

THE SLEEPWELL PROJECT 2024

JINJA | GULU



SUPPORTERS INFORMATION

Welcome,

Early in 2019, I found myself, camera in hand, meandering through the tight corridors of Acholi Quarters Slum in Kampala. I was there to meet and photograph a team of creative humans who use yoga and street dance to inspire the mental, physical health and well-being of both young and old in their community.

I noticed lots of very unappealing chunks of foam as I moved around. Apparently, these were mattresses, but I found it hard to imagine having to sleep on these for a night, let alone every night, before getting up and being inspired or energised to go to work or school.

Beginning with a small idea, I wanted to buy a few mattresses to create a studio backdrop for some portraits before gifting the mattresses to those taking part. Quickly this felt very limited, and upon sharing the idea with the team, it became evident that we could evolve this into a larger collaborative project with the community and the wider world.

In October 2019, we launched the "Sleepwell Project" Humans from around the world supported 60 mattresses and received their code. In February 2020 the team matched that code to a family in Uganda, delivered them a new mattress, created a family portrait and we shared it with their supporter.

In 2022 we returned with a team from the UK to deliver 123 mattresses, mosquito nets, bed sheets, and blankets to families across 2 communities.

183 family mattresses have been delivered impacting the sleep of 900 people* which in only 1 year equates to 328,500 better nights of sleep for the humans who received a mattress.

In January 2024, the team will once again set out to deliver as many healthier and safer nights of sleep as we can. Returning once more to Kyabirwa Village in Jinja we then travel north for the visit to Leo Gweyo community in Gulu. Our target This year is 201 mattresses.

We would love for you to support a family and join us along the way, please read on to learn how...


Tommy Hatwell

* based on 5 people in a family



JESSICA | SLEEPWELL 2022



THE SLEEPWELL PROJECT 2024

Uganda

Uganda

WWW.THINKPEOPLETHINKSTORY.COM

JINJA | GULU

Lake Kyoga

Lake Albert

Gulu

Koich

Lira

Bala

Panyangara

Nadiket

Lokapel

Bokora
Wildlife
Reserve

Pian Upe
Game Reserve

Arua

Ariwara

Kaya

Mahagi

Ogwaro

Rubanga

Buba

Dala

Landjo

Masindi

Budongo

Hoima

Lwotoma

Kisweka

Mubende

Mityana

Kampala

Entebbe

Jinja

Mbale

Bumasifwa

Kitale

Bukiga

Tororo

Bungoma

Webuye

Kakamega

Busia

Siaya

Bondo

Kisumu

Fort Portal

akitungya

Nyahuka

THE SLEEPWELL PROJECT OBJECTIVES

1

UPGRADE OLD FOAM MATTRESSES, AND DELIVER NEW ONES TO FAMILIES FOR A SAFER MORE COMFORTABLE NIGHT'S SLEEP, INSPIRING MORE FOCUSED, ENERGISED, AND PRODUCTIVE DAYS AT WORK OR IN SCHOOL.

2

INSPIRE AND EDUCATE LOCAL AND INTERNATIONAL PHOTOGRAPHERS TO SHARE THEIR COMMUNITY STORIES AS WE TEAM UP TO DOCUMENT THE PROJECT WITH BOTH STILL AND MOVING IMAGES.

3

SUPPORT THE LOCAL TEAM TO LAUNCH A COMMUNITY-ORGANISED AND FUNDED PROJECT OR INITIATIVE USING 100% OF THE FUNDS GENERATED BY FAMILIES PARTICIPATING IN THE SLEEPWELL PROJECT.



