

## SOCIAL IMPACT INITIATIVE

# A Crowdfunding Campaign to Address Homelessness

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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

<b>Feb 10-14</b>	Ethics clearance initiated, university approval process
<b>Feb 17-21</b>	Request Change Please toolkit, create JustGiving page (draft), begin materials design
<b>Feb 24-28</b>	Finalize all materials, coordinate with SU/Comms for launch push
<b>Mar 3</b>	<b>Launch event — campaign goes live</b>
<b>Week 5-10</b>	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 Owner:** Dr. Tabish Zaman  
Guidance, ethics clearance, Change Please liaison

**Campaign Lead:** Israel  
Support: Vivian, Mohammad, Anita — Coordination, timeline management

**Creative Lead:** Anita  
Support: Khushboo, Anshif — Materials, posters, JustGiving design

**Digital & Social Media Lead:** TBD  
Support: Sadil — Social content, scheduling, digital screens

**Outreach Lead:** Vivian  
Support: Harshita, Aashutosh — Event planning, SU/Comms coordination

**Content Lead:** Israel  
Support: Anita, Mohammad, Harshita — JustGiving copy, email blurbs, storytelling

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.

