



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 for this challenge, you are joining participants across Hampshire each person aiming to walk 150,000 steps throughout August (which breaks down to a completely manageable roughly 5,000 steps a day).

Every step you take help to become 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 you to tick off your daily progress.
- Extra summer fundraising activities: Fun things you can do while getting your steps in, such as our "Stroll & Natter" social walks.
- Sponsorship support: Step-by-step guidance on how to set up an online JustGiving page or use a traditional physical sponsorship form.

3 Quick steps to kickstart your campaign

1. **Launch your page:** If you haven't already set up your JustGiving page, don't worry! [Click here](#) to visit the campaign page and simply click "Start Fundraising" to set up your personal page. Ensure to set your fundraising target to your £100 target. Alternatively you can use our sponsorship form to collect online donations. [Click here](#) to print.
2. **Print and display:** Hang your challenge tracker on your fridge, notice board, or a high-visibility area in your home to keep your daily target in the front of your mind.
3. **Get social:** Capture your scenic walks, share your weekly progress, and tag us @societyofstjames so we can celebrate your incredible impact!

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

More information at: [SSJ.ORG.UK](https://www.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.

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



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.

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 impact with our community."

Tania Marsh, Chief Executive



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



THE SSJ 150,000 STEPS CHALLENGE

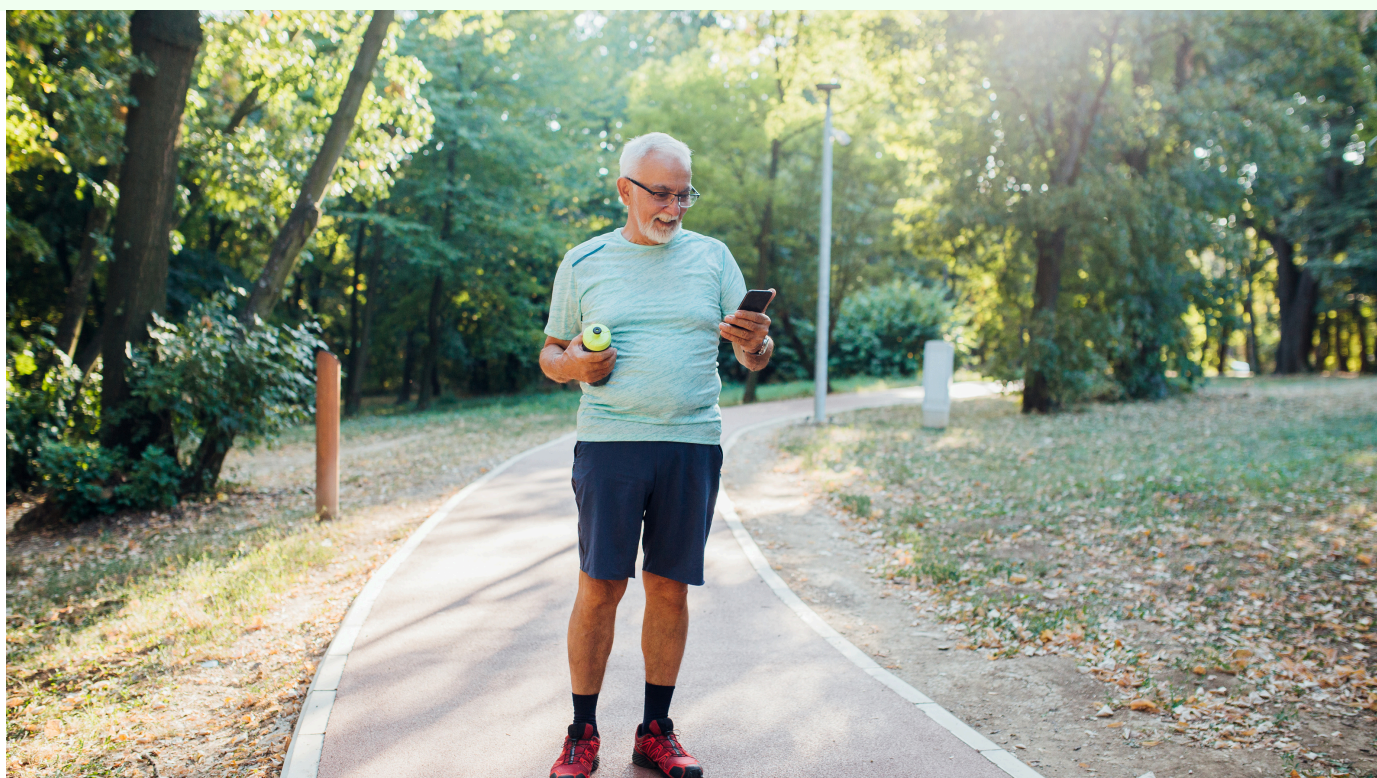
Individual Daily Step Tracker

Every step help end homelessness.

