



# Our Impact - 2024

Supporting people from street floor to their own front door



Thanks to our team of Cambridge Half Marathon runners including one of our corporate partners ZS, pictured here





## Letter from our CEO

Natasha Davies

## About Jimmy's

Jimmy's is a community-based charity placed in the heart of Cambridge with the aim that no-one should have to sleep rough in the city. We provide safe places that people can call home.

From emergency accommodation within the 25 rooms at our East Road accommodation or longer-term support in one of the 9 bedrooms at our multiple needs centre to 10 supported houses and 22 modular homes. All are important stepping stones towards independence.

Within our East Road and 451 accommodation, residents can access support 24 hours a day, 7 days a week. When residents are ready to move into Jimmy's supported housing they continue to receive regular support from their individual support worker.

Jimmy's aim is to offer targeted, wraparound support to promote mental wellbeing and help our residents fulfil their goals. We use evidence-based support to improve our services and impact and to be a voice for change.

From the moment people come through the doors they become part of the Jimmy's family and are supported by a team of fantastic staff and volunteers.



"Since being at Jimmy's I feel cared for. I have felt hopeful for the future and feel safe. I have lived in supported accommodation before, but I never felt I was able to talk to people about what was going on. Jimmy's is different, the staff here just seemed to open me up a bit more."

East Road resident who has since moved on to one of Jimmy's shared houses

"I joined Jimmy's as Chief Executive part way through 2024, as the excitement was building towards our thirtieth birthday. Having researched and observed the organisation from the outside, nothing could have prepared me for the depth of care, love, kindness and empathy I met when I walked through the doors on my first day. Jimmy's is a seriously special place, organisation, and more importantly team of people.

Jimmy's Cambridge has developed, grown and survived over a thirty year period. But, as we approach our significant birthday, the outlook for our sector, our operating environment and the continued wealth disparity within the city in which we operate, looks bleak. The post pandemic world of uncertainty, austerity, the cost of living crisis, along with the growing wealth divide, make fundraising harder. All this against the background of commissioned services shrinking and Local Authority budgets stretched to breaking point.

Jimmy's has a 30-year history of continuous service delivery, providing accommodation and flexible, holistic, and evidence-based support to individuals. We have been at the forefront of innovative developments in the sector, for example our modular homes were amongst the first modular home schemes in the country.

2024 has been a year of consolidation and stabilisation, preparing the organisation for an explosion of ambition for the years ahead. While the financial picture remains uncertain, the need for our accommodation and support continues to grow. I am determined that Jimmy's will meet that challenge head on, never losing sight of our people, their warmth, generosity of spirit, and their unparalleled determination to do the right thing for those who walk through our doors and need us the most."

For those who might want to look into the impact of this further I would recommend reading Homeless Link's [Annual Review of Single Homelessness 2023](#). Some of the key takeaways for me were:

... there are 907 accommodation projects across England, and that since 2008 the sector has shrunk by 48%, with a 45% decrease in bedspaces available. At the other end of the pathway, there are 168 day centres, a 10% decrease since 2008.

Since 2008, there has been a 1700% increase in Housing Benefit as the main funding source for homelessness accommodation providers, with 82% of providers receiving Housing Benefit as part of their overall income. At the same time there has been a 71% decrease in local authority commissioned contracts.

## Meet Matt

### Housing Team Lead



Our Housing Team Lead and his experienced team of housing support workers help people move on to more independent accommodation both within Jimmy's and beyond. Matt also shared about his own lived experience of addiction and how it has offered him a unique insight into some of the challenges our residents face.

*"I've worked at Jimmy's for 7 years, but been involved with for 14. I work with our residents, building lasting relationships, sometimes people cycle through addiction and homelessness for decades, but our door is always open. It can be tough but my motivation comes from the success stories, like Eamonn, who overcame a £500-a-day drug habit and now lives in his own place, completely drug free. Even small progress, like answering a phone, is a big achievement for our residents."*

As a recovering addict himself, Matt understands addiction's grip. *"People prioritize their substance, which leads them to miss appointments or fall behind in life. I know first hand withdrawal, or "rattling," is a painful, physical process that keeps people from functioning normally."*

Many residents become homeless due to addiction, mental health issues, or financial hardships. The housing team work alongside the teams at East Road and 451 to support individuals by offering move-on houses, where people can gain independence. Residents need life skills, a willingness to change, and the ability to manage their substance misuse.

In the modular homes or move-on houses, residents have support tailored to their needs. They receive a food parcel and rent-free weeks to start fresh. After settling in, Matt ensures residents receive the appropriate professional support and a safe, stable environment.

Unfortunately, housing shortages in Cambridge mean that many stay at Jimmy's longer than expected. The cost of living is a barrier to finding private accommodation, and social housing is scarce. Some individuals who are ready to move on still face delays due to the lack of available spaces.

