

## 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.

#### THE PROBLEM

**300,000**

households experiencing the worst forms of homelessness in England

#### THE PROGRAMME

**12 Weeks**

SCA-standard barista training with housing, therapy, and employment support

#### THE RESULTS

**79%**

of graduates retain employment or education for 6+ months

*"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](https://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)

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IN PARTNERSHIP WITH CHANGE PLEASE