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BYHP 100 in 2017 Fundraising Challenge Overview

During 2016 BYHP was truly blessed to receive lots of kind financial donations from various people who had raised funds for us by doing a number of activities.

However, many donations came out of the blue and whilst wonderful, we thought it would be nice to be more aware of the kind people who are working on fundraising events, activities and campaigns in aid of BYHP and to create a programme whereby we could include all of the fundraisers working together in a common goal and with everyone talking about it on social media and around the town.

So, to challenge ourselves, Tim our CEO devised the “BYHP 100 in 2017 Fundraising Challenge” which consists of us identifying and recruiting 100 different individuals, organisations, groups and businesses to help us generate up to £50,000 in fundraising income, approximately 20% of BYHP’s total annual income.

Effectively, we want to build a community of fundraisers who we can promote / spotlight in our communications, in the press and on BYHP’s website to publicly showcase the amazing fundraising which goes on.

We have created a specific new logo and campaign pack which we hope will answer all of your questions and we have certificates for everyone taking part and raising funds for BYHP and we hope to add other elements to the programme as we go through the year, which will in fact end on 31st March 2018 as we are realigning our events and fundraising year to BYHP’s financial year rather than the calendar year.

You’ll see the logo has a brick background as it represents BYHP’s focus on housing but also represents a challenge to overcome or an obstacle to break through and this is certainly a breakthrough challenge to go for £50k in one year, so we hope you will join us and help BYHP achieve the £50,000 target!

About BYHP

Banbury Young Homelessness Project or BYHP has been in existence for 27 years.

Whilst best known as an organisation helping homeless young people, we are in fact a charity supporting all young people aged 13 to 25 who are homeless, at risk of homelessness, or disadvantaged (and often their families) in Banbury, Bicester, Brackley, Chipping Norton and the surrounding areas.

BYHP operates three core services supporting between 200 and 250 young people annually – offering Family Mediation and Counselling, Housing and Homelessness Advice and Employability, including a training programme called Unlocking Potential and a Job Club.

In addition to the core services, BYHP also runs a Peer Support Group and a food bank, as well as offering projects related to a range of areas including art, music and sport.

In April 2015 to March 2016 BYHP supported 225 young people aged 13-25.

We have seen strong demand so far this financial year; in the ten months to the end of January 189 different young people have used BYHP's services almost 1200 times, with nearly 30% of them new clients to BYHP.

As part of that, we gave out nearly 170 food bank parcels to over 50 recipients and their families and we have seen a 300% increase in clients for counselling.

We normally have a team of 7 paid employees (4 F/T & 3 P/T) and the charity costs about £240,000 a year to run, all of which we have to obtain through fundraising, applying to large funding organisations or through donations.

We have 6 volunteer Trustees and about 15 regular volunteers who help us run the organisation and a growing group of local supporters we call the BYHP Advocate Network.

If you or anyone you know could use BYHP's help please contact us.



Banbury Young Homelessness Project

COUNSELLING

counselling@byhp.org.uk

FAMILY MEDIATION

mediation@byhp.org.uk

EMPLOYABILITY

Training & Job Club

unlocking.potential@byhp.org.uk

HOUSING ADVICE

housing@byhp.org.uk



01295 259 442



enquiries@byhp.org.uk



www.byhp.org.uk

Please help BYHP help local young people by donating

www.byhp.org.uk/support-us Text **BYHP01 £5** or **£10** to 70070

Registered Office: 2 Chandos Close, Banbury, Oxon, OX16 4TL

Registered Charity Number: 1115514

Company Number: 5722118

Registered in England

Counselling

What is counselling?

We all have worries and problems that affect the way we think, feel and behave. By talking with a professionally trained and qualified counsellor, you can share your worries and problems in a safe and confidential setting.

By talking, you can find relief from some of your worries. You can explore ways to change and improve the way you feel about yourself and those around you.

Counselling is not about being told how to behave or giving advice on what you should do. By talking with a counsellor, you are given the opportunity to find your own answers to your own problems.

Why is counselling so important to our young people?

Counselling will give our young people the time and space to explore their thoughts and feelings about the issues that bother them most. By talking and being listened to by someone who will not judge them, they will experience a sense of relief and hopefully they will find a way to become who they really are.

Many young people in the modern world struggle to deal with the demands of entering adulthood as they move from school or college into employment or training.

Anxiety

Depression

Relationships

Bereavement

Body Image

Self-Harm

Substance Misuse

Self-Confidence

Bullying

Why then shouldn't young people have the same opportunities to find help and support in times of need?

At BYHP our young people have a unique opportunity to access time and space where they can talk with professionally trained counsellors who can help them find ways to lead a more fulfilling life.

At BYHP, counselling is

- **Confidential**
- **Safe and Secure**
- **Non-judgemental**



Family Mediation

What is family mediation?

Family breakdown is the single biggest reason for young people becoming homeless.

In order to prevent young people becoming homeless as a result of family conflict BYHP offers a Family Mediation Service with a qualified mediation team who are also qualified counsellors, who provide a confidential environment within which to talk.

