

MAKE A DIFFERENCE TODAY!

Raise funds for local
people experiencing
homelessness



Jimmy's
CAMBRIDGE

Fundraise with your business

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.



Partnerships with 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.

Working with Jimmy's is also a brilliant way for your business to support your local community, engage your team, achieve your CSR goals and boost brand recognition within Cambridge.

You can support us in multiple ways:

Charity of the Year

By choosing Jimmy's as your Charity of the Year, you can engage staff and have a significant impact on the local community. In a Charity of the Year partnership, we can help your staff to raise funds for Jimmy's by providing resources, guest speakers, and showcasing the impact of every pound your team can raise.

Sponsorship

We are delighted to offer the chance to sponsor key parts of Jimmy's infrastructure across Cambridge, allowing you to demonstrate your business' commitment to our cause, and to the local area. These exclusive opportunities come with branding rights, and are available at Jimmy's sites that are regularly seen by the Cambridge community.

Corporate partnerships

By partnering with us, you are showing that you share our goal of ending homelessness in Cambridge. In return for your donation, we can offer a suite of benefits and opportunities to your company and employees, and will direct your donation to an area of our work that fits with your business objectives.

"We're delighted to help sponsor these homes, and provide the accommodation people need to live independent lives. The feedback the residents have given shows how much impact these units have made to their lives, which is tremendously rewarding for us."

Cambridge Building Society





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



What we can offer you

Our team will help you and your staff to make the most of our partnership, promote your support in the local community, and achieve your business goals.

In return for support of:

Up to £1,000: we can provide resources and collecting tins to support fundraising, and will say a huge thank you to your company on our social media channels

Between £1,000 and £2,500: we can offer the above as well as adding your business name to a list of Corporate Supporters on the Jimmy's website for a year and thank you frequently on our social media

Between £2,500 and £10,000: we can also come to your office to deliver a Lunch and Learn session, list your business as a Corporate Partner and showcase the impact of your support through a case study and thank you on our social media channels

Between £10,000 and £20,000: we can come to your office to deliver a Lunch and Learn session for your employees, put your company logo on the Jimmy's website as a Strategic Friend, and thank you repeatedly on our social media. We can also provide a tour of Jimmy's and a quote from the Jimmy's Chief Executive for your website

Over £20,000: we can offer you a fully tailored package based on your area of support and business objectives.

"Mark Allan and his team are doing amazing work to provide a solution to homelessness and Hill is thrilled to be playing a part in helping to tackle the housing crisis in the city."

Hill Housing Group

Staff fundraising

Staff fundraising can be a brilliant way of bringing your team together, helping to boost workplace wellbeing, as well as building understanding of homelessness in Cambridge and raising vital funds to rebuild lives.

The opportunities for staff fundraising are limitless, and we're always delighted to see local businesses get creative in this area!

Fundraise in the workplace

and bring your colleagues together by hosting a fancy dress day, running a sweepstake for a sporting event or TV competition, or asking employees to bring non-financial contributions such as food or clothing to work as a reverse Advent Calendar.

Hosting an event such as a charity auction or an in-house pub quiz is a great way to have fun and raise funds for Jimmy's. Back in the office? Get your staff chatting over tea and cake in a bake sale!

Up for a challenge? Take part in a sponsored event such as running the Cambridge Half-Marathon, climbing the Three Peaks, or hopping between every Cambridge college. Alternatively, challenge staff at your company to swap their commute for cycling or walking and see who can cover the largest distance in a month.





The difference your fundraising can make



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



could run the Jimmy's van for one year, allowing the renovation of spaces and support for individuals to move to more independent homes



could provide one year's worth of regular welfare activities, workshops and training at our emergency accommodation

Providing goods

As well as raising vital funds, we are always delighted when supporters give us useful items. When our residents need specific things, we add them to our Amazon wish list. Ordering from this list means that goods are delivered straight to Jimmy's and can start being used.



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
start a
partnership?

GET IN
TOUCH
TODAY.

Questions?

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Jimmy's
CAMBRIDGE

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