*"My role is challenging but rewarding. One of the highlights is seeing people get into recovery. When people are in recovery from alcohol or heroin, you can tell by their demeanour, the way they look and talk, that they've got it. Something has clicked in their head. For some people it never clicks, and that's really sad. But we try to give people every opportunity.*

*If you give people opportunities, a chance, and don't judge them, that gives them a good foundation to move forward. It doesn't always work but everyone deserves multiple chances. I went through 8 detoxes before I cracked it. If I was given up on after 3, I might not be here now. No one said to me 'you cannot have anymore chances'. I'm grateful for that and I take that forward in my work every day."*

To read more about Matt's work head to our website.

## Meet Sally & Sebastian

### Resident Story



Married for 5 years, Sally and Sebastian's relationship has faced its fair share of ups and downs, but they truly value their bond. In 2024 they moved into Jimmy's East Road hostel.

Prior to meeting in Cambridge in 2018, Sebastian had a turbulent past with alcohol which eventually led to the loss of his driving licence and, with that, his job stability.

Having lost their accommodation due to difficult familial relationships, the couple experienced homelessness in the city and also camped in woods for several months, an experience during which Sally said she "felt emotionally drained".

These experiences highlighted the importance of having stable accommodation.

In October 2024, they moved into Jimmy's emergency hostel at East Road. There they immediately started receiving help from the experienced support staff.

*"I worked with my support worker to apply for grants to buy clothes and a bike and also gain access to copies of documents, including birth and marriage certificates which would be necessary for future housing applications."* says Sally.

Sebastian, who is still struggling with alcohol addiction, is truly grateful for the ongoing support from Jimmy's. Their future plans involve securing private rental housing, to rebuild their lives and start working again.

Speaking of their time spent rough sleeping Sally and Sebastian shared,

*"Being homeless is challenging in itself but as a married couple experiencing homelessness we find it particularly challenging to adapt to accommodation that is set up to accommodate individuals. Despite the challenges, we are immensely grateful for the support we've received at Jimmy's. We really enjoy the sense of belonging and have been on trips to the cinema and participated in astronomy sessions."*

*When you are rough sleeping "you are not comfortable, the ground is hard, you ache. You hear many more sounds, so [even when you do sleep] you are on alert and not totally relaxed."*

*"Whereas at Jimmy's you sleep well. Now when we go back out, we wonder how we did it."*

The couple moved into one of Jimmy's shared houses early in 2025 where they "hope to find stability and independence, with a stronger relationship and improved emotional well-being".

If you would like to read more about Sally and Sebastian's journey please head to our website.



## Our year in numbers

**250** people were helped by Jimmy's



From handing out coffees and sleeping bags to welcoming people into accommodation and offering wrap around support and more.

**38** individuals were supported into more independent accommodation



Even when residents move on from Jimmy's accommodation our support workers continue to stay in touch via our Project Bridge programme. Helping to reduce isolation and loneliness at this stage means individuals are more likely to break the cycle of homelessness.

**7** of them moved on from Jimmy's accommodation into more permanent housing

**6,000** volunteer hours were given to Jimmy's saving the organisation over £50,000!



Jimmy's wouldn't work without volunteers generously donating their time. From answering the phone, gardening, cooking and serving meals and more. We are truly grateful for our volunteers!

**88%** of residents at East Road tell us they are suffering from mental ill health



An increasing number of the people walking through our doors are dealing with mental ill health meaning we are working harder than ever to support them.

We served approximately **40,000** meals



This includes hot, cooked meals, food available for residents to prepare themselves and food parcels for individuals in more independent accommodation

**We provided support 24 hours a day, 7 days a week, 365 days of the year**

**£645,034 donated!**

Voluntary donation breakdown

52% individuals

17% corporates

15% legacies

8% giftaid

4%

trusts and foundations

2%

community groups

1%

schools & colleges

## Looking Ahead

### 30th Anniversary Plans



We are excited to bring you a number of new ways to get involved in this, a very special year.

The truth is, we would all hope that our services were no longer needed 30 years on from opening but, sadly the need is more prevalent than ever with our ever growing waiting list and the knowledge there are sadly at least 30 people sleeping rough in Cambridge most nights.

Having said that, we do want to take this occasion to celebrate all the people who have made Jimmy's what it is over the years. From our founders, to our staff, volunteers and supporters who have made all of the work we do possible. And of course, our residents, so many of whom have walked through our doors at their most vulnerable but, with time, patience and a lot of hard work, on their part as well as our support workers, have managed to turn their lives around and have moved on to more independent, happier and fulfilled lives!

There are of course those who haven't been quite ready (our door is always open for when they want to try again) and those who we have sadly lost along the way. We take this moment to remember them all.

Want to help mark Jimmy's 30th Anniversary? Here's just some of the ways you can get involved...



### Cambridge Half Marathon

Proud to be partnering with Cambridge Half Marathon in 2025 and over the next 3 years. Our places for the 2025 half filled up in record time. Now is the time to register your place for 2026! [Register here](#)



### Art Project

As part of our milestone year, Jimmy's is hosting a community wide art project to get people really thinking about homelessness, why it happens and what it means.