The team supports both parties in a non-judgemental way so that they have an equal status, allowing everyone to feel heard and valued and increasing the success of the process.

The young person and their family are supported confidentially on a one to one basis to begin with, moving towards all parties meeting together with equal representation to build bridges and repair broken relationships within the family home.

In a mediation meeting young people and their families are encouraged to listen to each other's perspective to problem solve for themselves. They do this by discussing tensions in their relationship and finding ways to manage these and agree on ways to move forward.

We follow up with the families we work with and can put in additional support if needed.

BYHP has a high success rate with in excess of eighty percent of young people either returning home or remaining at home.

Why is family mediation so important for our young people and their families?

From the evaluation of BYHP's Family Mediation work we can see that after mediation parents and young people report:

- Spending more time together as a family
- Sharing meals more often
- Listening to one another more
- Less arguing
- More able to set boundaries jointly
- Improved confidence



What we often hear is that families are less stressed and happier, enjoying more time together and this seems to have a knock on effect holistically.

BYHP actively works to prevent homelessness and strengthen families. We firmly believe that, unless it is unsafe, home is the best place to be for a young person.

Employability – Life & Skills Training / Job Club

Unlocking Potential is a FREE employability training course which supports young people (16-25) who are not in employment, education or training (NEET) to improve their work and life skills.

Unlocking Potential supports young people to improve their skills and help them gain employment.

The course is delivered in a relaxed environment and runs over a 5 week period.

On completion of the course:-

- You will be awarded an AQA Certificate in each of the 5 areas covered.
- We will work with you to find suitable work experience in an area in which you are interested.

"The course is well structured and offers a range of activities that I enjoyed doing. I left with more confidence. Working in small groups and in pairs helped me gain skills and qualifications like food hygiene and conflict resolution"



"The course was really helpful for me, I have made many friends and learned skills which I will keep for life. Above all the staff at BYHP could not have been more helpful and I want to thank them all sincerely."



"I'm a university graduate with a degree in teaching. I learnt a lot attending the course. Many new doors have been opened for me by the staff and volunteers at BYHP. I have had help writing my CV, applying for jobs and filling in the applications."



"I have enjoyed doing Unlocking Potential and made lots of friends. I have learned a lot, for example, boundaries, life skills and lots more. I am grateful that I have done this course. Thank you so much for everything."

Housing & Homelessness Advice

Whilst BYHP currently is not able to provide somewhere for a young person to stay, we support young people in finding and maintaining accommodation, which can be difficult given the challenges that are faced when trying to access affordable housing in the Banbury area.

Our experienced team member, who has close working relationships with the Housing Team at Cherwell District Council and links to a variety of Housing Associations and Private Landlords, supports BYHP's clients in understanding and navigating the processes set up to apply for council managed accommodation or to access private rented accommodation.

Young people do manage to access council accommodation and private rented accommodation at times, which often results in us supporting them with understanding tenancies, managing their finances, learning how to live independently and everything else that they need to know when it comes to successfully living on their own.

Private tenancies often do not go as planned and that is where we play a key role in making sure that disputes are resolved properly to prevent any negative outcome for the young tenant, such as having to leave the property.

BYHP also helps provide useful items for young people accessing accommodation, and works with partners to obtain other items required for independent living.

Innovation

In addition to the existing advice service, BYHP is keen to innovate in this service area and hence is developing a new project, the "Private Sector Property Forum" to bring together some "sympathetic" local property industry and housing experts to explore the current challenges for BYHP's service users in potentially accessing private sector housing provision and to identify opportunities to improve the situation using input from other experts from further afield across the UK.

We hope a number of new projects will be identified as a result of this Forum – if you are interested in supporting this in any way, please contact Justin.Donovan@byhp.org.uk

Foodbank

Regardless of a young person's housing situation, BYHP offers a foodbank to support our clients to help them when they really need us most. We try to stock a range of dry and tinned goods. Whenever it is possible, or available, we offer some fresh produce, including bread, vegetables and fruit which are supplied by Food For Charities who redistribute surplus food from local supermarkets.

Contacts

Address: 2 Chandos Close, Banbury, Oxon, OX16 4TL

Tel: 01295 259 442

Email: enquiries@byhp.org.uk

CEO: Tim Tarby-Donald

Email: ttarby-donald@byhp.org.uk

Marketing: Linda Slide

Email: linda.slide@byhp.org.uk

Volunteering: Ginette Wheeldon

Email: ginette.wheeldon@byhp.org.uk

Email: volunteering@byhp.org.uk

Bank Details

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

Payee

BYHP
Sort Code: 40-52-40
Account Number: 00014667

Social Media Toolkit

Facebook - <https://www.facebook.com/BYHPServices/>

Twitter - <https://twitter.com/byhpbanbury>

Instagram - <https://www.instagram.com/byhpbanbury>

YouTube - <https://www.youtube.com/channel/UCznsXnHIRvcY4CF4MwPZMbg>

LinkedIn - <https://www.linkedin.com/company/byhp-supporting-young-people-in-housing-need->

Please use the hashtag - #BYHP100in2017 – in all social media posts.

