



CHANGE PLEASE
COFFEE

**FUNDRAISING
PACK**

INTRODUCTION

ABOUT CHANGE PLEASE

Founded in 2015, Change Please is an award-winning social enterprise which aims to end homelessness through the power of employment and great tasting coffee.

100% of Change Please profits help people experiencing homelessness by training them to become baristas, supporting them with everything they need to turn their lives around - a living wage job, support with housing, therapy, bank account and onward employment opportunities.

Our impact work started in London in 2015 with a single cart in Covent Garden. This was followed by the opening of the Change Please training academy in Peckham, London, training to Specialty Coffee Association standards. Today we operate 10 retail sites across London, as well as training people in Manchester, Birmingham, Milton Keynes, Dublin and Southampton. With plans to expand the programme to Glasgow by 2025.



WHY WE NEED YOUR HELP

The current state of homelessness in the UK is at a catastrophic level.

We have expanded our outreach to help people facing some of the most complex situations:

- Survivors of modern slavery finding safety and independence.
- Men and women escaping domestic violence, often caring for children while trying to rebuild their lives.
- Refugees displaced by conflict, carrying both loss and resilience.
- Care leavers who have grown up without the security of a stable home.
- People navigating the harsh realities of rough sleeping or hidden homelessness.

300000

HOUSEHOLDS
EXPERIENCING
HOMELESSNESS

1/153

CURRENTLY HOMELESS IN
ENGLAND

150%

INCREASE IN
ROUGH SLEEPING
AND TEMPORARY
ACCOMODATION SINCE
2020

175025

CHILDREN ARE AMONG
THOSE HOMELESS

15000

SLEEPING ROUGH
OVER THE COURSE
OF 2024

45%

INCREASE IN
HOMELESSNESS
SINCE 2012

WHAT YOU CAN FUNDRAISE FOR

WE ARE NOT ABOUT SHORT-TERM SOLUTIONS. OUR WORK TO FIGHT HOMELESSNESS AND THE SUPPORT WE PROVIDE ARE VERY EFFECTIVE AND CAN BE COSTLY. THEREFORE, WE ARE INCREDIBLY GRATEFUL FOR ANY DONATIONS WE RECEIVE. HERE ARE JUST A FEW AREAS YOU CAN FUNDRAISE FOR, WITHIN THE CHANGE PLEASE FOUNDATION.

BARISTA TRAINING – Over the course of 1 week to 6 months at the Change Please Academy, Trainees learn everything they need to know to find work in the hospitality industry - from roasting and latte art, through to customer service, time keeping and social skills.

ADDITIONAL SUPPORT - We support Trainees with anything they need to make sure they succeed in the programme. This include employability skills, therapy, help with essential life admin (finding accommodation, managing debts and finances, etc.), clothing and much more.

DRIVING FOR CHANGE – Our ground-breaking initiative which takes repurposed iconic London double decker buses in and around London, provides lifesaving and essential services directly to the most vulnerable. The services our guests can access on the buses include consultations with NHS and oral healthcare nurses, hairdressing, social support, digital and financial literacy training, assistance in opening a bank account, support with employment and more. The DFC initiative can be the first step for someone to then join our core training programme.

UNRESTRICTED FUNDING – Funding that can be used for anything across the charity from training to supporting the day to day running of the charity.

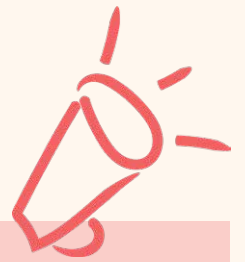


OUR FUNDRAISING TIPS

Set a target - Be realistic and maybe break it down into manageable amounts so that it doesn't look too daunting to you or your team.



Social Media helps engage your audience. Make sure to tag us when you are posting your activities on social media so we can support you (@changeplease).



Get Organised - write a timeline and event schedule.



Share with family, friends and colleagues. Team-work is vital to your success as a fundraiser.



Be persistent - Fundraisers have to be resilient. People will often say no but keep trying.



Double your money by finding a local sponsor to match your donations.



Enjoy it, make it fun and memorable so people want to join in again.

ACTIVATE CHANGE

The possibilities for fundraising activities are endless! Here are a few of our favourite activities you could use to help fundraise for Change Please Foundation, along with materials to help you get started!

