



**STREET NURSES**

Together, let's  
end homelessness!

# ENDING HOMELESSNESS : WAYS FOR COMPANIES TO GET INVOLVED

Partnerships & sponsoring



# TOGETHER LET'S END HOMELESSNESS



**Street Nurses is a psycho-medical-social non-profit organisation, committed since 2006 to put an end to homelessness in Brussels, Liège and elsewhere. We aim to give a durable home the most vulnerable homeless people, who find themselves in a (seemingly) hopeless situation.**

By focusing on hygiene, emphasising available resources (means, talents, capabilities), a “Housing First” approach and close cooperation with the social-medical network, the organisation has already been able to get more than 160 people off the street!

Street Nurses advocates sustainable and structural solutions based on a thorough approach taking global and long-term care of a person.

In Brussels and Liège, Street Nurses fields a multidisciplinary team: a doctor, nurses, social workers, educationalists, volunteers... Each of them convinced that the objective of ending homelessness is within reach. But that also requires that associations, citizens, companies, and the political world join forces.





Picture © Pierre-Yves Jortay

## YOUR COMPANY CAN ALSO WORK TO END HOMELESSNESS

**At Street Nurses, we are convinced that everybody can contribute to creating a society in which homelessness does not exist.**

Does your company want to help reach a social and local objective that's close to your heart? By joining forces with Street Nurses, your company can:

- Radically change the lives of homeless people in Brussels and Liège;
- Show its social commitment to clients and staff;
- Give staff an opportunity to participate in solidarity actions;
- Increase its visibility with its logo on our communication tools and during our events.

**Are you interested? In this document, you will find out about different ways to support us and thereby help us end homelessness.**

**Or invite us for a meeting or to present our work to your employees, your executive committee or your board of directors.**

# THE 20 KM THROUGH BRUSSELS WITH STREET NURSES



**Street Nurses has been participating in the 20km through Brussels for many years. Thanks to this event, and especially to the many runners and walkers, we increase our visibility and raise funds that we can invest in the intensive accompaniment of homeless people to a new, permanent home.**

## **Mobilize your workers and together we will end homelessness!**

The 20km of Brussels takes place every year on the last Sunday of May. There are different formulas for your company to participate in this with Street Nurses, depending on the number of colleagues your company can mobilize for this.

### **Formula 1: a team of max. 10 persons €150/participant**

- Registration of participants
- A sport t-shirt in the colours of Street Nurses (and the possibility of adding, for 5€ per shirt, your company's logo)
- Healthy snacks and refreshments at the start and at the finish
- A massage at the finish
- We deal with the entire administrative and logistic organisation: you don't have to do anything (except training).

### **Formula 2: a team of min. 10 persons €135/participant**

- Registration of participants
- A sport T-shirt in the colours of Street Nurses, with your company's logo
- Healthy snacks and refreshments at the start and at the finish
- A massage at the finish
- We deal with the entire administrative and logistic organisation: you don't have to do anything (except training).

## Nobody that sporty in your staff? Your company can help out in other ways!

### The “T-shirt” formula: € 1,500

- Your logo features on each participant’s t-shirt (except those sponsored by their own company)
- Your company will figure in our communication (social media, website, visuals) and in our annual report

### The “Tent” formula: € 2,500

- Your logo will appear on our tent during the day’s event
- Your company will figure in our communication (social media, website, visuals) and in our annual report

## These enterprises previously ran the 20km with Street Nurses



# MULTIMEDIA CAMPAIGN

Every December, Street Nurses launches its end-of-year campaign in collaboration with Expansion. Thanks to the collaboration of the media, we raise awareness among a broad public about the problems of homelessness in Brussels and Liège.

## 1. The campaign unfolds in 3 phases:

1. **Media** offer advertising space;
2. **Companies** (advertisers) finance this campaign, the profits of which are donated to the NGO Street Nurses;
3. In the field, the **NGO Street Nurses** tirelessly continues its fight against homelessness in the streets of Brussels and Liège, as well as its mission to raise awareness among the general public

## 2. Several media supports have been developed such as:

- Radio: Nostalgie
- Posters: JCDevaux, BlowUp media (digital display in Rue Neuve), Artepub
- Insertions in La Libre and DH, pages in VLAN + 7Dimanche
- Articles: Vivreici
- Postcards for the network The cards Bruxelles / Liège

**DON APRÈS DON,  
CONSTRUISONS  
UN AVENIR  
AUX PERSONNES  
SANS-ABRI.**



**ENSEMBLE,  
METTONS FIN  
AU SANS-  
ABRISME !**

 **INFIRMIERS DE RUE  
STRAATVERPLEGERS**

ILS SOUTIENNENT INFIRMIERS DE RUE

NOS PARTENAIRES MÉDIA



**FAITES  
UN DON**



### 3. The conditions of participation

Engage your business in the fight against homelessness by sponsoring this campaign.

