

Tap for Reading

The best way to donate
to Reading's homeless



Find out more and donate at:
www.reading.gov.uk/tapforreading



What is Tap for Reading?



A new way for you to support those who are homeless and rough sleeping in Reading. By giving through tap points around Reading or via our online donation site, your money is pooled and split between our four homelessness charity partners who work with those most in need: **Launchpad Reading, St Mungo's, The Salvation Army and YMCA Reading.**

Why should I Tap for Reading?



By donating, your money will directly benefit someone in Reading rough sleeping or who has been homeless, to move into supported or independent accommodation and providing vital, practical support.

- 100% of your donation goes to charity
- You can donate easily via tap points around Reading or at www.reading.gov.uk/tapforreading

Isn't it better to give directly to people who beg?



As you are unlikely to know what the individual's true circumstances are, it is better to give through **Tap for Reading** for several reasons.

Firstly, not all people begging are homeless. Many have access to accommodation which means when you give to them, you are not necessarily helping those most in need.

Secondly, while giving money to someone who appears to be rough sleeping can feel immediately helpful in alleviating their hunger or meeting their accommodation costs for that night, it does not break the cycle of homelessness.

We are providing an alternative and more effective way that you can do your bit, allowing us to concentrate help on those most in need.

Where can I tap to donate?



We have a number of tap points in Reading where you can donate in seconds, allowing you to make a simple and secure donation of your choosing using your contactless credit or debit card. These locations include **Reading Station, The Oracle and Broad Street Mall**. The map below shows the donation points:



- 1 **Reading Station, RG1 1LZ**
what3words ///tennis.robots.most
- 2 **The Oracle Shopping Centre**
by Pret A Manger, RG1 2AQ
what3words
///nature.curiosity.wisdom
- 3 **Broad Street Mall**
by lifts and info point, RG1 7QE
what3words ///modes.steps.jumps
- 4 **The Purple Turtle**
9 Gun Street, RG1 2JR
what3words ///pints.rental.occupy
- 5 **Ebb & Flow Apartments**
Foyer reception,
3 Friar Street, RG1 1HR
what3words ///pines.thin.throw



Alternatively, you can donate online at www.reading.gov.uk/tapforreading

What am I contributing to?



Our homelessness charity partners provide those in need with **essential help to improve their lives and situations**. The money raised will be used to support people experiencing homelessness with services, including purchasing:

- Clothing*
- Photographic ID*
- A day's bus pass for travel to appointments or employment*
- Basic kitchen items and even furniture when moving into a new home*

How else can I help?



If you are concerned that someone may be rough sleeping then please report it using:

www.thestreetlink.org.uk

Streetlink...

- is a vital way to get quick and direct support to someone on the streets.
- is simple to use and once you have submitted your online report, an alert is sent to Reading's rough sleeping outreach team.
- helps our outreach team respond quickly by visiting the site to connect the person you are concerned about to local support services.