



GET INSPIRED...

This August, step up and help end homelessness locally.

SSJ.ORG.UK

the society of
st James >
believing in your future

The Society of St. James 125 Albert Road South, Southampton, SO14 3FR
A Company limited by guarantee and registered in England No. 03009700
Housing Association No. LH4337. Registered Charity No. 1043664

WELCOME TO THE SSJ 150,000 STEP CHALLENGE

Thank you for stepping up! By registering your business, you are joining corporate teams across Hampshire each walking 150,000 steps throughout August (roughly 5,000 steps a day).

Every step your team takes becomes a path out of homelessness. By getting involved, you turn everyday routines into life-changing solutions right on your doorstep.

What's inside your digital pack:

- 31-day step tracker: A printable milestone log for staff to tick off their daily progress.
- Office leaderboard: A printable wall chart to track steps by department and spark friendly competition.
- Extra summer fundraising activities that you can do whilst you are getting your steps in such as lunchtime walking club.
- Eye-catching promotional inserts with space for your JustGiving QR code.

3 Quick Steps to Kickstart Your Campaign

1. Launch your page: If you haven't already set up your Just Giving page don't worry, [click here](#) to visit the campaign page and simply click start fundraising to set up your business page. Ensure to set your target to your teams £500 fundraising target.
2. Print and display: Hang the challenge posters and tracking scoreboards in your staff kitchen or high-traffic areas to ignite office-wide engagement.
3. Get social: Capture your team walks, share your progress, and tag us @societyofstjames so we can celebrate your impact!

Every step brings someone closer to a safe place to call home. With your help we can help homelessness locally.

More information at: [SSJ.ORG.UK](https://ssj.org.uk)

HOW YOUR STEPS CREATE CHANGE

The Society of St James is a Hampshire-based charity that exists to end homelessness locally. Since 1972, we have provided vital support to thousands of individuals experiencing homelessness. We need your help to continue to provide these vital services and end homelessness.

We believe it's a moral human right to have somewhere safe to live and the right to be treated with dignity. We believe that people can change their lives for the better with the right help, and we believe that everyone deserves not just a second or third chance, but as many as it takes to enable them to change their lives for the better.

Here at the Society of St James, we help people in a way that understands and responds to their past experiences. Find out more at SSJ.org.uk.

Trust is a business asset. Partnering with a credible, values-led charity like Society of St James can strengthen your brand story, demonstrate social impact, and build authenticity with customers, employees, and the wider community. It would be wonderful if you company would match fund your fundraising efforts = double the impact.

Here's how your donations could help

£250 - could support tailored activities that build skills, confidence, and opportunity

£100 - could contribute to rent deposit or interview clothing

£50 - could provide essentials like clothing or toiletries

More information at: SSJ.ORG.UK



THE SSJ 150,000 STEPS CHALLENGE Official Office Tracker.

Every step helps end homelessness locally

Track your team or department's weekly steps below. Turn everyday office routines into life-changing local support to help end homelessness person by person.

TEAM / DEPARTMENT NAME	WEEK 1 STEPS	WEEK 2 STEPS	WEEK 3 STEPS	WEEK 4 STEPS
.....
.....
.....
.....
.....
.....
.....
.....
.....

Please submit your team's final milestone totals and workplace fundraising donations to **fundraising@ssj.org.uk** at the end of the month. Thank you for your incredible support! Dont forget to put your weekly score on the group whatsapp (join below) so other local companies know what your team have achieved.



THE SSJ 150,000 STEPS CHALLENGE

Individual daily step tracker

Each step helps end homelessness locally

Name: Department/Team:

TIMELINE	MON	TUE	WED	THU	FRI	SAT	SUN	WEEKLY TOTAL
Week 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Week 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Week 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Week 4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
GRAND TOTAL CHALLENGE STEPS:								<input type="text"/>

Every step you log counts toward your team total and helps us provide housing, essential support, and a brighter future for individuals facing homelessness. Thank you for being part of the solution to ending homelessness locally.



FUNDRAISING IDEAS

What type of fundraising events can you do?

You can do any type of fundraising event that works for you as long as it is legal, open, honest and respectful. However, if you're not sure, we've included some fundraising event ideas, tips on how to set them up, and posters that you can use to promote them in this pack.

Why not invite us for a chat and introduce some fundraising ideas to your team?

To arrange a visit from us to talk to your team, please email fundraising@ssj.org.uk or visit ssj.org.uk/support-us-fundraising/ for more ideas.

Ready to make your steps challenge fundraiser unforgettable?

Click the link [here](#) to check out our legal pack, it's everything you need to stay safe, legal, and set up for success.

Let's make your impact count!

