



DOUCHE SOLIDAIRE SOLIDAIRE DOUCHE

DoucheFLUX launches the **shower voucher**!

A “**douche solidaire / solidaire douche**” or **shower voucher** entitles the holder to a free shower at DoucheFLUX.

Shower vouchers can be bought by any citizen at a **Point of sale** for €5. This covers all costs incurred by DoucheFLUX for one shower, and includes:

- a welcome at DoucheFLUX
- access to a shower cabin
- a shower set including a towel, washcloth, shower sandals, personal care products and accessories such a toothbrush, comb, razor, feminine hygiene products etc
- water and energy
- amortisation of the infrastructure
- on-site support team

The **shower voucher** is then given to homeless and/or destitute people, either directly by the **purchaser**, or by a **Distribution point** – a public, medical, cultural, citizens’... organisation – that has partnered with the **Point of sale**.

Each **shower voucher** has a unique number printed in the bottom right corner. Once the number has been detached, the voucher can no longer be used. The **shower voucher** also contains all the information the recipient needs: opening hours, address, map, how to reach DoucheFLUX by public transport etc.

The objectives

The **shower voucher** has four objectives:

- **to help homeless and/or destitute people:** a person who receives a voucher is welcome take a free shower at DoucheFLUX.
- **to raise awareness:** through “the shower”, we can draw public attention to the problem of extreme poverty in Brussels by humanising homeless and/or destitute people. Taking a daily shower is something that most of us take for granted. But what if you don’t have a roof over your head? Washing oneself is also a physical act that has a symbolic and ritual element for us all. It marks a new start to each day, and allows us to (re)claim our bodies and stand with dignity.
- **to raise funds for DoucheFLUX:** the continuity and development of DoucheFLUX’s activities and services are possible in part thanks to the generosity of individuals.
- **communication:** raising awareness of DoucheFLUX’s services – and more particularly the possibility to take a shower – both amongst homeless and/or destitute people, and amongst the general public.



The key players

The key players of the **shower voucher** initiative are the **Point of sale**, the **Distribution point**, and of course the **purchaser**.

The **Point of sale** becomes an ambassador for the **shower voucher**. To assist it in this role, it receives communication materials:

- flyers that explain the **shower voucher** to potential purchasers
- posters to display in their shop, café, restaurant, library, medical centre etc.

A representative of DoucheFLUX explains the **shower voucher** to the owner and staff so that they can in turn explain it to clients. They can then refer to the flyer that gives a short presentation of DoucheFLUX and explains the **shower voucher**, and can also direct people to the organisation's website: douchelflux.be.

As an ambassador for the **shower voucher**, the **Point of sale** also positions itself as socially engaged, and concerned about the problem of extreme poverty in Brussels.

The **purchaser** may already know a homeless and/or destitute person, and feel comfortable giving her or him the voucher. In this case, it's simple. She/he buys the voucher, takes it with her/him and gives it to the person in question. The voucher contains all the information the recipient needs: opening hours, address, map etc.

Most **purchasers** however will feel less comfortable handing a voucher to a homeless or destitute person, maybe because they are not familiar with extreme poverty, or because they are afraid of stigmatising someone – "If I offer you a voucher for a shower, it's because you look dirty!" ... This person can buy the voucher, but leave it with the **Point of sale** which gives it to a **Distribution point** that it partners with.

Lastly, the individual who buys a voucher or who might in the future, can take as many flyers as she/he likes, to reflect on the action, and to distribute to her/his family, acquaintances, friends and colleagues.

Note: if someone proposes to buy a large quantity of vouchers in one go, don't hesitate to contact DoucheFLUX for a fast delivery and prevent from being out-of-stock all at one!

Each **Point of sale** has a **Distribution point** that it partners with. This is an organisation that works with homeless people, is active in the fight against extreme poverty in Brussels, or any other public, medical, cultural, citizens'... organisation in Brussels, that deals with people living in poverty. The objective of this partnership is to have an intermediary between the person buying a **shower voucher** and the final recipient, who will come to take a free shower at DoucheFLUX.

