

# Our impact in 2017/18

A snapshot

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[www.crisis.org.uk/impact](http://www.crisis.org.uk/impact)



Together  
we will end  
homelessness

# Introduction

I am proud that our Skylight services have once again supported thousands of people on their journeys out of homelessness.

At the end of our 50<sup>th</sup> anniversary year, we published *Everybody In: How to end homelessness in Great Britain* – showing how we can end homelessness in 10 years.

It is our role to do as much as we can through our own services, and work with the sector and local and national governments in England, Scotland and Wales to create change.

We are armed with the solutions to end homelessness for good as we embark on our new strategy. It's ambitious, but we must be. We cannot sit back and accept homelessness in 21<sup>st</sup> century Britain. Together, we will end it.

**Jon Sparkes,  
Chief Executive**

Over the last five years, out of necessity we have grown our organisation and our ability to support people. We are determined that the next five years is about focusing all our efforts on lasting change.

We'll build on current success and expertise in Crisis Skylights, to end homelessness for as many people as we can. We'll focus our policy and campaigning work on the areas that will have the greatest impact on ending homelessness, including prevention.

Everything we do will be informed by the insights of people with lived experience of homelessness.

By joining forces in every way we can, together we have the knowledge, solutions and power to end homelessness in Britain for good.

**Steve Holliday,  
Chair of Trustees**





# Everybody In: How to end homelessness in Great Britain

In 21<sup>st</sup> century Britain, everybody should have a place to live. We published *Everybody In: How to end homelessness in Great Britain*, showing the solutions that can end homelessness for good.

The plan was created using a widescale review of the best evidence worldwide, new research from leading academics and organisations, and over 1,000 experts were consulted on solutions.

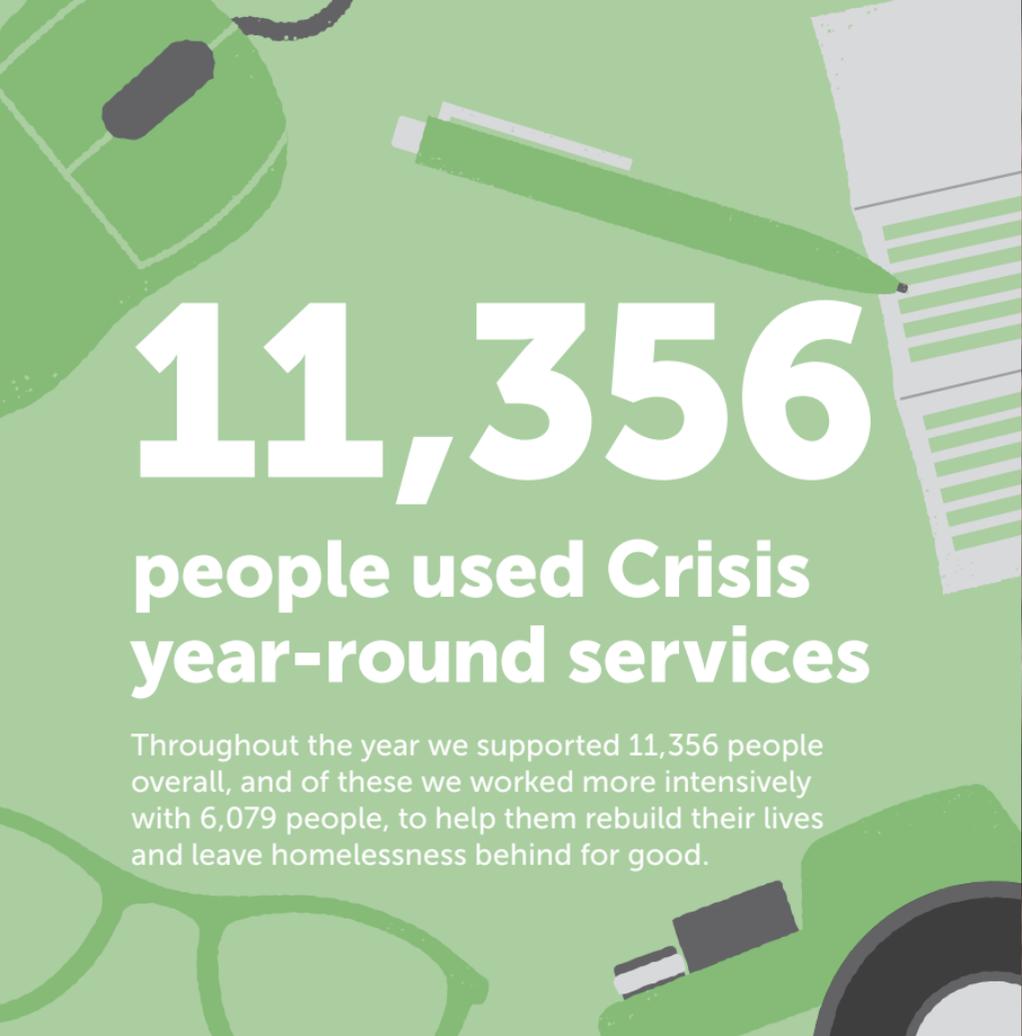
The Experts by Experience Panel, formed of volunteers with lived experience of homelessness, played a significant role in the development of *Everybody In: How to end homelessness in Great Britain*.

