



Chartered
Institute of
Housing

Supporting our presidential campaign



Homeful



About the campaign

The Homeful campaign, led by CIH president Jo Richardson will run throughout Jo's presidency from July 2021 to December 2022. The campaign will include a large co-produced action research project exploring housing-led approaches to resolve and prevent all forms of homelessness across the UK.

However, at the heart of Homeful's fundraising endeavour is '22 in 22' - a collection of collaborative activity from everyone across the sector to help us both raise awareness of homelessness and raise money for End Youth Homelessness.

The idea is to get outside and connect with other people. Organisations can sign up to do 22 of anything - see how to fundraise [here](#).



Walking the South West Coast Path

Inspired by Raynor Winn's account of homelessness in her book, The Salt Path, throughout April/May 2022, I'll be walking the South West Coast path. The Salt Path is life-affirming true story, that ultimately looks at the concept of home, how it can be lost, rebuilt and rediscovered in the most unexpected of ways.

Starting on Good Friday, I'll begin walking the 600+ miles of the trail and I will be inviting lots of people to get involved to keep me company. I hope to be joined by a variety of individuals who have faced homelessness across the country. I want to hear more about their experience, understand their story and the challenges they faced. People working across the industry will also be coming along, getting involved in the walk to help raise awareness and increase our fundraising activity.



Jo Richardson
CIH president

How can you get involved in '22 in 22'?

We are looking for sponsorship for Jo's fundraising walk. Sponsoring will give your organisation brand and social media exposure as well as showing your support for this important charity and the CIH presidential campaign.

We have a number of sponsorship opportunities to suit a range of budgets.

Title sponsor

A prestigious opportunity to truly show your support of Homeful with exclusive sponsorship of the overall coastal path walk.

- Naming rights, for example 'sponsors name South West Coastal Path Walk'
- Your logo on all pre-event publicity, including all social media posts, website pages, pre-event emails and press releases
- Your logo on the event t-shirts worn by Jo, with daily social media posts on progress.

£5,000

Day sponsor

Sponsor one, two or more days of the Homeful coastal path walk to show your support for End Youth Homelessness.

- Your logo on all pre-event publicity, including all social media posts, website pages, pre-event emails and press releases
- Your logo on the event t-shirts worn by Jo on the day of the sponsorship with daily social media posts on progress

£1,250
FOR ONE DAY

£2,000
FOR TWO DAYS

*If sponsorship donations are made directly to [Homeful JustGiving page](#), then no VAT is payable.

How to book your sponsorship

You can speak to Jo directly by emailing homeful@dmu.ac.uk.
Or call one of our sponsorship team to secure your sponsorship

Kirsty Bates

Exhibition and sponsorship officer

E: kirsty.bates@cih.org

or

Chris Rolston

Exhibition and sponsorship officer

E: chris.rolston@cih.org



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