Name:

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 take 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.



HOW TO PLAN YOUR STOLL AND NATTER

Taking Part.

Your challenge: swap a traditional sit-down chat for a scenic, comfortable walk! You can track your steps entirely as an individual, but it's much more fun together. Organise a weekly or bi-weekly 20-minute group walk with friends, neighbours, or family members at a local park, beachfront promenade, or nature reserve to easily clear 2,000 to 2,500 steps. Share your beautiful scenery 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. Invite friends, former colleagues, or local clubs to see who can join you on your outings. Promote your walk and let everyone know you are taking on the challenge by sharing group photos on social media, including a direct link to your personal JustGiving page. Tag @societyofstjames and show your network how your miles are creating pathways out of local homelessness.

Collecting donations.

Participants or supporters can contribute a minimum £5.00 entry donation to join or sponsor your social walking club for the month of August. People can contribute their donations by donating to your JustGiving page, or you can collect cash donations in person and submit them using your paper form after the challenge.



HOW TO PLAN YOUR STEPPING DOWN MEMORY LANE

Taking Part.

Your challenge: revisit a meaningful location and walk through your history! You can track your steps entirely as an individual or invite a close friend, neighbour, or family member along. Choose a day during August to complete a portion of your steps somewhere sentimental or historically interesting to you - such as the street you grew up on, your old school grounds, a historic local park, or a favorite seaside town promenade. Keep the pace conversational and gentle. The goal is to focus on memory sharing and nostalgia as you accumulate 2,000 to 3,000 steps on your track.

Spread the word.

Get your family and friends involved! Before you take your walk, announce your "Memory Lane" destination to your loved ones via text, email, or a phone call, and let them know you are taking this trip in aid of the SSJ steps to end homelessness challenge. While on your route, snap a photo of a landmark that brings back a great memory. Share the picture directly inside our group WhatsApp Group (details below) or on your personal Facebook page! Tag @societyofstjames and use your caption to share a brief, heartwarming story about what that location means to you.

Collecting donations.

Supporters "sponsor a memory" by making a donation to your personal JustGiving page or signing your paper sponsorship form. To make it fun and interactive, ask friends and family to make a donation of £5.00 or £10.00 to guess how many total steps it will take you to complete your historic loop. Alternatively, family members can "buy a memory" by donating to request that you walk past a specific childhood house or favorite old landmark on your route and send them a picture. For any support setting up your donation tracking or forms, contact us at fundraising@ssj.org.uk.



HOW TO PLAN YOUR STRAVA SHAPE'S

Taking Part.

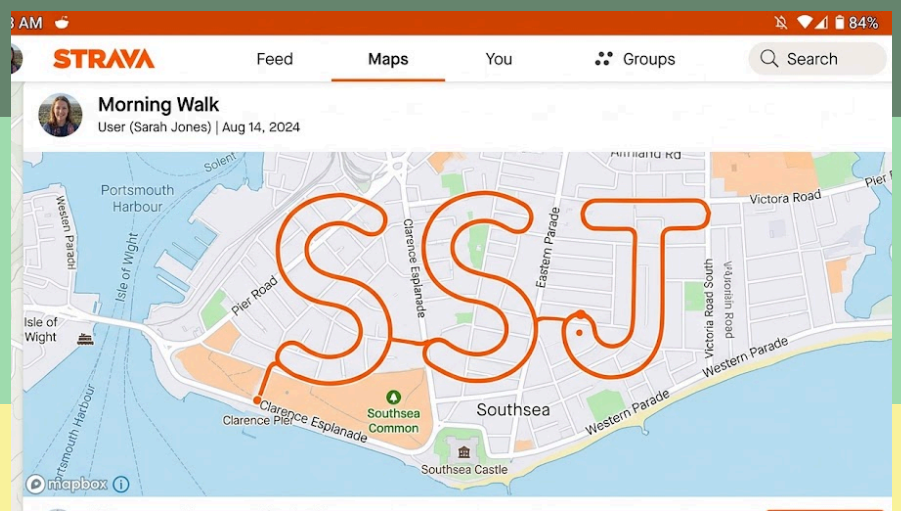
Your challenge: track a custom route to draw a shape chosen by your donors! This is a fun, creative twist on your daily steps using Strava's GPS route-tracking timeline. A friend, family member or neighbour makes a donation and challenges you to walk a specific shape or word on their next outing - like an arrow, a heart, a house, or even spelling out "SSJ". 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.