We are asking local schools, community groups, artists, and residents to contribute their artwork. For those who get involved, there will be an opportunity to be part of an exhibition running from 10 October to 7 November, alongside a city-wide art trail. [Find out more here](#)



### Jimmy's Inaugural Gala Dinner

Join us for our very first Gala Dinner a Cambridge's iconic and leading hotel, University Arms. Enjoy a delicious and carefully curated three-course meal by Executive Chef, Lee Clarke.

The evening will be filled with local entertainment along with a silent auction to raise vital funds for Jimmy's Cambridge. [Find out more here](#)

# BIG Thank You

## Fundraising

We want to say a huge thank you to our volunteers and fundraisers. Young, old, individuals, groups, companies, everyone! Whether it's food or fitness related, or anything in between, we are so grateful to you for all your hard work! We couldn't do what we do without you.

“By donating to Jimmy’s, you are actively helping another human being realize that they are worthy of respect and that they deserve a second chance.”

Jimmy’s support worker

Our team of Jimmy’s Joggers raised over **£15,000** by taking part in the 2024 Cambridge Half Marathon. This is a growing event for us so please get in touch if you want to join the team!



We love it when groups of companies come together to support people experiencing homelessness. Last August, Tradition Punting Company, Rutherfords Punting, Cambridge Punters, The Cambridge Punt Company, Let’s Go Punting and Scholars Punting Company hosted their annual fancy dress day on the river! A lot of fun was had whilst raising **£1320**.



8 year old Alex ran the distance of a full marathon over the summer holidays. Alex raised **£705** for Jimmy’s because he has always felt really bad seeing homeless people struggling and wanted to do something to help lots of people experiencing homelessness.

<https://www.justgiving.com/page/alex-summer-marathon>



Jimmy’s representative Barry was delighted to enjoy dinner at the East of Anglian Timber Trade Association which raised **£3,800!**

On 13th April a fabulous group of Ashwell residents hosted a bacon butties event in their village. The event was an opportunity for people to come together, find out more about homelessness and eat some... breakfasts, all whilst raising **£997** for Jimmy’s!



In recognition of World Homelessness Day on Tuesday 10th October, Sodexo and Scruffs Hairdressing Salon once again organised a personal care afternoon with Jimmy’s to provide some much-needed respite for women experiencing homeless in our community.



We are grateful for all kinds of donations including a huge selection of chocolate Easter Eggs donated by Tesco for our residents!



Last June some of the team from corporate partner ST1 and their families took on the challenge of walking from Ely to Cambridge, almost 18 miles, to raise money for Jimmy’s!



# Volunteers needed!

We need your help!



Jimmy's Cambridge is looking for dedicated individuals to join us to help even more people experiencing homelessness.

If you have a passion for helping people, are a keen gardener or cook, or want to lend a hand in any of our other volunteer roles, we want to hear from you!

Contact us today to learn more about our exciting and meaningful volunteer opportunities.



Scan the QR code to find out more about the volunteering opportunities we have available.



# Donation Form

### My details:

Title:.....First Name:.....Surname:.....

Address:.....

.....Postcode:.....

Telephone:.....Email:.....

We would love to keep you updated on our work and the services we offer, if you would rather we did not keep in touch by post and/or email, please tick this box:

We will NEVER share your details with a third party.

Tick this box if you would rather NOT be contacted by telephone:

### My gift:

Amount: £.....

Pay method: Cheque / Cash / Charity Voucher / Card (please delete as appropriate)

Card details

Card no:    Expiry date: ..... /.....

**Yes, please Gift Aid my donation**

*giftaid it*

Boost your donation by an extra 25% on anything you donate at no additional cost to you.

For every £1 donated with Gift Aid, Jimmy's Cambridge could get an extra 25p from the government.

By completing this form I confirm that

- » I am a UK taxpayer. Please treat all donations I make or have made to Jimmy's Cambridge for the past 4 years as Gift Aid donations until I notify you otherwise. Your address is needed to identify you as a current UK taxpayer.
- » I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference.

Please contact us if you want to cancel or amend this declaration, if you no longer pay sufficient Income Tax and/or Capital Gains Tax, or if your address changes.

# Thank you!

Please return this form and your donation to:  
Jimmy's Cambridge,  
1 East Road, Cambridge CB1 1BD  
E: info@jimmiscambridge.org.uk  
Registered Charity Number: 1058737

Scan the QR code to donate online with a one off or regular donation.



We are immensely grateful to everyone who partnered with us or supported us in 2024. Through your donations we have, and continue to make, a transformational difference to the lives of people in need within our community.

We look forward to working with you again in 2025 as we celebrate our 30th Anniversary of supporting those experiencing homelessness in Cambridge.

Thank you!



**#PetsInEveryHostel**

We are proud to be a place where we accept our residents' four (or three) legged friends and we have a great partnership with Street Vet who help support the wellbeing of our dogs.

## Contact

Jimmy's Cambridge,  
1 East Road, Cambridge CB1 1BD  
Registered Charity Number: 1058737



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