"Thank you for choosing the Society of St James. With your support we can end homelessness locally, person by person. We are truly grateful to have you on this journey with us, and we can't wait to see how your fundraiser unfolds. Don't forget to share your efforts on social media and tag us @societyofstjames - we'd love to celebrate your company's impact with our community."

Tania Marsh, Chief Executive

More information at: [SSJ.ORG.UK](https://ssj.org.uk)

HOW TO PLAN YOUR LUNCHTIME PACING CLUB

Taking Part.

Your challenge: get away from your desk and get moving! You can track your steps as an individual, but it's much more fun together. Organise a daily or weekly 20-minute group walk at lunch to easily clear 2,000 to 2,500 steps. Share your team photos and step milestones by tagging SSJ on social media or emailing fundraising@ssj.org.uk.

Spread the word.

Get everyone involved, you don't have to be a fitness expert to take part. Challenge different departments or office floors to see who can recruit the most walkers! Promote your club and let everyone know your company is taking on the challenge by sharing group photos on social media, including a link to your corporate JustGiving page. Tag [@societyofstjames](https://www.instagram.com/societyofstjames) and include your week's total step count in the caption.

Collecting donations.

Participants contribute a minimum £5.00 entry donation to join the office pacing club for the month of August. People can contribute their donations by using the unique JustGiving QR code on your office fundraising poster, or you can collect cash donations internally and submit them after the challenge. Ensure your company's team page links directly to SSJ's main steps challenge JustGiving page. For support on setting up your page, please contact us at fundraising@ssj.org.uk.

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THE SSJ STEPS CHALLENGE

JOIN THE LUNCHTIME PACE GROUP



When & Where



Days:



Time:



Meeting Point:



Why lace up your trainers at lunch?

- **Easy step boosting:** Bank an effortless 3,000 to 4,000 steps before your afternoon even begins!
- **Healthy competition:** Help your department climb to the top of the official SSJ steps challenge scoreboard.
- **Fresh air & focus:** Trade your desk for a screen break, and return with a massive energy boost.
- **Walk for a cause:** Every single step we take helps The Society of St James end homelessness locally.

£5.00 entry donation to join



HOW TO PLAN YOUR STRAVA STEP-OFF CHALLENGE

Taking Part.

Your challenge: track your progress and climb the your company leaderboard! Employees download the free Strava app on their smartphones or connect it to their smartwatches (like Apple Watch, Fitbit, or Garmin). Have everyone join a private "Company Club" on Strava to track the team's collective steps. Share a screenshot of your weekly distance or your favorite walking routes by tagging SSJ on social media or emailing fundraising@ssj.org.uk.

Spread the word.

Get everyone involved every lunchtime walk, dog walk, or active commute counts toward the team total. Challenge different departments to see who can clock the most active minutes or steps by August 31st! Promote your workplace leaderboard internally and share updates on social media, including a link to your JustGiving page. Tag [@societyofstjames](https://www.instagram.com/societyofstjames) and show your network how your steps are creating pathways out of local homelessness.

Collecting donations.

Participants contribute a minimum £5.00 entry donation to join the Strava step off challenge for the month of August. People can contribute their donations by using the unique JustGiving QR code on your office fundraising poster, or you can collect cash donations internally and submit them after the challenge. Ensure your company's team page links directly to SSJ's main Step Challenge JustGiving page. For support on setting up your page, please contact us at fundraising@ssj.org.uk.

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THE STRAVA STEP-OFF



Days:



Time:



Meeting Point:

£5

Donation
to SSJ



Strava Step-Off: How It Works



1

Get started: Download the free Strava app. Connect your smartphone or smartwatch (Apple Watch, Fitbit, or Garmin).

2

Join your club: Join your private "Company Club" on Strava to track your team's collective miles.

3

Every mile counts: Every lunchtime walk, dog walk, or active commute counts. Climb the corporate leaderboard by August 31st!

4

Share your route: Tag SSJ with screenshots of your weekly distance or favourite walking routes on social media or email fundraising@ssj.org.uk.



SSJ.ORG.UK

HOW TO PLAN YOUR SMART SHOES TO TRAINERS DAY

Taking Part.

Your challenge: ditch the office dress code and lace up to end homelessness locally! Host a specific day (or a weekly Friday) in August where everyone swaps their formal work shoes, heels, brogues, or smart boots for their favorite walking trainers, running shoes, or activewear. The goal is comfort and encouragement to step up - inspiring staff to walk to work, take the stairs, or go for a stroll at lunch. Consider inviting some of your client to come along on your walk, you can demonstrate your social impact whilst doing some valuable networking.

Spread the word.

