



A **douche solidaire douche** is **voucher** for a free shower at **DoucheFLUX**.

The **douche solidaire douche** can be bought by any individual 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 as 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 a homeless or destitute person, either directly by the **purchaser**, or by a **Distribution point** – a public, medical, cultural, citizens'... organisation – that has partnered with the **Point of sale**.

The objectives

The **douche solidaire douche** has four objectives:

- **to help homeless 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 people who are homeless or destitute. 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 or destitute people, and amongst the general public.



As an ambassador for the **douche solidaire douche**, 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 or destitute person, and feel comfortable giving her-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, how to reach DoucheFLUX by public transport 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.

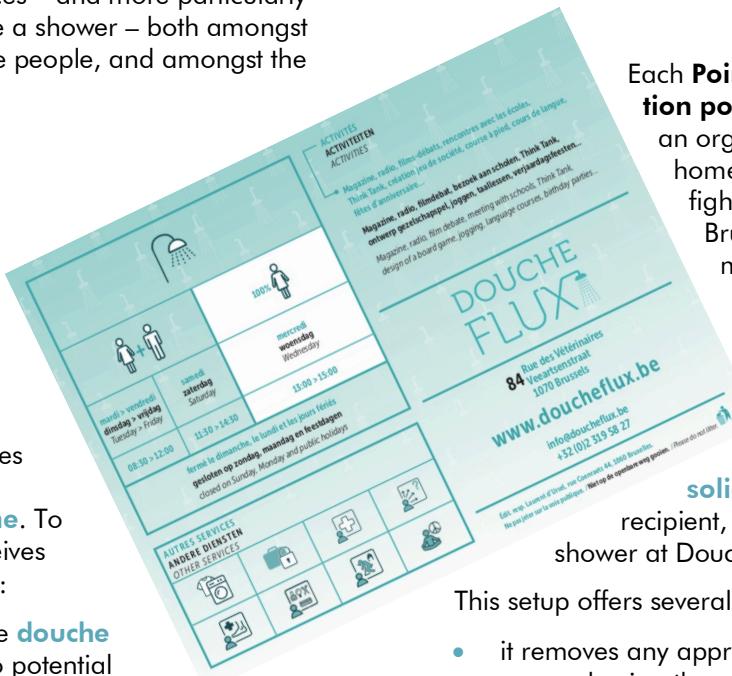
The key players

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

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

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

A representative of DoucheFLUX explains the **douche solidaire douche** 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 **douche solidaire douche**, and can also direct people to the organisation's website: doucheflux.be.



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 **douche solidaire douche** 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** to homeless 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 **douche solidaire douche** to its clients. It can also publicise its involvement in the **douche solidaire douche** initiative on its website, Facebook page, Instagram, blog, newsletter etc.

The **douche solidaire douche** voucher itself contains all the information the recipient needs.

The **douche solidaire douche** flyer explains the project to the general public and includes a list of active **Points of sale** and **Distribution points**. It also directs people to DoucheFLUX's website for the most up-to-date list.

The **douche solidaire douche** poster is printed on the back of the flyer (A3) and is also available in A1 format.

On the DoucheFLUX website, there is a page dedicated to the **douche solidaire douche** initiative that includes all the necessary information for the general public, **Points of sale** and **Distribution points**. The page includes an up-to-date list of active **Points of sale** and **Distribution points**, as well as a link to download the poster and flyer.

Points of sale that want to make their own container for the purchased vouchers – e.g. a box, jar or bottle – can also ask for **douche solidaire douche** stickers.

All communication tools are trilingual French-Dutch-English.

Practical information

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

The 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 via email or phone for a new deposit. DoucheFLUX looks after the delivery of new vouchers. The **Point of sale** also receives an invoice from DoucheFLUX for the payment of the previous deposit of vouchers.

Each **douche solidaire douche** has a unique number printed in the bottom right corner. Once the number has been detached, the voucher can no longer be used. The **Distribution point** keeps a list of the number that appears on each voucher distributed and communicates these to DoucheFLUX on a regular basis. This way, we can keep track of how the vouchers circulate (or not). DoucheFLUX lets the **Distribution points** decide how to distribute the **douche solidaire douche**. 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