Methods of Donating

If you wish to set up an online donation page then we are registered on:

Virgin Money Giving - <http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1002556>

Local Giving - <https://localgiving.org/byhp>

Just Giving – <https://www.justgiving.com/byhp-supportingyoungpeople>

Just Text Giving – we are able to set you up with a unique text giving code. Get in contact if you would like to take advantage of this service.

Most of the above will have an automatic thank you facility. We would request that you use this to create a personal thank you and add the following from BYHP:

Thank you so very much for your most generous donation. Every single penny makes a huge difference to the work BYHP is able to undertake. BYHP offers advice, family mediation, an employability training course (Unlocking Potential), with job club, as well as a food bank.

We help 200 to 250 young people annually, providing them with the support that they need to change their lives. BYHP is a small local charity and as such relies heavily on the donations and the good will of the community. Any donations such as yours are very much appreciated. Please accept our sincere thanks.

Branding

Below is a copy of the official BYHP 100 in 2017 Fundraising Challenge logo. We are happy for you to use it in any marketing material to promote your fundraising event or activity. A copy was attached to the email along with this pack. Many thanks goes to Kerry Denton at [Yellowbean Graphic Design](#) for the pro bono work provided creating the logo.



Below is a copy of the Official BYHP Logo. As above we are happy for you to use it in any marketing material, however, **please do not use any other versions of the logo or copy it from the website.**



BYHP Purple

Below is a list of the BYHP purple colour codes which can be used when creating any marketing material. All codes represent the same purple colour, but their use will depend on what software you have and which code it requires.

- Hex: # 7D4199
- RGB:125, 65, 153
- Hsl: 281, 40%, 43%
- Hwb: 281, 25%, 40%
- Cmyk: 18%, 58%, 0%, 40%
- Ncol: B68, 25%, 40%

Appendix

1

Sponsorship Form

Donation Form

Monthly Donation Form

These have been included so that you can take them to events you are fundraising at or offer them to anyone sponsoring you who may wish to make a regular donation.



Donation Form

Are you a UK tax payer? - If so remember to tick the Gift Aid box

I would like to support BYHP with the following contribution which could help with:

- £10** Provides a hot lunch for up to 8 young people attending Employability
- £40** funds the provision of counselling for a young person or a family
- £50** helps us provide a session of family mediation as part of our homelessness prevention service.
- £500** helps us finance our housing service which exists to support young people in finding suitable affordable accommodation.

I would like to pay:

Amount BACS Cheque Cash

Title First Name Surname
(or initials)

Address

(this must include your house name or number and postcode
If you intent to Gift Aid the donation)

I want to Gift Aid my donation

Signature

Date

I am happy for my information to be retained in your database

I would like to be included in your Newsletter

Our newsletter is not monthly but sent at times when we feel the information should be shared

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Please notify BYHP if you:

- *want to cancel this declaration
- *change your name or home address
- *no longer pay sufficient tax on your income and/or capital gains.

BYHP (Supporting Young People In Housing Need)
2 Chandos Close, Banbury, Oxon, OX16 4TL

Registered Charity number 1115514

Company Number 5722118

Registered in England



Monthly Donation Form

Are you a UK tax payer? - If so remember to tick the Gift Aid box

Regular monthly donations help to ease the uncertainty BYHP continually faces from the fluctuations of other funding streams.

£10.00 £25.00 £50.00 £100.00 £200.00

STANDING ORDER

To: The Manager

Bank plc (your bank name and address)

Account Name

Sort Code

Account No

Please pay the sum of £

on (date) and monthly thereafter on the same date until further notice.

To the credit of:

BYHP (Supporting Young People in Housing Need)
Account Number: 00014667 Sort Code: 40-52-40
CAF Bank Ltd, 25 King's Hill Avenue, Kings Hill, West
Malling, ME18 4JQ

Signature

Date

Print Name

LEGACY GIVING

Would you consider remembering BYHP in your will? To find out more about legacy giving please phone us on 01295 259 442.

If you '**Gift Aid**' your donation, BYHP can claim back 25 pence from the inland revenue for every £1.00 you give. To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year.

In order to claim Gift Aid on this and any future donations, unless stated otherwise, please complete the information below.

Title First Name

Surname

Address (this must include your house name or number and postcode)

Date

Signature

I am happy for my information to be retained in your database

I would like to receive your Newsletter

Our newsletter is not monthly but sent at times when we feel the information should be shared

Please return to the CEO at BYHP

Appendix

2

Certificate of Participation

Thank you for taking part in "The BYHP 100 in 2017 Fundraising Challenge"

We wish you the best of luck!



Certificate of

Participation

Proudly presented to:

SAMPLE



Appendix

3

Fundraising Questionnaire



BYHP 100 in 2017 Fundraiser Questionnaire

Name:

Address:

Contact Tel No:

Email:

Are you happy to be added to our database? Y N

Are you happy to our newsletter mailing list? Y N

How did you hear about BYHP?

Please tell us more about your fundraising event / activity:

When will this take place?

Where will this take place?

Who else is involved with you event / activity?

What is your fundraising target for this activity?

Having read through the fundraising pack, do you feel you need any other input from BYHP?