Get everyone involved - this challenge requires no intense fitness levels, making it completely inclusive for every single member of your team. Use your internal Slack, Teams, or company email to announce the date and remind everyone to wear their most colourful or comfortable trainers. Post your team's casual-dress photos on LinkedIn or social media to show your clients how your business is stepping out of its comfort zone to support the community. Tag @societyofstjames and link to your corporate JustGiving page.

Collecting donations.

Participants make a minimum £5.00 donation. To make it a bit more competitive, you can offer a small prize for the "Most Stylish Trainers" or the "Best Pre-Loved Trainers," with entry to the vote costing an extra pound. Staff can easily scan the QR code on your office posters to chip in their donation, or you can collect funds directly on your main company link. For any support, contact us at fundraising@ssj.org.uk.

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SMART SHOES TO TRAINERS DAY



YOUR CHALLENGE

Ditch the office dress code and lace up to end homelessness locally!

Host a specific day (or a weekly Friday) in August where everyone swaps their formal work shoes for their favourite walking trainers. The goal is comfort and encouragement to step up - inspiring staff to walk to work, take the stairs, or go for a stroll at lunch.

When & Where



Days:



Time:



Meeting Point:

HOW TO PLAN YOUR STRAVA SHAPE'S

Taking Part.

Your challenge: track a custom route to draw a shape chosen by your donors, or consider challenging your clients to come along whilst you are walking the shape they have requested. This is a fun, creative twist on your daily steps using Strava's GPS route-tracking timeline. The participant then uses their Strava map to trace out the route on foot to claim the donation. Share your completed GPS "Strava Art" screenshots by tagging SSJ on social media or emailing fundraising@ssj.org.uk.

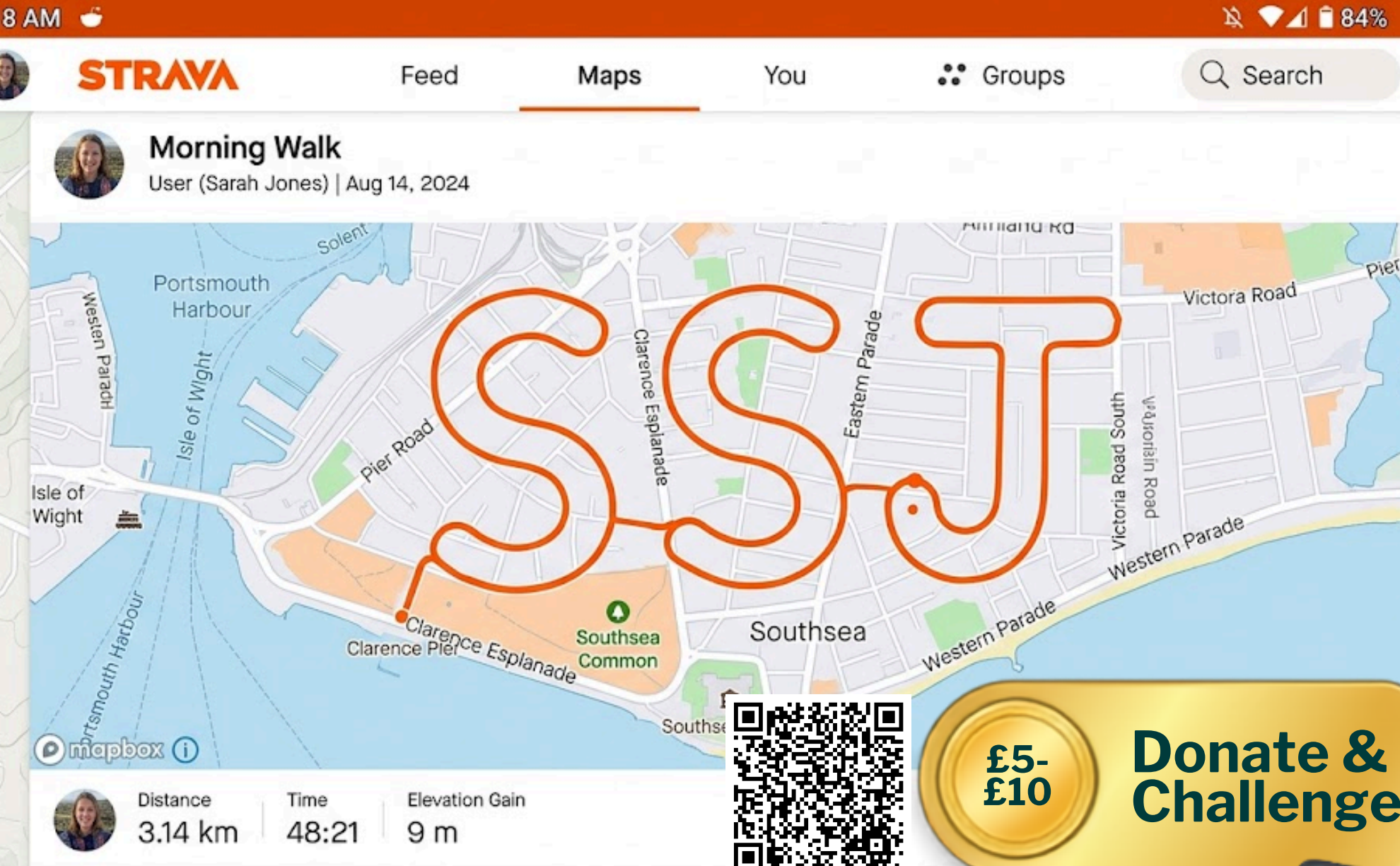
Spread the word.

