

The logo for SIFA fireside, with 'SIFA' in a large, bold, white sans-serif font and 'fireside' in a smaller, lowercase, white sans-serif font directly below it.

SIFA
fireside

Homelessness Doesn't Take a Holiday
Summer Fundraising Campaign

SIFA fireside

In our 40 years of experience we have found that, unlike at Christmas, people don't tend to be as concerned about vulnerable people during the summer.

And the reality is that, to some people, homelessness doesn't seem like as serious an issue when the weather is nice.

As a result, donations to homelessness support charities often fade away during the warmer months.

But the issues around homelessness don't go away when the sun shines and this campaign has been created to remind the public that homelessness doesn't fly away when they do.

**Homelessness
doesn't take
a holiday**

Donate today at sifafireside.co.uk/holiday

**SIFA
fireside**

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SIFA
fireside

Homelessness remains a real concern in Birmingham and it is not just limited to those who are sleeping rough on the streets. Hundreds of thousands of people in England are classed as homeless: living in temporary accommodation, rough sleeping or hidden homeless which can include sofa surfing.

Many more people are estimated to be at risk of homelessness or are living in unsuitable housing.

This problem is only expected to escalate as the country faces the challenges of the cost of living crisis.



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SIFA fireside

SIFA Fireside is the main day facility in Birmingham for people who are experiencing or at risk of homelessness. Our Support Centre offers a safe and warm space for people who are rough sleeping or in need of emergency support, where they can access hot food, showers, clothing, emergency accommodation and health and wellbeing services.

But that's not all we do. Our recovery team supports our clients as they move on from homelessness, offering wellbeing groups, legal advice, and employment services, whilst our council-commissioned Adult Support Hub works with vulnerable adults to prevent homelessness across Birmingham.



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The Ask

Will you support SIFA Fireside's Summer Campaign and help us to raise the vital funds that we desperately need to support Birmingham's most vulnerable people?

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Donate today at
sifafireside.co.uk/holiday

Gift donated by One Black Bear

SIFA fireside is registered in England & Wales under charity number 1049728

How can you support SIFA Fireside's Summer Campaign?

Digital Space

Could our campaign feature in your newsletter or on your intranet? Do you have digital signage around your building? Is there banner space available on your website?

Physical Advertising Space

Do you have poster or flyer space in your reception? Is there a notice board for your clients or customers? Do you have a hoarding board outside of your building?

Support us on Social Media

During the campaign, you can share our pinned posts across any of our social platforms to help us increase our reach and to drive donations.

Alternatively, you could create your own social media post, tailor-made for your audience.

Any way that you can help to support our campaign will have a direct, positive impact on the lives of people facing homelessness in Birmingham.

Email fundraising@sifafireside.co.uk for campaign assets.



FAQs

How will we use the funds raised?

Donations will be used to keep the doors open at our Support Centre, from ensuring clients can access a hot shower and a warm meal, to enabling clients easy access to job clubs, art therapy and life skills workshops.

How many people do we support?

In 2022/23, we supported 2,880 people at our Support Centre in Digbeth. On average, we see each client 10 times throughout their journey.

Anything else you need to know?

Get in touch with us at fundraising@sifafireside.co.uk and we'll be happy to answer any questions or arrange a visit.



SIFA fireside

Thank you.



Birmingham You're not alone.

SIFA fireside is a registered charity in England and Wales registration number 1049728 and a company limited by guarantee 03094905.

SIFA fireside
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