#### Your benefits:

By supporting this campaign:

- You convey a positive image of your company;
- You contribute to a social project and work for a good cause;
- You get visibility on the various communication media of the campaign;
- You benefit from the media impact of the campaign;
- You participate in the fight against homelessness in Brussels and/or Liège;
- You offer your employees a way to engage with homeless people.

#### The sponsorship formulas:

Various sponsorship packages are available: bronze, silver or gold.

Engage your business in the fight against homelessness by sponsoring this campaign.

	Gold max 5 € 10.000,00	Silver max 10 € 5.000,00	Bronze max 15 € 2.000,00
<b>Campagne-website</b>			
Your logo on the website in the partners' section	✓	✓	✓
Your presentation (text + photo) on the campaign website	✓	✓	
<b>TV spot</b>			
Your brand shown in the TV spot	✓		
Your logo in the packshot	✓	✓	
<b>Radio spot</b>			
Your brand mentioned in the radio spot	✓		
<b>Press release</b>			
Your logo on the ads in the daily press	✓	✓	✓
<b>Flyers - Postcards</b>			
Your logo on the postcards distributed via the Guidooh network (cafes, shops, restaurants, cinemas...)	✓	✓	✓
<b>Large format outdoor displays</b>			
Your logo in "Gold" - large format	✓		
Your logo in "Silver" - medium format		✓	
Your logo in "Bronze" - small format			✓
<b>Digital display</b>			
Your logo on digital screens (20m2) in the Rue Neuve in Brussels	✓	✓	
<b>Social Networks of Street Nurses*</b>			
Your brand mentioned in a generic post of thanks to all sponsors on our various social networks.	✓	✓	✓

# Your company can contribute to ending homelessness

You want to support Street Nurses without subscribing to one of the above actions? Different options are possible depending on the means of your company and the motivation of your teams. What you obtain in return can be negotiated according to the size of the option chosen. Our team will be happy to assist you in the process.

## **Formule 1 : Motivating teambuilding**

Thanks to our partner Surveco, discover a fun teambuilding activity where each mission earns points converted into donations for Infirmiers de rue, helping to end homelessness while strengthening team cohesion.

## **Formula 2: Collect funds to contribute to the reintegration of a patient of Street Nurses**

Entrust a group of heroes and heroines with the collection of funds that will allow our team to help a person in precarious circumstances.

## **Formula 3: Financial support for our communications**

You appreciate our work, share our message, and wish to support us in a different way? Then you can co-finance our information and awareness-raising, as well as the event itself, with an amount to agree on.

## **Formule 4: Goods or services as motivation for Street Nurses staff or patients**

Do you have products or services that would be interesting for encouraging our colleagues or our patients? Contact us and we will discuss your proposals together.



# OTHER POSSIBILITIES

Finally, you can, of course, make a donation of whatever amount suits you best. Donations are tax deductible from €40.

## Some indicative amounts:

- € 1,000 Moving a patient into accommodation (furniture, bedding, cleaning, etc.).
- € 1,900 Purchase of pharmaceutical products during a year.
- € 2,600 Professional equipment (rucksack, clothing) for a field team (±30 persons) during a year.
- € 3,000 Meals for our patients.
- € 8,000 Accompanying a patient by a team of two persons during a year.
- € 15,000 **This is the indicative amount necessary to accompany a homeless person, to provide a new and life-stabilising home.**
- € 25,000 **With this amount, you can fund 100 maraud and help put an end to homelessness.**



# THE SOCIETAL IMPACT OF STREET NURSES

In early 2023, the organization “Solidarité des alternative wallonnes et bruxelloises (SAWB)” conducted an impact study for Street Nurses. 180 citizens, 10 politicians and 33 employees of partner associations responded via surveys:

*"What is the social impact of Street Nurses when conveying the importance of supporting the fight against homelessness among the general public, politicians and partners?"*

## Some findings from the study:

70% of the "general public" and "political" respondents indicated that they were strongly to very strongly influenced by Street Nurses in their vision of the fight against homelessness, with particular appreciation for how homeless people are treated with dignity. More than half of "partner" respondents indicated that Street Nurses influenced their vision of homelessness and their professional practices.

In addition, these partners felt strongly that Street Nurses' health approach fills a gap in existing guidance, and also responds to the needs of homeless people.

The respondents/partners particularly appreciated at Street Nurses:

- The overall approach
- Support in housing
- Social connection (empathy)
- Teamwork
- Pro-activity and realism
- Go where people are
- Advocacy (how to talk about certain topics)
- Approach through care

***“Your reactions on social media, your interventions or publications and examples from other countries show me that it is possible to end homelessness (...)”***

# THEY ALREADY SUPPORT STREET NURSES



# CONTACT US

Would you like to join the adventure? Then don't hesitate to contact us! We will be happy to examine with you how our partnership can be shaped in function of your needs and our realities.



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