COUNTER SIDES GAMES:

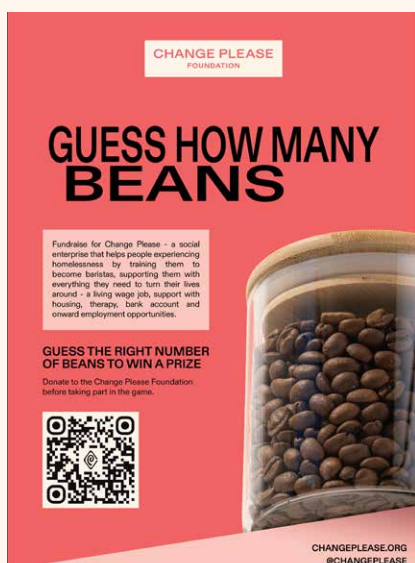
The perfect way to quickly engage customers, friends and colleagues. Players must donate to take part in the games – the amount can be determined by you, or you could choose to let players decide.

Guess the number of coffee beans - Place a number of coffee beans into a jar and challenge people to guess how many. You could announce one big winner at the end of the set period of time or one per day!

Lucky stick - Fill a jar/cup with coffee beans and place a number of stirring sticks into the jar/cup. Before putting the sticks in the jar, colour a few of them in. If the player pulls a stick which has been coloured they will win a small prize.

Coffee Bean Toss - Place a target such as a cup on a counter and challenge players to toss coffee beans into the target. Successful players will win a small prize. We suggest giving participants a maximum of three goes (1 coffee bean per go).

Prizes are up to you, feel free to go as big or small as you like. Example – 50% off their order (if in a cafe/bar), vouchers or hampers.




DOWNLOAD GAME PACK

ORGANISE A COFFEE MORNING:

The perfect, stress-free fundraising activity. Invite friends, family and colleagues to gather for coffee, tea, and pastries, while offering opportunities to donate.

To fundraise, you could ticket the coffee morning, suggest a donation for attendance or host activities at the coffee morning to raise funds such as a raffle or auction.



CHANGE PLEASE
FOUNDATION

COFFEE MORNING

RAISING MONEY FOR

CHANGE PLEASE
FOUNDATION

Change Please is an award-winning social enterprise tackling homelessness through the power of employment and great tasting coffee. 100% of Change Please profits help people experiencing homelessness by training them to become baristas, supporting them with everything they need to turn their lives around - a living wage job, support with housing, therapy, bank account and onward employment opportunities.

WHERE?

WHEN?

WHAT TIME?

CONTACT

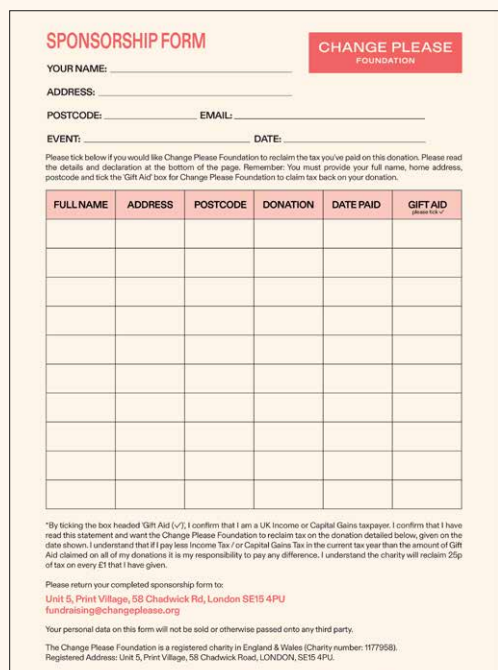
 FIND OUT MORE
CHANGEPLEASE.ORG
@CHANGEPLEASE

[DOWNLOAD INVITATION HERE](#)

TAKE PART IN A SPONSORED RUN/CYCLE

On average people who sleep rough walk between 10 and 15 miles every day. Take a step in their shoes and challenge yourself to run or cycle 10 miles a day for 10 days between the 1st and 10th October.

We have created a sponsorship form to help you collect donations.



SPONSORSHIP FORM

CHANGE PLEASE
FOUNDATION

YOUR NAME: _____

ADDRESS: _____

POSTCODE: _____ EMAIL: _____

EVENT: _____ DATE: _____

Please tick below if you would like Change Please Foundation to reclaim the tax you've paid on this donation. Please read the details and declaration at the bottom of the page. Remember: You must provide your full name, home address, postcode and tick the Gift Aid box for Change Please Foundation to claim tax back on your donation.