DAVID



MORRIZ



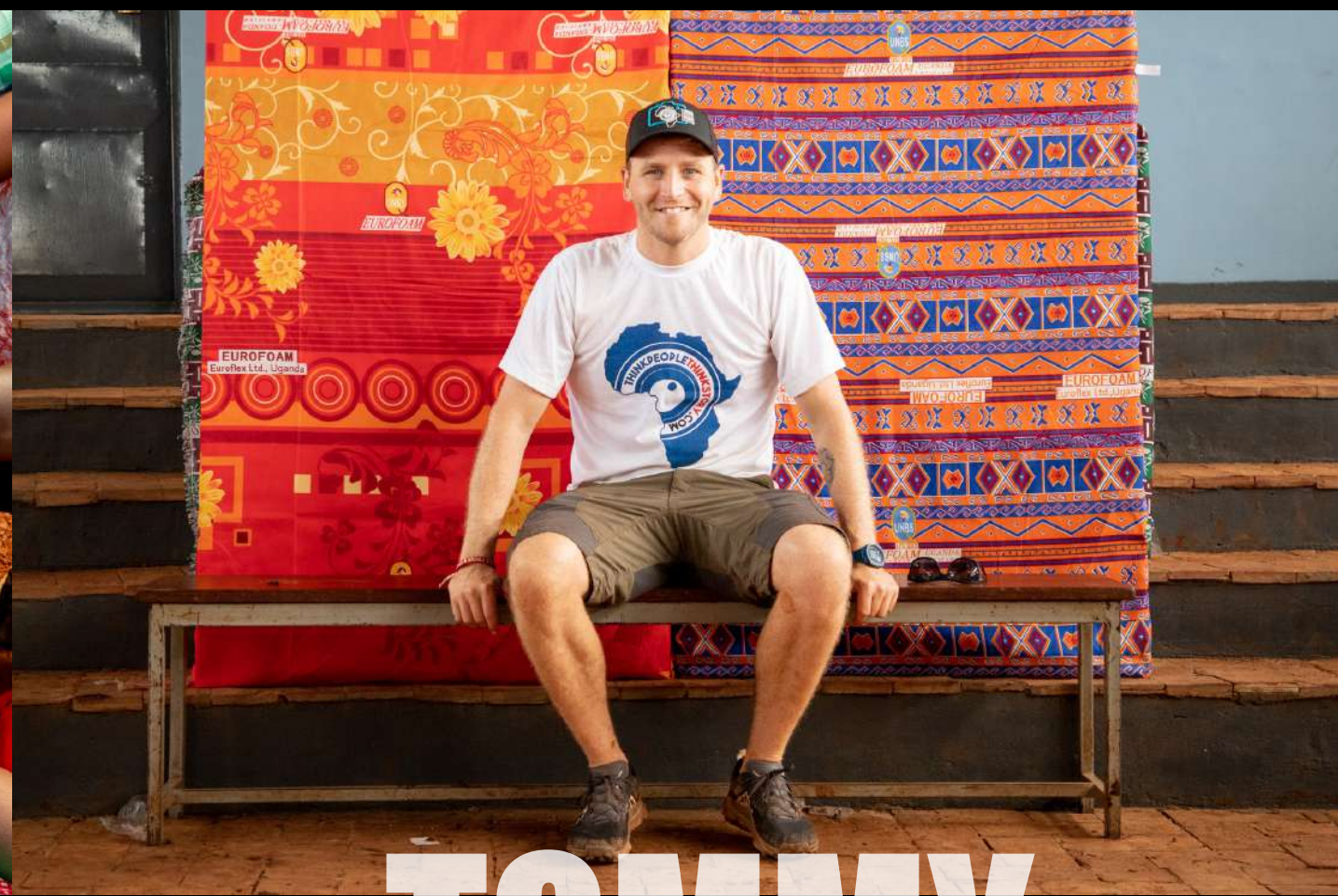
AMBROSE



CLARE



MANY HANDS



TOMMY



Creativity and photography brought our team together, inspiring us to see the world in an extraordinary way.

Each project is a community collaboration, connected to the team. Photography is our way to interact, educate, empower and share it with the people we meet, whilst being excited to share the adventure directly with those worldwide who have supported us.

From GoPros and phones to DSLRs and location lighting, the team plan, learn, move and deliver projects together whilst documenting the moments of mayhem, mischief, and magic that make it so worthwhile.

Our ability to work from the inside out rather than the outside in is what makes our pictures and projects so honest and authentic. When you support any of our projects you can be assured that your support reaches the places and the people who need it.

Sleep is vital for us as humans to function both mentally and physically; the quality of our sleep is quite often the difference between a good or bad day...

For years many families share thin open foam mattresses offering zero support on a bed of bricks or the floor.

Mattresses can attract all manner of dust particles, including bed bugs, mites, and moisture, leading to any number of health issues, including back and body pains, allergic reactions, and respiratory disease.

With your support to create a better night's sleep, we will inspire happier, more productive days at work for the adults and focused, energised days for the children at school.

“The Sleepwell Project” sets out to alleviate most of the new mattress costs whilst making it accessible to families.

Each family will contribute a small amount of money to receive their mattress, empowering their partnership in “The Sleepwell Project”.

The local team will launch a community-organised and funded project or initiative using 100% of the funds generated by families participating in “The Sleepwell Project”.



HOW TO SUPPORT SLEEPWELL 2024

STEP 1 Select which level you would like to support, then safely and securely follow the link to our web store and purchase that level, or add additional levels to your basket.

100% of your support goes into buying the items for each family.

