



Our Impact - 2025

30 years of supporting people from street floor to their own front door





Helping people from
street floor to their
own front door

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 accommodations, 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 compassionate, professional and qualified staff and volunteers.

“You have a bed, your own key
to your own door, even your own
shower! That was perfect.”

Adam, Jimmy's Resident

Letter from our CEO

Natasha Davies



2025 has been an incredible year of celebrations for the momentous occasion of thirty years of Jimmy's. Thirty years of a truly humanitarian charity, keeping at our heart always doing the absolute best for the people who need us.

We have grown from very humble beginnings in the basement of a church to a landmark of a Cambridge charity. We provide accommodation and wrap around support 24 hours, seven days a week, 365 days of the year. We pride ourselves on high quality, safe and secure accommodation and the very highest levels of skilled, trained, knowledgeable, and qualified social worker led support.

2025 represented cementing who we are and what we do, so every individual who walks through our doors receives the very best support and accommodation possible. We invested heavily in our properties, whether through total refurbishment, or new flooring and fresh paint work. We invested considerably in our staff, upskilling our people with Chartered Institute of Housing qualifications, mental health first aid training and pioneering Trauma Risk Management (TRiM – more on that later). We also learned from each other through our innovative, monthly staff led masterclasses and lunch and learns.

This year saw us celebrate award success too, I was shortlisted for a Women in Housing award for Innovation, our Head of Fundraising, Communications and Communities winning the prestigious Chartered Institute of Fundraising Award for Outstanding Professional Fundraising, and for two places on Homeless Links' Leadership annual cohorts. As an organisation we achieved our Street Vet accreditation for both hostels, opening up vital veterinary care, support and education for our four-legged friends, their owners and our staff and volunteers. Our wonderful long-standing resident dog Bullseye was a runner up in the 2025 BBC Make a Difference Awards (I believe he is still available for pawtographs!) and we presented our work at two national conferences. We also achieved phenomenal broadcast and online media presence helping us to celebrate our significant anniversary, culminating in a week long, much listened to, 30 voices for 30 years on BBC Cambridgeshire.

This year we very sadly lost Johnny Mann, a longstanding and much loved resident. Johnny will always be remembered, his loss was commemorated with a heartfelt tribute at our December carol concert.

I would like to thank all of my incredible team, our volunteers, our residents and all of our wonderful supporters in our Cambridgeshire community and beyond for an incredible thirty years of Jimmy's. Thank you for coming this far with us, you haven't seen anything yet!

Natasha Davies
CEO

Our year in numbers

Thanks to the generosity of our supporters and the work of our experienced team in 2024

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.

33
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.

76%
of residents at East Road
told us they are experiencing
mental ill health



In Jimmy's supported housing, where residents are further along their journey, only 27% report mental health struggles, highlighting the importance of stability and ongoing support.

40,000
meals were provided
across our services



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

576
group holistic activities
were offered to residents



These activities included mindfulness sessions, henna tattooing and pond construction designed to support and inspire residents on their journey to a more independent life.

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

£571,590 donated!

Voluntary donation breakdown

65%
individuals

16%
corporates

9%
giftaid

4%
trusts and
foundations

2%
community
groups

1%
schools &
colleges

2%
faith
groups

Meet Tony

Volunteer



Tony has been a dedicated volunteer at Jimmy's since we first opened our doors over 30 years ago. Every other Tuesday evening, Tony generously gives his time to help prepare and serve the evening meal to the 25 residents at our East Road shelter. To celebrate his incredible commitment and hard work we recently surprised him with flowers, chocolates, and a beautiful plaque.

Jimmy's is fortunate to have an amazing team of volunteers who provide invaluable support across many areas, including breakfast and evening meals, reception, events, speaking engagements, fundraising, gardening, and trustee duties. Every hour a volunteer gives is an hour the charity doesn't need to pay for - meaning more funds can go directly towards the vital work Jimmy's does.



