

**“We wanted to help at Christmas during the coldest, wettest and saddest time to be homeless. We provided underwear and someone to talk to. Unglamorous support to help restore a person’s dignity.”**

Mary-Lou Sturridge, Hotelier and co-founder StreetSmart



**We’ve been around since 1998, partnering with restaurants and hotels to support local charities to help homeless people over Christmas.**

**24**

years

**100%**

goes to help

**£11.2m**

pounds raised since inception

**23**

cities/regions in the UK

**£1**

can help make a difference to those who need it

**“Unfortunately, homelessness is a very real and growing issue all over the UK. The discretionary £1 donation is a small contribution which can make a huge difference.”**

Mark Birchall, Chef Patron. Moor Hall Restaurant with Rooms.



## HOW IT WORKS

### Simple

During the festive months of November and December a voluntary £1 is added to guest bills at participating hotels.

### Local

At the end of December, the hotel passes on all of these £1s to StreetSmart and we'll use them to support local reputable charities tackling homelessness.

### Giving 100%

Every penny goes to help. Thanks to the support of our partner, LandAid, all funds go towards supporting homelessness projects across the UK.

### Sign up

Go to [streetsmart.org.uk](https://streetsmart.org.uk) and click on hotel sign up. We will send you straightforward instructions and simple cards that explain the scheme to customers.

### Easy

- Place a SleepSmart card in each room in the keycard holder or attach to the receipt on check-out
- Set up epos system to record donations
- Add a voluntary £1 to each guest's bill (exempt of VAT)

### Promote

Follow us, share our stories and yours. We'll give you a platform, too, via our social channels and media partners @streetsmartuk

**“As we welcome many guests through our doors to celebrate the festive season, SleepSmart is a great way to ‘give back’ to those less fortunate, through a simple £1 donation on their room bill. We’re proud supporters.”**

Stuart Procter,  
COO of The Stafford Collection





## TIMES OF CRISIS

According to new government figures, **6,400 households** across England were at risk of 'no fault' evictions between January and March 2022. This number is 25 per cent higher than the same period before the pandemic in 2020 and could grow further still as the **cost of living** crisis bites this winter.

Tackling homelessness is not just about providing shelter from the elements, it is about providing advice, advocacy, education and meaningful occupation, but above all, care within a community that can be called **'home'**.

Across the UK, SleepSmart funds will help rough sleepers access food, shelter and support during the winter months. We also look long term through our partnership with **LandAid** focusing on providing safe, secure and affordable homes for young people who are experiencing homelessness.

By taking part in SleepSmart this year you'll be helping those who need our support now more than ever.

**“Anything we can do to alleviate the pain of homelessness is worthwhile. With SleepSmart it is so easy and 100% of the money goes direct to people most in need.”**

Monica Galetti, Chef and Presenter of Amazing Hotels



**“Being based in the centre of Birmingham we have seen first hand how the pandemic has affected homelessness. It has been devastating for so many, creating more need for these vital funds. Everyone deserves to live in a safe and stable home.”**

Adam and Natasha Stokes,  
Adams Restaurant, Birmingham



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**SLEEPSMART**  
HELPING HOMELESS PEOPLE

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**LandAid**