

SOCIAL IMPACT INITIATIVE

A Crowdfunding Campaign to Address Homelessness

Funding barista training placements through **Change Please** — immediately lifting people out of homelessness through sustainable employment.

£10,000

Fundraising Target





EXECUTIVE SUMMARY

Requesting university support for a £10,000 crowdfunding campaign addressing homelessness.

This proposal seeks institutional backing for a student-led crowdfunding campaign to fund barista training placements through **Change Please**, a B Corp certified social enterprise with an 82% success rate in immediately lifting people out of homelessness through sustainable employment.

All funds raised go directly to Change Please Foundation via JustGiving. We're seeking institutional backing and operational support to run the campaign effectively.

WHAT WE'RE ASKING

- Permission to position as an ARU-backed initiative
- Use of ARU branding on campaign materials
- Access to university communication channels
- Ethics approval and faculty endorsement
- Introduction to matched funding opportunities (AREA)



THE PROBLEM

132,000

households in temporary accommodation

Source: Gov.uk, June 2025

9,500+

sleeping rough
Gov.uk, Sept 2025

£2.3B

spent on temp
accommodation
NAO, 2024

~80%

have mental health
challenges
Homeless Link, 2025

Billions spent managing homelessness. But managing isn't solving.

Temporary beds address the symptom. Without sustainable employment, the living wage, and mental wellbeing support, people cycle back.

16%

of rough sleepers get accommodated
Gov.uk, 2025

31%

return to rough sleeping after housing
Gov.uk, 2025

What if the solution immediately lifted people out of homelessness?

**THE PARTNER**

CHANGE PLEASE

Founded in 2015, Change Please immediately lifts people out of homelessness through sustainable employment — the living wage, support with accommodation, mental wellbeing, and opening bank accounts within 10 days.

CURRENT APPROACH**16%**

of rough sleepers get accommodated

31%

return to rough sleeping after housing

CHANGE PLEASE MODEL**82%**

success rate — lives lifted

3,283

people lifted out of homelessness

Sources: Gov.uk 2025 / Change Please Impact Report 2024/25

B Corp
certified 2024

8 countries
global reach

100%
profits reinvested

£1M
Nespresso partnership

"Our model immediately lifts people out of homelessness through sustainable employment – the living wage, support with accommodation, mental wellbeing, and opening bank accounts."

— Cemal Ezel, Founder

**REAL STORIES**

Immediately lifted out of homelessness

These are publicly documented stories. Formal permission for campaign use to be confirmed with Change Please.

"He saved a woman's life by jumping into the freezing River Thames—awarded the George Medal by the Queen. After losing everything as an executive chef, Change Please gave him a second chance. Now he trains others as baristas."

Adan Abobaker — The Independent

"Change Please means 'LIFE' for me. It gave me a second chance at life. I've secured my own flat and have the support I need to succeed."

Tom — Happiful

"This opportunity changed my life. I was treated with respect from day one. I went from living in my van for months to becoming a supervisor and securing my own apartment."

Monique Mims — Charlotte Observer



THE PLAN

A 9-week crowdfunding campaign on JustGiving, raising £5,000–£10,000 for Change Please Foundation. All funds go directly to Change Please — no student handling of money. Faculty oversight throughout.

TIMELINE

Feb 10-14	Ethics clearance initiated, university approval process
Feb 17-21	Request Change Please toolkit, create JustGiving page (draft), begin materials design
Feb 24-28	Finalize all materials, coordinate with SU/Comms for launch push
Mar 3	Launch event — campaign goes live
Week 5-10	Active fundraising, mid-campaign push, final celebration

CAMPAIGN MATERIALS

Print: 20× A3 posters, 100× A4 flyers, QR code stands

Social Media: Instagram (3-5 posts + weekly Stories), LinkedIn (2-3 posts), Facebook (2-3 posts)

Email Copy: SU blurb (100-150 words), Faculty announcement (150-200 words), Staff blurb (100-150 words)

Digital Screens: Campus TV slides (1920×1080, 16:9 format)

JustGiving: "ARU for Change Please" campaign page, £5-10K target

PROMOTIONAL CHANNELS

Student Union: Newsletter feature, website banner (Feb 24 – Apr 7), official endorsement

Marketing/Comms: Staff newsletter, ARU News article, campus screens (all campuses), social share

Faculty: Classroom announcements (Dr. Tabish, ongoing), Dean's email to Business School

AREA: Introduction for matched funding (potential 2× multiplier)



THE PLAN

BUDGET

Printing: ~£10 (20× A3 posters, 100× A4 flyers, QR stands)

Event: £0 — Campus space, no catering

Marketing: £0 — Organic reach only

Total upfront: ~£10

TEAM

Project Supervisor: Dr. Tabish Zaman

Programme Director — guidance, ethics clearance, Change Please liaison

Campaign Lead: Israel

Strategy, coordination, content, and timeline management

Outreach & Events Lead: Vivian

Event planning, SU/Comms coordination, campus engagement

Ambassador & Recruitment Lead: Mohamed

Student outreach, awareness, recruitment

Creative & Design Lead: Anita

Materials, posters, JustGiving design, branding

SUCCESS METRICS

Primary: Total raised (£5-10K), number of donors

Secondary: Social media reach, event attendance

RISK MITIGATION

Target not met → celebrate any amount raised

Ethics delayed → start process early

SU unavailable → organic social backup

One Campaign. Four Layers of Impact.

Lives Transformed

Employment, housing, dignity for someone experiencing homelessness.

Students Empowered

Real social enterprise experience — learning by doing, not just theory.

Community Activated

Campus-wide culture of giving and awareness about homelessness.

Partnership Built

Foundation for ongoing ARU × Change Please collaboration.