4,821 volunteer hours in 2025

Volunteers Needed! Scan the QR code to find out more about the volunteering opportunities we have available

Meet Alice

Co-production Co-ordinator



2025 marked the creation of a new Co-production Co-ordinator role at Jimmy's and in September, we welcomed Alice into this role. Alice now acts as a constant presence for our residents' voice – asking how decisions benefit residents, why choices are made, and whose perspectives may be missing. Alice brings both a wealth of professional experience within the sector in Cambridge, plus lived experience of homelessness and navigating support systems within the city.

While still in its early stages, the role is designed to ensure residents' voices are embedded throughout everything Jimmy's does. The hope is by listening closely, acting on feedback, and involving residents in decisions, we can improve services, enhance the resident experience, and foster a culture where every perspective is valued. Over time, this approach aims to make decisions more inclusive, meaningful, and effective – giving residents back some power to shape the services and environment that affect their daily lives.

One of the first projects Alice led was the co-produced resident newsletter, turning resident voices and experiences into print. This regular quarterly newsletter gives residents a platform to share ideas, stories, and updates. Created by residents, for residents.

Co-production also now plays a key role in recruitment, and after resident consultation showed there is a keenness to participate, residents are now regularly involved in shaping how staff are selected and assessed. A regular group with an employment and recruitment focus is now being run once a month at East Road and in the last two recruitment drives, resident representatives were part of the interview panels, helping to shape and ask questions, give feedback, and ensure our staff team has the right qualities to benefit all levels of our organisation. This approach helps Jimmy's recruit staff who are truly aligned with residents' needs and strengthens accountability across the organisation.

"I really enjoyed being part of the interview panel and loved being able to give the successful candidate the good news!" – Jimmy's Resident

Over the past few months, there has already been an increase of activities being offered across our sites including cooking classes led by professional chefs to teach practical skills, and a candle-making project where residents created items to sell at the Mill Road Winter Fair to raise money for Jimmy's. These opportunities provide space for engagement, skill-building, and participation in meaningful projects. Listening to residents is central to the role and resident consultation has exposed a desire for meaningful activity and upskilling. Looking ahead, a Jimmy's bicycle maintenance workshop is planned in collaboration with residents and external partners, offering further chances for learning and hands-on involvement.

"For me, the Co-Production Co-ordinator role is about making sure residents' voices are heard and acted on across everything we do. I truly believe they are the Experts by Experience and have many valuable opinions that can improve organisational culture and ensure we are truly working from a trauma informed perspective. It's also about creating meaningful opportunities for involvement, supporting people to contribute their ideas, and helping ensure decisions reflect their experiences and needs." - Alice



Meet Hetty

East Road Manager



When you walk through the doors at East Road, you can always expect to be met with a joyful buzz. Our 24/7 team of staff and volunteers are the heart of our centres, providing compassionate, non-judgemental support to anyone who needs it.

For many of our residents, the systems they have to navigate - things like benefits, probation, healthcare, and counselling - can feel incredibly complex and overwhelming. Our support workers act as a steady hand through this, but they also bring a bit of their own spark! On any given day, you might find a group gathered for cross-stitch or an art session. It's through these simple activities, or even just a game of cards or a trip to the bowling alley, that real connections are built.

That sense of connection is exactly why we've been so busy rethinking our physical space. Many of our residents have spent years moving through cold, institutional settings, so it's vital East Road feels like a home rather than just a building. We want it to be a place that is psychologically informed - somewhere peaceful that helps people heal. To make that happen, the residents have been leading the charge on our recent renovations. Ahead of the work starting, we all worked on mood boards and collected paint swatches, everyone got involved in the decision making and then, seeing residents picking up brushes and working alongside decorators hasn't just given the lounge a fresh look; it's given everyone a sense of pride in the place they live.