This setup offers several advantages:

- it removes any apprehension or barrier for the person buying the voucher, as they do not have to deliver it personally if they do not feel comfortable doing so
- thanks to the proximity of the **Distribution point** with homeless and/or destitute people, vouchers are distributed efficiently and to those who are really in need
- the **Distribution point** can offer an additional service to these people, without any additional costs on their part

Communication

The **Point of sale** receives all the tools it needs to be able to pass on the message about the **shower voucher** to its clients (i.e. flyers and poster). It can also publicise its involvement in the **shower voucher** initiative on its website, Facebook page, blog, newsletter etc.

The **shower voucher** contains all the information the recipient needs: opening hours, address, map etc.

The **shower voucher** flyer explains the project to the general public and directs people to DoucheFLUX's website, where there is a dedicated page that includes all the necessary information for the general public, **Points of sale** and **Distribution points**. It includes a list of active **Points of sale** and **Distribution points**, with a link to their website, and a link to download the poster and the flyer.

All communication tools are trilingual French-Dutch-English.

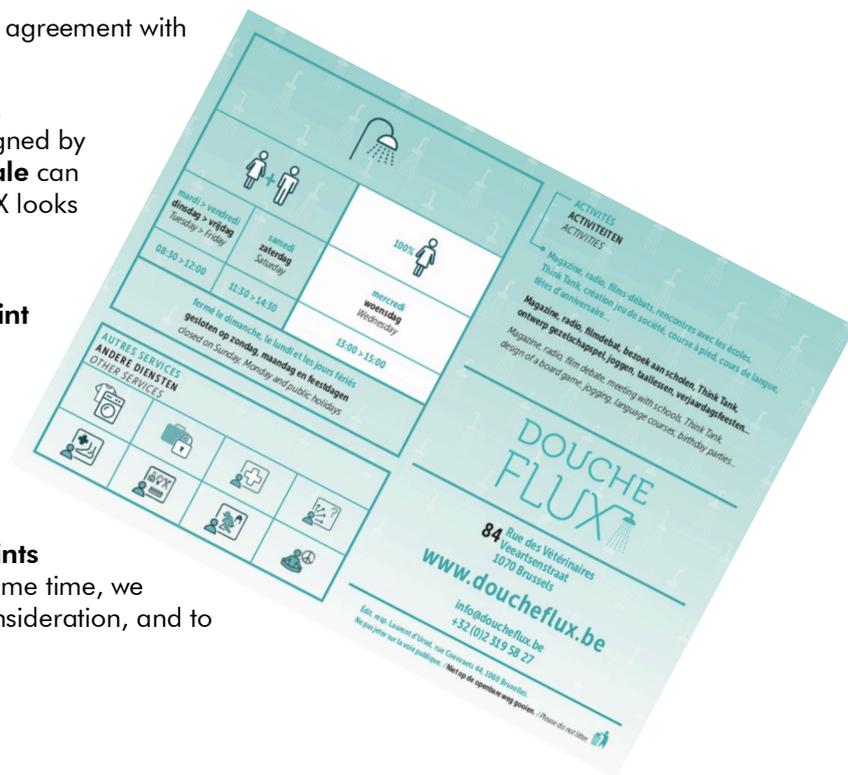
Practical information

The **Point of sale** and **Distribution point** sign each an agreement with DoucheFLUX, which formalises the partnership.

The **shower vouchers** are deposited by a DoucheFLUX representative at the **Point of sale**. A deposit form is signed by both parties. If all the vouchers are sold, the **Point of sale** can ask with email or phone for a new deposit. DoucheFLUX looks after the delivery of a new stock of vouchers.

At the end of every month, the **Point of sale** reports to DoucheFLUX the total number of vouchers sold. The **Point of sale** then receives an invoice from DoucheFLUX for the payment of the number of vouchers sold.

The **Distribution point** keeps a list of the number that appears on each **shower voucher** distributed and communicates these to DoucheFLUX every month. This way, we can keep track of how the **shower vouchers** circulate (or not). DoucheFLUX lets the **Distribution points** decide how to distribute the **shower voucher**. At the same time, we ask them not to take a person's residency status into consideration, and to vary the recipients as much as possible.



Contact

Elisabeth Mareels

elisabeth.mareels@doucheflux.be

0486 666 928