



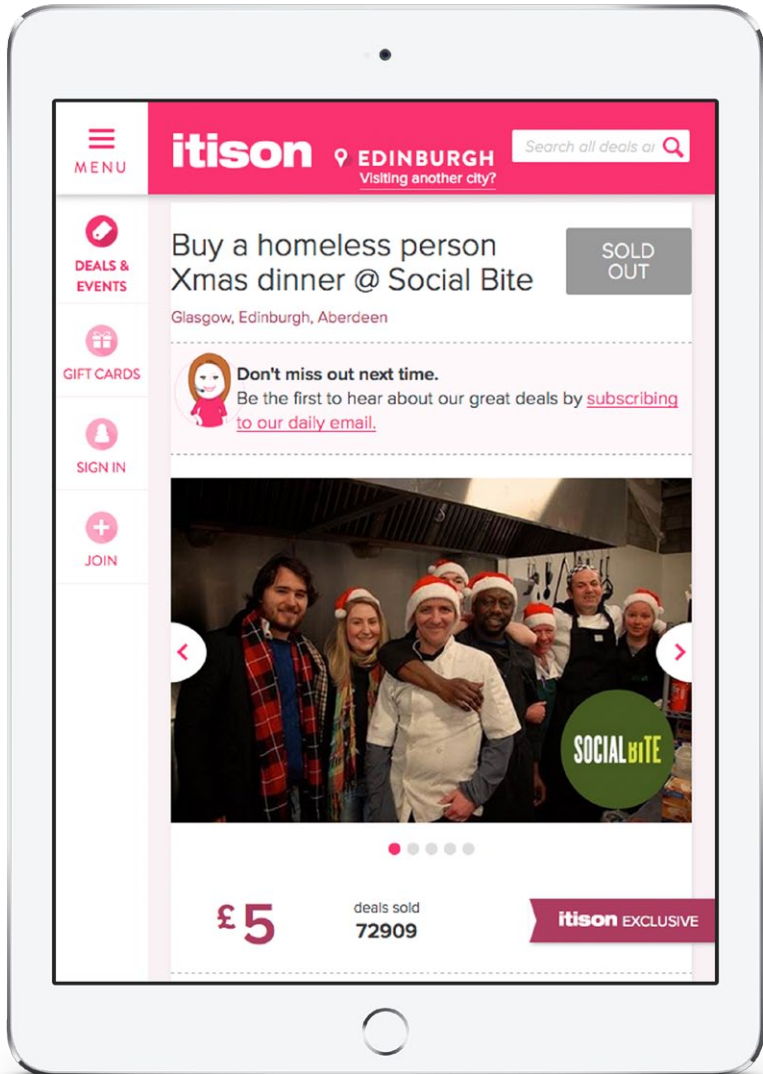
**SOCIAL**BiTE

# CEO SLEEP OUT

**THURSDAY DECEMBER 15TH,  
CHARLOTTE SQUARE EDINBURGH.  
7PM - 7AM.**

FOR THE LAST TWO YEARS  
SOCIAL BITE HAVE TEAMED  
UP WITH **ITISON.COM**  
TO FEED THE HOMELESS  
ON CHRISTMAS DAY  
AND THROUGHOUT THE  
FOLLOWING YEAR.

In 2014 the public donated a staggering **35,000 meals** for the homeless. In 2015 a truly incredible **72,900 meals** were banked for homeless people in Scotland and refugees overseas. This has allowed us to feed the homeless in 3 cities every day for two years.



# **THIS YEAR WE ARE RAISING OUR AMBITION - AND WE NEED YOUR HELP.**

This year we want to take the campaign beyond giving out food and fundraise to break the cycle of homelessness for good. With your help, we are raising money this Christmas for employment programs for Scotland's most vulnerable people. We also plan to build a village with houses built from shipping containers, for 20 homeless individuals to live for 12 months. This village will not only put roofs over people's heads but will also be paired with full support to help them get back on their feet.

So please read on and find out how you can partner with Social Bite and Itison and what you will be helping to achieve.

**SOCIAL BITE ARE INVITING  
100 LEADING SCOTTISH  
CEO'S TO SLEEP OUT ON A  
COLD SCOTTISH WINTER  
NIGHT IN AID OF OUR WORK  
WITH THE HOMELESS.**

100 of Scotlands 'great and the good' will brave the elements to raise funds for innovative solutions to Scotlands homelessness problem. The sleep out will take place in Charlotte Square, Edinburgh, with tea, coffee and bacon rolls the only comforts to get you through the night.

Christmas is a time of year where we eat, drink and are merry with our families and friends. But it is also an incredibly lonely and harsh time for our homeless populations. This event will be the first time the most elite members of Scottish society experience for one night what the homeless community go through and all funds raised will go to breaking the cycle of homelessness for good. 100 business leaders from The Scottish Business Awards network will be invited to take part in the challenge, meaning it's a networking occasion of the likes that have never been seen before.

# WHAT YOU WILL FIND?



Tea, Coffee & Breakfast  
Rolls served throughout the night  
from Social Bite



Sleeping Bags &  
Outdoor Gear  
provided by Trespass



100 other Business Leaders  
braving the cold to make  
a difference



An Event Management  
team and safe environment  
for all participants



An experience that will live with you  
forever and a real insight into the  
issue of homelessness

**The CEO that raises the most money will get a free table for 10 for their company at The Scottish Business Awards 2017** - Scotland's largest and most exciting business event. Previous speakers have included President Bill Clinton, Sir Richard Branson, George Clooney and this year - Leonardo Di Caprio.

# WHAT WILL THE FUNDS RAISED DO?

The funds you raise for the challenge will support the following aspects of Social Bites work, creating a 360 degree solution to homelessness:

## CHRISTMAS DINNERS

Social Bite opens up all its locations in Edinburgh, Glasgow and Aberdeen to provide a nationwide Christmas dinner and company for the homeless. Your funds will help provide a hot dinner and presents on Xmas eve and Xmas day in these three cities.



## MEALS FOR THE OTHER 364 DAYS

Social Bite provides free food to the homeless every day we are open to the public. So your funds will support us in never turning a homeless or hungry person away for a warm meal and some conversation throughout the year.





## THE SOCIAL BITE ACADEMY

Social Bite has an academy program that takes people from the streets of Scotland and through a 4 year training and employment program, supporting them into full time employment. The funds you raise will break the cycle of homelessness for good through this ground breaking employment program.



## EMPLOYMENT SUPPORT

Alongside the jobs we offer to the homeless, we need to provide extensive support. This includes counselling, exercise classes, budgeting, mindfulness and addiction support. This is essential in helping the individuals succeed in their jobs, and funds raised will provide this comprehensive support function.

## WHAT WILL THE FUNDS RAISED DO?

### BUILDING THE SOCIAL BITE VILLAGE

We plan to tackle the problem head on by building a Social Bite Village and put roofs over people heads and a supportive environment around them. In 2017 we will be building accommodation from shipping containers for 20 people currently living in temporary accommodation, as well as a central support hub.

This will make Social Bite a full service homelessness solution, spanning from housing to employment and everything in between. Your funds will help us get there.







**TO PARTICIPATE PLEASE CONTACT  
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**FIND OUT MORE AT**

**[www.social-bite.co.uk](http://www.social-bite.co.uk)**