night. If you or anybody else is feeling ill please notify an event organiser immediately so that we can take appropriate action. If you have any medical conditions we need to be aware of please inform an event organiser. The event organisers and stewards will be made known to you when you arrive.
8. There will be hot drinks provided so please make sure you have something hot to drink at least every couple of hours to stay warm.
9. There will be toilet facilities available all night.
10. No alcohol is permitted at the event. You will not be allowed to take part if you bring alcohol with you. Smoking is not permitted on-site.
11. Please take care and look after yourself and those around you, you are asked to behave responsibly at all times.
12. Please take care on and around the site and be aware that there may be slippery or uneven surfaces, particularly if there is rain or ice.
13. We reserve the right to refuse registration if you are not sufficiently equipped to stay warm during the night.
14. This event will finish at approximately 7am on Saturday 8th March.
15. Please bring any completed sponsorship forms and cheques for your sponsorship

FUNDRAISING

Sleep Easy is all to raise money for the incredible work of YMCA Norfolk and help them continue to transform young lives across our county.

How do I get started?

To avoid filling in paper forms and chasing for donations, we'll send you everything you need to start fundraising!

We'll show you how to create your own digital fundraising page once you've signed up, using our recommended platform JustGiving. Please always ask for support if needed, we are here to help you every step of the way.

Our top tips

- **Social media** - Share about Sleep Easy on social media - why you're doing it and how people can support YMCA
- **Tell people** - Talk to people about Sleep Easy and encourage them to get involved
- **Say thanks** - When people donate to your fundraiser, don't forget to thank them and tell them all about the impact they've made

TERMS AND CONDITIONS

1. Sleepers should be at least 14 years of age to participate. All participants under 18 years of age must be accompanied by a responsible adult.
2. Individuals entering will need to pay a non-refundable registration fee of £15, £7 for 14-18 year old's. This covers the cost of refreshments and administration of the event. This fee is payable when you sign up to take part and secures your place at the event. Any registration fees received after the event is full will be refunded.
3. The aim of the Sleep Easy event is to raise as much money as possible to support the vulnerable young people locally. We ask that all participants commit to raising as much money as they can through sponsorship or other appropriate fundraising methods as set out in 'Fundraising Practice'.
4. Please send any sponsorship money and other funds that you raise to YMCA Norfolk as soon as possible.
5. If for any reason you choose not to, or are unable to take up your place at the event, any sponsorship forms and money collected should be forwarded to YMCA Norfolk.
6. As this event takes place overnight in extremes of weather, participants are responsible for their own medical condition and ensuring they are fit to take part. Please consult your doctor if you suffer from heart, joint, back or breathing problems or any other medical condition that may affect your ability to take part.
7. You must confirm that, as far as you are aware, you are currently in a good state of health and that you will not take part unless you are in a good state of health at the time of the event. Participants will be responsible for ensuring they have their necessary medication with them at the event.
8. You are taking part in the event at your own risk. Neither the YMCA nor any third party organisers of Sleep Easy events will have any responsibility for any risk, loss or costs incurred by you in connection with the event.
9. Photographs and videos taken at the event may be used by the YMCA in future publicity material. You must notify the organisers of the event if you do not want your photograph to be used for this purpose.
10. Participants will not engage in any activity that would place the interests and reputation of the YMCA at risk.
11. There will be strictly no alcohol on any Sleep Easy premises.
12. Smoking is prohibited on-site at Aylsham Road.
13. You are responsible for your own safety during the event and should take reasonable care to ensure the safety of other participants. In the interest of your own safety and that of others you agree to comply with all instructions and guidelines given by the YMCA, the organisers and persons acting on their behalf.
14. The YMCA reserves the right to refuse entry to the event at their discretion.

Thank you for getting involved in Sleep Easy 2026!

Your amazing support and fundraising efforts will help make a difference to the lives of young people today and in the future!



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YMCA

Here for young people
Here for communities
Here for you