FULL NAME	ADDRESS	POSTCODE	DONATION	DATE PAID	GIFT AID <small>please tick ✓</small>

*By ticking the box headed Gift Aid (✓), I confirm that I am a UK Income or Capital Gains taxpayer. I confirm that I have read this statement and want the Change Please Foundation to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Please return your completed sponsorship form to:
Unit 5, Print Village, 58 Chadwick Rd, London SE15 4PU
fundraising@changeplease.org

Your personal data on this form will not be sold or otherwise passed onto any third party.

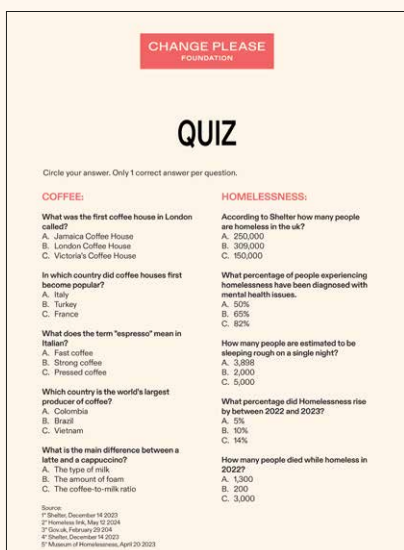
The Change Please Foundation is a registered charity in England & Wales (Charity number: 1177958).
Registered Address: Unit 5, Print Village, 58 Chadwick Road, LONDON, SE15 4PU.

[DOWNLOAD FORM HERE](#)

HOST A QUIZ

Quizzes can be a great a way of fundraising, bringing people together in a fun and engaging way. To raise donations you can charge an entry fee or host a raffle during the quiz. We suggest to always have a donation box/tin out for people to donate what they wish.

To help you get started we have put together some questions around coffee and homelessness.



[DOWNLOAD QUIZ HERE](#)

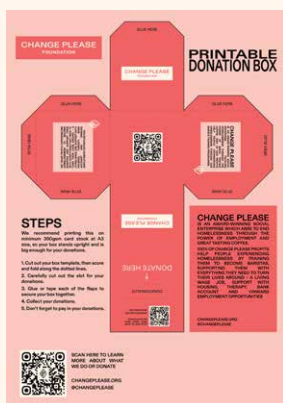
COLLECTING YOUR DONATIONS

There are multiple ways you can collect your donations from sponsors and fundraisers. Choose to collect donations through an online giving page, through social media, a till system, digital collection tin or cash donations.

To help you collect donations we have a few assets available to make your collection points look the part.



Fundraisers can donate directly using the Change Please QR code.



Print and assemble the Change Please Foundation Donation box to collect your cash donations



Download and print one of our Change Please Foundation stickers to add to your collection tin or bucket.

[DOWNLOAD QR CODE](#)

[DOWNLOAD BOX](#)

[DOWNLOAD STICKER PACK](#)

SHOUT ALL ABOUT IT

To help your fundraising activity look the part and encourage donations we have a selection of fundraising materials free to download.