How it works.

1. A donor picks a shape and challenges you to walk it using Strava GPS tracking.
2. Plan your route on a map to trace the shape with your steps.
3. Complete the walk and screenshot your Strava GPS art as proof!
4. Share your completed shape on social media and claim the donation!

Collecting donations.

Supporters "buy" a shape challenge by making a donation directly to your JustGiving page or using your sponsorship form (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 shape they want walked! Once you complete the walk and post the GPS map proof, the bounty is officially claimed.



HOW TO COLLECT DONATIONS

Simple step by step setting up JustGiving:

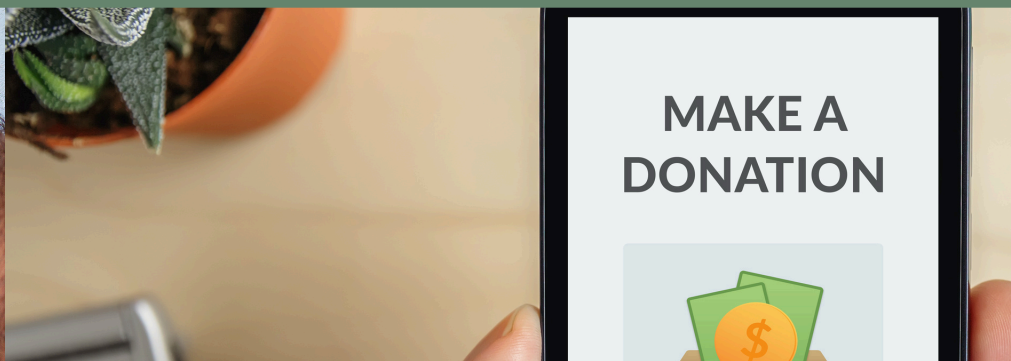
1. Visit the Campaign Page: [Click Here](#) to go directly to our official campaign hub.
2. **Start Fundraising:** Once the page loads, look for the orange button located in the left-hand corner that says "Start Fundraising" and click it.
3. **Fill in your details:** Complete the few basic details requested on the screen. Everything else regarding the charity and the event is already automatically set up for you! Ensure to set your £100 fundraising target(or more).
4. **Publish and share:** Click publish to make your page live. You can now start sharing your unique webpage link with your loved ones via email, text message, or Facebook so they can sponsor your journey.

Prefer paper?

If you prefer not to use computers or would rather collect cash and cheque donations directly from neighbours, friends, and family, then [click here](#) to print our sponsorship form

Tips for collecting offline donations:

- Keep it handy: Carry your paper sponsorship form with you when visiting friends, attending community groups, or chatting with neighbours.
- Gift aid it: Encourage your sponsors to tick the "Gift Aid" box on the form if they are a UK taxpayer. This allows the government to add an extra 25p to every £1 they donate, at absolutely no extra cost to them!
- Submitting your funds: Once the challenge is over and you have collected your sponsorship money, you can drop the cash or a cheque (made payable to The Society of St James) into our main office, or call us for help submitting it over the phone.



HOW TO LINK YOUR STRAVA ACCOUNT TO JUST GIVING.

Track your progress • Share your journey • Inspire donations

Link your Strava account directly to your JustGiving page so your friends, families and supporters can see your real-time challenge walks, routes, and progress automatically!

Quick Setup Guide:

1. Log In: Go to JustGiving and your active SSJ steps to end homelessness 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 your walks

- Name your walks: Change standard activity titles from "Morning Walk" to something engaging like "Clocking up 5,000 steps for SSJ! ☀️"
- Snap a pic: Add a quick photo of your walk (a smiling selfie, a beautiful local flower, or your favorite trainers) to your Strava activity. It will cross-post to JustGiving to catch your donors' attention!

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



JOIN OUR SSJ STEP CHALLENGE WHATSAPP GROUP.

Want to see how other local participants are smashing their targets?

We've set up a dedicated WhatsApp community hub specifically for our challenge teams and individuals taking part in the SSJ steps to end homelessness challenge! It's an excellent, supportive space to boost morale, share lovely walking routes, and connect with others supporting a great cause.

Why should you join the group?

- **Fuel the motivation:** Share live updates from your personal step charts and cheer each other on.
- **Showcase your walks:** Drop in photos of your scenic strolls, morning trails, or completed memory walks.
- **Real-time support:** Keep your momentum going throughout the summer with instant milestone celebrations and step-count inspiration from the community.

How to join:

Scan the QR code below using your smartphone camera, or click the direct link in your welcome email to drop 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.