STEP 2 Within 48 hours, you will receive a personalised project code; hold onto that code. Our team will match your code(s) during the project deliver that level of support to a family as part of Sleepwell 2024.

STEP 3 The team will create a beautiful family or group portrait at home or in the mattress studio, and you will receive an email link to your digital portrait of the family/group you have supported.

LEARN MORE ABOUT EACH LEVEL ON THE FOLLOWING PAGES...



A Family heading home in Bujagali Village



Ambrose & Co - Unloading all the mattresses

LEVEL 1 DREAMERS

‘PERFECT FOR INDIVIDUAL SUPPORT’

SINGLE MATTRESS [4 INCH DEEP]
+ MOSQUITO NET [TREATED]

DREAMERS, delivers a rollable single 4-inch foam mattress and treated mosquito net directly to students at a local school, a group of young skateboarders or the youngsters from Bubugo kayak school supporting healthier nights of energy restoring sleep as part of The Sleepwell Project 2024.

365 Sleeps = 7p per night.

In return you will receive...

- A PERSONAL PROJECT CODE
- A DIGITAL PORTRAIT FROM THE GROUP YOU SUPPORT
- FILM CREDIT

Families pay in - 10000ugx (£2.50)



£25 GBP

€30 EUR

\$35 USD

\$45 CDN

\$47 AUD

*Approx Conversion

Sisters | Sleepwell Project 2022

LEVEL 2 SWEET DREAMS

‘PERFECT FOR COUPLES & FRIENDS TO SUPPORT’

MATTRESS [6 INCH DEEP]
+ MOSQUITO NET [TREATED]

The larger 6 inch mattress and treated mosquito net will support a family quite often sleeping 5 or more kids.

The added protection against mosquitoes and malaria will go along way to keeping a family safe as they sleep.

365 Sleeps = 9p per night.

In return you will receive...

- A PERSONAL PROJECT CODE
- A DIGITAL PORTRAIT OF THE FAMILY YOU SUPPORT
- FILM CREDIT

Families pay in - 20000ugx (£5)

£35_{GBP} | €42_{EUR} | \$50_{USD} | \$60_{CDN} | \$65_{AUD}

*Approx Conversion



ACHOLI QUARTERS | Sleepwell 2022

LEVEL 3 BIG DREAMS

PERFECT FOR A FAMILY, TEAM, OR CLASS TO SUPPORT!

MATTRESS [6 INCH DEEP]

+ MOSQUITO NET [TREATED]

+ WARM BLANKET

Ugandan nights can and do often get cold, and with up to 6 children laying across 1 mattress, the addition of a warm blanket will wrap them up, and restore their energy.

The team will deliver everything a family needs for a safer, healthier, happier, and more comfortable night's sleep.

365 Sleeps = 12p per night.

In return you will receive...

- A PERSONAL PROJECT CODE
- A DIGITAL PORTRAIT OF THE FAMILY YOU SUPPORT
- FILM CREDIT

Families pay in - 30000ugx (£7.50)

£45_{GBP}

€55_{EUR}

\$65_{USD}

\$80_{CDN}

\$85_{AUD}

*Approx Conversion



Kyabirwa Family | Sleepwell Project 2022

LEVEL 4

TEAM SPONSORSHIP

- + UGANDAN LOGISTICS
- + ACCOMMODATION
- + FOOD + WATER
- + PRINTING + STATIONARY + PHONE DATA + WIFI

Essential costs and a few surprises over the project do add up. As an individual or corporate team sponsor, you will help the team function with a bit more wiggle room.

All of our international travel and trip costs are self-funded, any support that you could provide the team would be used for in country logistics, accommodation, transport and supplies only during the project days.

We have a core team of 4 and a wider team of 10 people helping document, organise, and ensure everything runs as smoothly as possible.



ANY QUESTIONS?? PLEASE REACH OUT DIRECTLY TO TOMMY...
T +44 (0) 7940753321 | E - THINKPEOPLETHINKSTORY@GMAIL.COM



THE TEAM | Sleepwell Project 2022

**LEARN, SUPPORT, AND WATCH
THE SLEEPWELL 2022 FILM ON OUR WEBSITE**



THANK YOU FOR YOUR TIME AND SUPPORT

- Everything is purchased locally in Uganda with 100% of your support going towards buying the project items. * Minus minimal money transfer fees
- As a team, we cover our logistical costs through 50% of our shop sales, personal savings, and by the sourcing of individual or corporate sponsorship [Level 4]. This way we can guarantee all of your support gets to where it's supposed to be.
- Please feel free to email thinkpeoplethinkstory@gmail.com with any questions at any



Ambrose and Susan | Sleepwell Project