Get everyone involved! Share on LinkedIn or internal Teams channels! Post a board digitally or in the office showing who has been challenged and what shape they need to walk. Share the hilarious or highly impressive completed Strava maps on your corporate social media channels to show your network how your business is combining creativity with community support. Tag [@societyofstjames](https://www.instagram.com/societyofstjames) and include a link to your JustGiving page so other supporters can lay down their own shape challenges.

Collecting donations.

Supporters "buy" a shape challenge by making a donation directly to your company's JustGiving page (e.g., £5 for a simple shape like a square, £10 for a complex one like a star or a word). In the donation comment section, the donor writes the name of the employee they are challenging and the shape they want walked! Once the employee completes the walk and posts the GPS map proof to Strava, the bounty is officially claimed. For support setting up your JustGiving challenge tracking, contact us at fundraising@ssj.org.uk.

THE STRAVA SHAPE CHALLENGE



How It Works

1

A donor picks a shape and challenges you to walk it using Strava GPS tracking.

3

Complete the walk and screenshot your Strava GPS art as proof!

2

Plan your route on a map to trace the shape with your steps.

4

Share your completed shape on social media and claim the donation!



HOW TO LINK YOUR STRAVA ACCOUNT TO JUST GIVING.

Track your progress • Share your journey • Inspire donors

Link your company or department's Strava account directly to your JustGiving page so colleagues, clients, and supporters can see your real-time challenge walks, routes, and progress automatically!

Quick Setup Guide:

1. Log in: Go to JustGiving and open your company or department's active SSJ Steps Challenge page.
2. Connect: Scroll down your dashboard and click the "Connect to Strava" button.
3. Authorise: Log into Strava and click "Authorise" to allow JustGiving to sync your activities.
4. Select "Walks": Set your fitness preferences to sync "Walks" so only your challenge miles post to your fundraising timeline.

Engaging tips for businesses

- Create a workplace club: Set up a free, private company "Club" on Strava. It builds an instant corporate leaderboard so different departments, offices, or teams can see who is in the lead!
- Name your corporate walks: Change standard activity titles from "Lunchtime Walk" to something engaging like "The Sales Team completing up 4,000 steps for SSJ! "
- Snap a team pic: Add a quick photo of your workplace walk (an office group selfie, your local lunch route, or your team out in their trainers) to your Strava activity. It will cross-post to JustGiving to catch corporate donors' attention!

Need Help? Email fundraising@ssj.org.uk and our support team will get you sorted!

JOIN OUR SSJ STEP CHALLENGE BUSINESS WHATSAPP GROUP.

Want to see how other local businesses and departments are doing?

We've set up a dedicated WhatsApp community hub specifically for our corporate teams, offices, and business partners taking part in the SSJ steps challenge! It's an excellent, fast-paced space to boost workplace morale, foster healthy competition, and network with other organisations supporting a great cause.

Why should your team join the group?

Fuel the competition: Share live updates from your workplace step charts and see how your department stacks up against other local businesses.

Showcase your fundraising ideas: Drop in photos of your team out on a "Smart Shoes to Trainers" day, group lunch walks, or active commuting.

Real-time motivation: Keep your employees engaged throughout the summer with instant milestone celebrations and step-count inspiration from the wider corporate community. It's a supportive space to keep your office moving, connected, and driven all through August.

How to join:

Scan the QR code below using your smartphone camera, or click the direct link in your corporate welcome email to drop your team straight into the chat!

Yes, I want to join the Society of St James Community Group on WhatsApp. > By scanning the QR code and joining you agree to receive updates, photos, and group messages from us. Please note: Because this is a standard WhatsApp Group, your phone number and profile picture will be visible to other members of the group. You can leave the group or opt out of messages at any time.