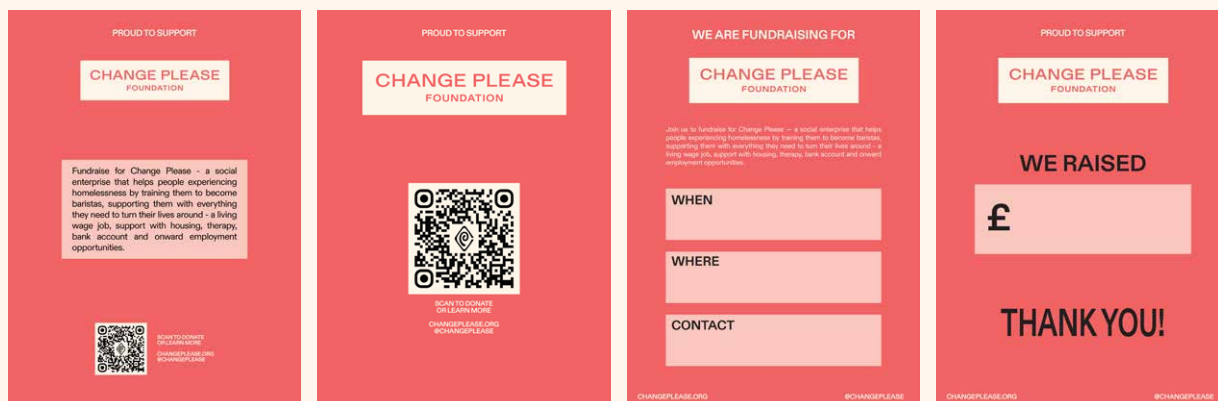
SOCIAL MEDIA OVERLAYS



DOWNLOAD POSTS

DOWNLOAD STORIES

POSTERS



DOWNLOAD HERE

EMAIL SIGNATURE



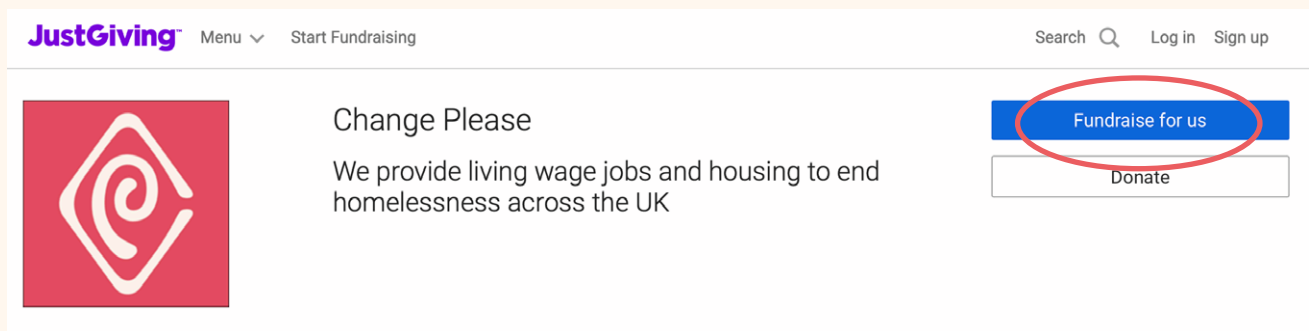
A GUIDE TO FUNDRAISING ONLINE

Setting up an online giving page is a great way to collect donations; you don't have to handle any cash and all the money gets forwarded straight to the Change Please Foundation.

HOW TO GET STARTED:

- Go to justgiving.com/changepleasefoundation and select 'fundraise for us'.
- Follow the steps for setting up your page.
- Add a photo – Fundraisers who add a profile picture tend to raise 15% more.
- Tell your story – Write about why you've chosen to support Change Please and details about your fundraising activity.
- Set a target on your main page.
- Be the first to donate – People are more likely to give to a page that has already been donated. The amount you donate also sets a precedent and others are likely to follow your suggestion.
- Share your Just Giving link via Email, WhatsApp or Social Media.

Thank your fundraisers – you can use one of our downloadable materials to help you do this (See page 8).



KEEP IT SAFE AND LEGAL

Whilst it is important to have fun and enjoy your event, it's also important to stay safe and within the law, so you'll need to follow some guidelines. If you're not sure about something, just get in touch with us.

Putting on an event? Check the governments' Guidance on running events safely page to make sure you are up to scratch on the latest guidelines: www.hse.gov.uk/event-safety/

MAKING THE FINAL DONATION

There are several ways that you can get the money that you raise to us. If you received sponsorship or donations in cash, you should deposit it in your bank account and then choose one of the following methods to pay it into us – please note **we do not accept cash donations through the post.**

VIA OUR WEBSITE

Visit changeplease.org and make a single donation. Don't forget to include details about how you raised the money.

BY BANK TRANSFER

Get in touch with us for our bank details if you would like to make a direct transfer.

ONLINE GIVING PAGES

If you selected Change Please when you set up your online giving page, the money will come directly to us, so you can sit back and relax! Please note that this is not the case with crowdfunding pages so you will need to transfer the money from your bank account.

THANK YOU FOR YOUR SUPPORT



DONATE HERE

For further information and questions please email: funding@changeplease.org

[@changeplease](https://changeplease.org)
Change Please Foundation.
Unit 5 Print Village, 58 Chadwick Road, London SE15 4PU
CIO No. 1177958

