



100 MILE CHALLENGE



1ST SEPTEMBER - 10TH OCTOBER

FUNDRAISING PACK

KICKSTART YOUR 100 MILE CHALLENGE

WELCOME TO SOCIAL BITE'S 100 MILE CHALLENGE!

This guide has everything you need to kickstart your 100 Mile Challenge, how to supercharge your fundraising, and why every donation you collect can help to break the cycle of homelessness.

STARTING YOUR CHALLENGE

The 100 MILE CHALLENGE starts on 1st September. You will have 40 days to cover 100 miles for homelessness. The challenge ends on World Homeless Day on 10th October.

By taking on this challenge, you'll be adding your voice to call for an end to homelessness and make a positive impact on the lives of the most vulnerable people in our society.

ENDING ON WORLD HOMELESS DAY

World Homeless Day has been observed on 10th October since 2010. The purpose of World Homeless Day is to bring attention to the needs of people who are experiencing homelessness locally and provide communities and organisations with opportunities to learn more about the issue and make an impact through fundraising.

Together, we can break the cycle of homelessness.



THANK YOU FOR YOUR SUPPORT

YOUR SUPPORT HELPS TO BREAK THE CYCLE OF HOMELESSNESS

By taking on the 100 Mile Challenge you are joining the movement to end homelessness. You will see the tangible impact of your fundraising in provide a solution to one of society's biggest issues.

Your fundraising will support societies most vulnerable people in the following ways:



HOMES Social Bite Villages is an innovative, highly supported, community accommodation model for people with an experience of homelessness.

Each village includes 10-15 modern homes and a shared community hub, with ongoing support residents build stable, independent lives.

Our Social Bite Village in Edinburgh opened in 2018 and has supported over 100 residents. Our second Social Bite Village in Rutherglen opened in 2026 and we are working to roll out our Social Bite Village model across more locations across the UK.



JOBS At Social Bite, we have learned first-hand the transformative power a job with support can have for someone who has experienced homelessness and trauma. That's why we've created 'Jobs First', an initiative that has helped revolutionise how people who have experienced homelessness access job opportunities across the UK. To date over 100 people have been supported through our JobsFirst programme.

By taking on the 100 MILE CHALLENGE, you'll be helping more people who've experienced homelessness back into employment. Your fundraising will be helping to provide real job opportunities that make people feel safe, supported and empowered.



FOOD We believe food is not only a basic human right, but a powerful tool to build positive relationships with people that can lead to ongoing support and pathways out of homelessness. Our free food services and support is delivered from our coffee shops right across the UK.

Your 100 MILE CHALLENGE will help us to provide around 150k items of free food and drink each year to people who are vulnerable or experiencing homelessness.

MAXIMISE YOUR FUNDRAISING

There are so many ways that you can maximise your fundraising and galvanise the support of your friends, family, colleagues and customers whilst you complete your challenge.

SET A TARGET

Setting a fundraising target gives you a goal to reach for, helps to keep you motivated, and shows your supporters your progress. If you find that you smash your initial fundraising target, you can raise it at anytime to reach for a new goal. Take a look at the next page to see some examples of the things that your fundraising could help to pay for.



As you climb our fundraising leaderboard, you might also be eligible to unlock our amazing fundraising rewards.

PERSONALISE YOUR FUNDRAISING PAGE

Make sure that you update your fundraising page to include your own profile picture and story. It's important to share with your friends and family why you have decided to take on the 100 MILE CHALLENGE and why you have chosen to fundraise for Social Bite. Sharing your personal story helps to make your challenge really resonate with your supporters, which can have a big impact. Our experience shows that personalised fundraising pages can raise over twice as much as non-personalised ones.



UNLOCK FUNDRAISING REWARDS



RAISE £50

Claim your
Social Bite t-shirt*



RAISE £200

Claim your Social
Bite mug or
water bottle*



TOP 10 FUNDRAISERS

Claim your Social Bite
hoodie*

*For teams, these fundraising rewards are unlocked when the team fundraising total is equivalent to each team member raising the stated monetary threshold. E.g. When a team of three people reaches team total of £300 in fundraising, they will be eligible to receive the Social Bite T-shirt reward.

