

# MAKE A DIFFERENCE TODAY!

Raise funds for local  
people experiencing  
homelessness



**Jimmy's**  
CAMBRIDGE

## Fundraise in your community

Supporting People from Street Floor to Front Door



## About Jimmy's Cambridge

Founded in 1995, Jimmy's is a pioneering, community-focused organisation tackling homelessness within Cambridge.

"Jimmy's is my home from home. A place where I can get back on my feet"

Louise, a current resident

More than **1,000 people** in Cambridge currently face some sort of housing crisis

The most recent figures show homelessness increasing in Cambridge by **20%**

By valuing and respecting everyone who needs our services, we work with each person to provide options, tools, and skills to support them to move from the street to a home.

Our approach focuses on two areas:

**Providing support:** delivering an inclusive, supportive environment to help people manage a range of challenging needs. This includes specialist guidance for mental health difficulties, support for people with addiction, and bespoke help such as life-skills workshops, leisure activities, and advice and guidance.

**Providing a home:** we offer choices for more independent living, ranging from emergency accommodation at our East Road home, to shared housing across Cambridge, to innovative modular homes: movable, small-scale homes that provide residents with their own front door.





## Fundraise for Jimmy's Cambridge

When you support Jimmy's, you are helping us to provide accommodation, deliver vital support to those in need, and ensure we can move people out of homelessness and into their own home.

Fundraising for Jimmy's is also a fun way to bring your community together for a shared purpose and fundraising can help you develop skills and meet new people.

There are limitless ways in which you can fundraise for us, and we love to see how creative our supporters are. To get you started, we've put together some popular ideas:

**Inform:** hold a service or event about homelessness along with a collection for Jimmy's Cambridge

**Entertain:** host a bake sale, auction of promises, arts and crafts workshop or performance evening. Sell tickets, refreshments, and hold a raffle at the event

**Celebrate:** put on a special event around a key event in your community's calendar, such as a Christmas carol concert, a feast for Eid, or a BBQ alongside a school Sports Day or Bonfire Night

**Challenge:** there may be members of your community that want to enter a challenge event, like the Cambridge Half-Marathon, a sponsored swim or walk, a charity football match or cycling – or even skateboarding – between two key locations. Other members of the community can then support this by sponsoring their activities.



### Case study: jogging for Jimmy's

In May 2020, a group of 14 friends from across Cambridge came together to raise money for Jimmy's in lockdown by running as far as they could in a month. Supporters were encouraged to sponsor the runners, or pay a small 'entry fee' to run themselves and contribute to the total distance covered.

This challenge event raised more than

**£3,000**

and the team covered more than

**1,000 km**

during the challenge.





## Harry's story

In 2017, Harry unexpectedly found himself on the streets of Cambridge. He spent that entire summer on the streets, feeling derelict, denounced and decrepit. He felt invisible sometimes 'wanting to just sleep and not wake up again.' This was until he found his way to Jimmy's.

Harry moved into East Road and with support from Jimmy's, was helped into supported housing, before he moved to his own flat. Thanks to our work, Harry has rebuilt his life and now lives independently as a part of the Cambridge community.

**"Without Jimmy's  
I do not know where I  
would be now. They took  
me from street to shelter  
to house to home. Today  
will be a better day and  
the future is open  
again."**

**Harry, a resident**

In 2021,  
we supported  
more than  
**400 people**  
through Jimmy's  
network  
of homes

**75%**  
of people progress  
from emergency  
accommodation to  
more independent  
living within a  
year





## The difference your fundraising can make



could provide a week of hot meals for someone staying in our Emergency Accommodation



could provide welcome packs for ten new arrivals at Jimmy's, meeting urgent needs and making them feel at home



could employ a Mental Health support worker to run four sessions with residents, tackling their individual issues



could run a modular home and support its tenant for one month



## What we can offer you

Our team can support you to raise funds and spread the word about our work. We can:

- Share your fundraising event and link on our social media accounts
- Provide resources for distribution at your event
- For events with a fundraising target of more than £100, offer a branded t-shirt and collection bucket for use at your event
- Send a guest speaker to give a talk about the work of Jimmy's at an event or meeting.

## Getting the money to Jimmy's

There are several convenient ways that you can send us the money you have raised:

**Online:** via our Enthuse payment page: <https://bit.ly/3oAaUPg>

**JustGiving:** set up a dedicated fundraising page at [justgiving.com](https://www.justgiving.com)

**Cheque:** made out to Jimmy's Cambridge and addressed to Finance, Jimmy's Cambridge, 1 East Road, Cambridge, CB1 1BD

**Bank transfer:** to Jimmy's Cambridge, 20-17-35, 00469300

If you are paying by cheque or bank transfer, please fill out a Donation/Gift Aid form: <https://bit.ly/3rAK1N5>  
This will allow us to get the maximum benefit for your fundraising, at no extra cost to you or your supporters.

Don't forget to tick the Gift Aid box.



Thanks to the  
generosity of our  
supporters, we can  
continue to make a vital,  
life-changing difference,  
supporting people  
from street floor  
to front door

Ready to  
make a  
difference?

GET  
STARTED  
TODAY.

Questions?

[info@jimmyscambridge.org.uk](mailto:info@jimmyscambridge.org.uk)  
01223 576085



**Jimmy's**  
CAMBRIDGE

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Online: [jimmyscambridge.org.uk](http://jimmyscambridge.org.uk)

Twitter/Instagram: @JimmysCambridge

Facebook: @JimmysInCambridge

YouTube: <https://bit.ly/3rvzTF7>

Registered Charity Number: 1058737