



STUDENT-LED CROWDFUNDING 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 STORY

Through Dr Tabish Zaman's Developing a Proposition module (MOD007665), our MBA cohort studied the full spectrum of social enterprise, from extractive for-profit models to fully SDG-aligned, B Corp-certified enterprises like Change Please. Using Triple Bottom Line analysis, we examined how they fund and deliver barista training for people experiencing homelessness. Recognising the funding gap these enterprises face, we're now building a student-led campaign targeting £10,000–£15,000 to fund more training placements directly through Change Please Foundation.



"I didn't realise how fulfilling a job being a barista is. Having a conversation in the morning with a coffee, putting smiles on people's faces, is exactly the change I needed."

— Tae Chee, Change Please graduate (changeplease.org)



FUNDRAISING TARGET

£10–15K

Direct to Change Please Foundation

WHAT IT FUNDS

Training

Barista placements for people experiencing homelessness

GET INVOLVED

Attend · Donate · Share

Support our campaign and help change a life

THE EVENT

Campaign launch event

ARU Cambridge · Date to be announced

GUEST SPEAKER

Change Please representative

Real stories from the programme

WHO'S INVITED

Industry contacts & students

VCs, charities, fundraisers, ARU community

PROGRESS

- ✓ Industry contacts secured at Glasshouse networking event (VCs, charities, fundraisers)
- ✓ Change Please toolkit and marketing manager access secured
- ✓ AREA, MBA Director, and Dean of FBL aware and supportive
- ✓ Full campaign proposal, pitch deck, and digital assets built

TEAM

Israel (Lead) · Vivian (Events) · Mohamed (Outreach) · Anita (Design) · Vignesh (Social)

Dr Tabish Zaman

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IN PARTNERSHIP WITH CHANGE PLEASE