

## STUDENT-LED SOCIAL ENTERPRISE INITIATIVE

# ARU × Change Please

What started as an MBA case study has become a student-led crowdfunding campaign to fund barista training placements for people experiencing homelessness.

### THE JOURNEY

1

#### How It Started

Through Dr Tabish Zaman's Developing a Proposition module (MOD007665), our MBA cohort studied Change Please, a social enterprise that trains people experiencing homelessness as baristas, providing employment, housing, and a path forward. A site visit brought the mission to life. What began as academic analysis became personal conviction: we wanted to do more than study it, we wanted to contribute.

2

#### What It Did For Us

We've applied classroom frameworks like the Business Model Canvas, strategic forecasting, and Triple Bottom Line analysis to understand how Change Please funds and delivers its training programme. Each team member now leads a campaign function spanning strategy, outreach, creative, and digital to raise the funding that makes more placements possible.

3

#### Where It's Going

We are building a crowdfunding campaign targeting **£10,000–£15,000**, all going directly to Change Please Foundation to fund barista training placements. The plan includes a flagship event bringing together industry, academia, and the community, supported by an online campaign. Change Please has provided their official toolkit and connected us with their marketing team for amplification. We're building this as a repeatable model for future cohorts.

#### FUNDRAISING TARGET

**£10–15K**

Direct to Change Please Foundation

#### WHAT IT FUNDS

**Training**

Barista placements for people experiencing homelessness

#### APPROACH

**Event + Online**

Flagship event + parallel crowdfunding campaign

### MOMENTUM SO FAR

- ✓ Industry contacts secured at Glasshouse networking event (VCs, charities, fundraisers)
- ✓ Change Please toolkit and marketing manager access secured
- ✓ University payment handling confirmed — fully compliant, no student money handling
- ✓ AREA, MBA Director, and Dean of FBL aware and supportive
- ✓ Full campaign proposal, pitch deck, and digital assets built
- ✓ Dedicated team with assigned leadership roles across all functions

#### SDGS



#### TEAM

Israel (Campaign Lead) · Vivian (Outreach & Events) · Mohamed (Ambassador & Recruitment) · Anita (Creative & Design)

Dr Tabish Zaman  
tabish.zaman@aru.ac.uk

IN PARTNERSHIP WITH CHANGE PLEASE