The creativity hasn't stopped at the lounge, though. We've been dreaming up a future for an unused area. Our residents are full of ideas, and after some great chats, we've decided to turn it into a "make and mend" workshop. It's going to be a brilliant spot for residents to share skills and gain the kind of confidence that makes the transition to independent living feel much more achievable.

Our East Road accommodation is not only a place where people feel welcomed, listened to, and valued, we want it to provide them with the tools and the stability they need to successfully sustain a home of their own when they eventually move on.

"The buzz you feel when you walk through the doors says it all - this is a place where people feel at home. After uncertainty, instability, and isolation, having somewhere where people care about how your day's been and listen to your stories, can be truly transformative. We all need people in our lives that can champion our strengths and encourage us when it all feels too tough, and it's a privilege and joy that we can do that meaningfully with our work each day." - Hetty

Meet Sarah

Resident Story



Sarah came to Jimmy's more than a decade ago in crisis. Her physical health had deteriorated to the point that she required a supervised seven-day detox - a high-risk period that she survived with the intensive support of our team. From there, she progressed from 24-hour care into supported housing, a significant milestone and the start of the next stage of her recovery.

Sarah's greatest challenge during this period was severe agoraphobia. For eight years, she was unable to leave her shared accommodation. Rather than forcing a move she wasn't ready for, we adapted the support we provide to her specific needs. Our housing team remained a constant presence, coordinating weekly nursing visits, working closely with mental health professionals, and ensuring she received the right clinical and practical support. Consistency, patience and trust became the foundation of her progress.

In late 2025, Sarah made a life-changing decision: she accepted her own independent tenancy. We know that moving out is not the end of the journey - it can in fact be one of the most vulnerable moments for our residents.

Through Project Bridge, we are able to provide an extension of our housing support, meaning the team continues to check in with residents and provide support, such as, helping to uncap utilities, securing a £750 Cambridge Street Aid grant, sourcing essential furniture and appliances, coordinating GP and pharmacy deliveries, and assessing adaptations to keep her safe and well.

Today, Sarah is managing her tenancy, maintaining her home and building confidence in her independence. Recently, during a weekly visit, she offered her support worker a cup of tea - a simple but powerful moment. After years of isolation, it marked a shift from receiving care to welcoming others into her space with confidence and pride.

Sarah's journey shows that real success is not just moving out, but moving on successfully. With the right support at the right time, lasting independence is possible.

Find out more about
Project Bridge by
scanning/clicking the
QR code.



#PetsInEveryHostel

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

30th Anniversary Review

Our 30th anniversary gave us an opportunity to reflect on and celebrate our past, but it was also a chance to secure our future. Demand for our services continues and we know building a steady, reliable income is the only way to guarantee our work continues for as long as it is needed.

By introducing new and different events and campaigns, we want to make it easier for you, our supporters, to get involved. Got an idea? We are always open to hearing about new fundraising opportunities. Please get in touch today!



Cambridge Half Marathon

In March 2025 we continued to build on our Cambridge Half Marathon presence by becoming an event partner with a team of 70 Jimmy's Joggers raising over £45,000! All kindly backed by sponsor Hill Group. Huge thanks to everyone involved and to those running in 2026 too, this time sponsored by The Partnership in Care!



Want to be part of the 2027 team?
Scan/click the QR Code



The Big Give Christmas Challenge

If events aren't your thing you might be interested to hear we took part in our first-ever Big Give Christmas Challenge, and we were overwhelmed by the response. Together, we raised over £42,000 to support vital homelessness services in Cambridge!

A heartfelt thank you to our pledgers and our champion, the Julia Rausing Trust, whose early commitments created the match-funding pot that made this success possible. We also want to thank everyone who donated during the campaign week; your generosity meant every pound was doubled. This incredible support ensures we can continue providing safe places and wraparound care for those who need it most.