WHAT YOUR FUNDRAISING COULD MAKE POSSIBLE

£5

could buy a meal and supportive conversation at Social Bite for someone experiencing homelessness



£50

could buy a good quality weatherproof jacket or shoes



£150

fund the sit-in supper for one session of our Glasgow women's group



£250

cover the cost of a mixed sit-in supper at our Aberdeen coffee shop



£1K

could buy brand new living room furniture for a house in the Social Bite Village



£2.5K

could the cost of delivering Social Bite's free food services in Edinburgh, Glasgow & Aberdeen for a week



£5K

could help fund an employment program to help someone in a situation of homelessness to find a job



SUPERCHARGE YOUR FUNDRAISING

SHARE, SHARE AND SHARE AGAIN

The 100 MILE CHALLENGE is a 40 day long event, so make sure that you share a link to your fundraising page on all of your social media channels multiple times throughout this period. One social media post might not reach everyone in your network, so re-sharing can help to capture people who might not have seen it the first time, or prompt those who have been meaning to donate to your page but haven't yet got around to it.

You could also add a link to your fundraising page in your Twitter bio, Linktree, or as a pinned post on your profile.



DON'T FORGET ABOUT EMAIL

You may have friends and family members who do not use social media but would still love to hear about what you're doing. Why not send an email update to your contacts or around your work colleagues to let them know about your challenge and share the link to your fundraising page.

You could also add this link to your email signature along with a short explanation of your challenge. This is a great unobtrusive way to encourage support throughout your challenge period.



GET SNAPPING

Make sure that you document your progress during your challenge and take photos and videos whilst you're training or completing your mileage. Uploading these to updates to your fundraising page and social media is a great way to encourage your friends and family to cheer you on and sponsor you as you edge closer to your goal.



We'd also love to share your progress!

Share your pics with us by tagging us on social media or email them to 100milechallenge@social-bite.co.uk

SUPERCHARGE YOUR FUNDRAISING

COLLECTING CASH DONATIONS

You might be able to capture even more donations by using a good old sponsorship form and doing the rounds in your office, school or community group. You can add details of any offline donations to your fundraising page so that they are still tracked in your total.

Once you have completed your fundraising you can send a cheque and your sponsorship form to '100 MILE CHALLENGE, Social Bite, 1 Leith Walk, Edinburgh, EH6 8LN' or reach out to us at 100milechallenge@social-bite.co.uk for our bank details.



Download a copy of our sponsorship form [here](#)

DON'T STOP TOO SOON

Once you complete your challenge, we hope that you feel super proud of your incredible achievement. Take the time after your challenge to update your fundraising page and share your success on social media.

This might act as a handy reminder to anyone who has not yet submitted their donation to you, and give a final boost to your fundraising total. Your fundraising page will continue to receive donations after the challenge period has ended.



SAY THANK YOU

Each and every person who chooses to support you whilst your challenge contributes to the mission to end homelessness. It's a great idea to take the time to say thank you to each person who may have donated to you to let them know that you appreciate them. Please pass along a big thank you from all of us here at Social Bite as well, because we are so grateful not only to you for taking on the 100 MILE CHALLENGE but to your amazing supporters as well.



Thank you so much xx

GET IN TOUCH

If you have any questions about the 100 MILE CHALLENGE or if you would like to find out more, we'd love to hear from you!

FAQS

We have a helpful list of answers to some FAQs on our website.

Check them out on our [100 Mile Challenge website](#).



FOR ALL GENERAL
ENQUIRIES,
PLEASE CONTACT:

[community@
social-bite.co.uk](mailto:community@social-bite.co.uk)

FOR ALL CORPORATE
PARTICIPATION AND
BUSINESS ENQUIRIES,
PLEASE CONTACT:

Our Partnerships Team
[partnerships@
social-bite.co.uk](mailto:partnerships@social-bite.co.uk)

FOR ALL SCHOOL, YOUTH,
AND COMMUNITY
GROUP ENQUIRIES,
PLEASE CONTACT:

Our Youth and Community Team
community@social-bite.co.uk

THANK YOU FOR BEING PART OF THE MOVEMENT TO END HOMELESSNESS.