Ready to be a pledger in 2026?
Find out more here by scanning/click the QR code



Jimmy's Inaugural Gala Dinner

Autumn 2025 saw us mark our anniversary in style, hosting our inaugural Gala Dinner. Long term corporate supporter Open Arch helped us get this event off the ground by stepping up as headline sponsor early in the year with several other businesses joining them to help make the evening possible. On the night, we were blown away by the generosity in the room who helped us smash our target of £30,000 for 30 years!



You're invited to be part of our
2026 Gala Dinner.
Scan/click the QR Code



Carol Concert

In December, we invited the Cambridge community to Great St Mary's for our first Christmas Carol Concert. Over 400 guests enjoyed moving readings and performances from Jimmy's residents, staff and the Selwyn College Choir, plus 2 local school choirs and the Collaboration Choir who generously donated their time to be there. The evening offered poignant reminders about the true meaning of home and the importance of recognising that everyone deserves one. Thank you to everyone who attended.



Save the date now so you can join us for
our 2026 Carol Concert. Find out more by
scanning/click the QR code

Our Year in Pictures



The Ancient Shepherds supports Jimmy's through a number of initiatives



A generous donation from City & University of Cambridge Masonic Charitable Trust



Matt ran the London Marathon to raise money for Jimmy's - raising £500



Volunteers at the Rampton Horse Show



Domainex and TTP Group kick off summer with a charity match, raising £500 for Jimmy's



AstraZeneca L'azy Bike Ride - Pedalling hard to fundraise for Jimmy's



Volunteers Stefan and Sharon at Jimmy's Christmas Carol Concert



Bullseye with the Christmas Tree donated by Ninja Theory



The Urban&Civic team packing Christmas gift bags for our residents



ST1 Group bringing their office together to do a food collection for Jimmy's



Jimmy's Corporate Networking Event at Emmanuel College



Jimmy's Joggers at the Cambridge Half Marathon

Always looking for ways to innovate the support we offer, in 2025, following a pilot phase, we fully introduced TRiM across our services and beyond. The TRiM system helps to build resilience within frontline staff after traumatic events.

Sadly within the community of individuals experiencing homelessness and rough sleeping nationally the life expectancy is much lower than in the average population - 45 for men and 43 for women (Crisis) compared to the general population averages of 77 and 80 years respectively. For support staff who build long term relationships with their residents and service users, the early and untimely loss of those they support can be devastating.

TRiM is a renowned model of peer support developed in the UK military. Having a TRiM Manager and Practitioners woven throughout Jimmy's, drawn from existing staff who volunteered to take on additional training and responsibilities, we can seek to identify early anyone who is not coping after potentially traumatising events and ensure that they are actively signposted to professional sources of help.

TRiM dynamically supports our diverse workforce, our clients and residents, our volunteers and potentially our wider communities to gain support and safety in processing and recovering from trauma.

"Research published in 2023 found that 23% of frontline participants met the diagnostic threshold for Post-Traumatic Stress Disorder as a direct result of their experiences at work. Secondary and Vicarious Trauma are also common, and burnout can lead to high levels of depression and stress for staff in the sector" Quote from homeless.org.uk/news/its-okay-not-to-be-okay

If we can work together in partnership to support our community of practice and our workforce at large, we can keep our wider community healthy, supported in their wellbeing, maintaining their employment status, reducing poverty and reducing homelessness.

Within a week of training our professionals, our TRiM Practitioners were able to assist another provider in the city in the aftermath of a very serious and traumatic event. We are incredibly proud of being the first charity in the UK to adopt TRiM within homelessness and housing, indeed we believe we are the first organisation to adopt TRiM in the wider housing sector. Going forwards we will continue to expand our practitioner base and offer our TRiM to other sectors within Cambridge.



It costs approximately
£1000 to train a
practitioner – will you
donate towards that cost?



Thank you!

We are immensely grateful to everyone who partnered with us or supported us particularly in our anniversary year. 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 2026 as we continue to build upon our vast and expansive history and experience supporting those experiencing homelessness in Cambridge.



Want to support people from street floor to their own front door?

[Donate here](#)

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