“Crisis has provided us not only with the challenge to take up action, but in this plan, the solutions to make lasting change.”

**Dame Louise Casey,  
Chair, Institute of  
Global Homelessness**

“Our biggest task on the Experts by Experience Panel was reviewing the plan to end homelessness, devising policy recommendations, putting them in order of priority and crafting the language to ensure it encompassed all of the messages people with lived experience want to get across.”

**Ash,  
Experts by Experience Panel**



# 11,356

people used Crisis  
year-round services

Throughout the year we supported 11,356 people overall, and of these we worked more intensively with 6,079 people, to help them rebuild their lives and leave homelessness behind for good.

"I met Crisis while I was living in supported accommodation. I did several courses, gained qualifications, and developed my CV writing and interview skills. I am now happy in my tenancy, in a job I love and my life has been transformed. I feel very lucky. Many people are still facing challenges like I had every day."

**Viki,**  
**Crisis Skylight Edinburgh**





# 832

## people supported into homes

And 1,128 people whose housing situation has been improved. This is through our services that support homeless people to find and keep a stable home.



"Taking Crisis' 'Renting Ready' course was great! Now I understand what a tenancy agreement is. For the first time, I started to understand that I wasn't in the wrong and becoming homeless wasn't my fault."

"Now I'm in college doing health and social care, and I'm in my own flat. It's wonderful! I can't even explain the way I'm feeling – it's like bubbles inside of me. I feel like I've just started my life again."

**Sharon,  
Crisis Skylight Croydon**



# 784

people supported  
into work

We supported people to find and keep jobs, which also helps their stability and overall wellbeing.



"My job coach helped me with CV workshops and motivation workshops. I started to come out of myself, and to get job interviews."

**Con,**  
**Crisis Skylight London**

Con is now working full-time as a trainee support worker and is committed to helping others who are experiencing homelessness.

# 1,432

## people gained qualifications

...and a total of 3,223 qualifications were awarded.

Our range of courses and classes helped people develop skills, restore a routine and a sense of purpose.

“Qualifications empower people with the skills and confidence to progress into employment, further education and volunteering. It’s all part of helping people on their journey out of homelessness.

“Whether it’s literacy, numeracy, IT, English for Speakers of Other Languages (ESOL), catering or painting and decorating, taking ownership of their learning can lead to people taking ownership of their lives. For someone who’s homeless, attending a course can help them to have a more structured life.

“We create a safe, nurturing and inclusive learning environment to suit individual needs. That way, we can help even the most marginalised people with strategies to cope in their everyday lives.”

**Veena,**  
**Accredited Learning Manager,**  
**Crisis Skylight London**





# 11,704 volunteers

Thousands of people have generously given their time to help homeless people, through volunteering with our year-round services, in our shops and at our Christmas centres.



“Before I volunteered, I didn’t realise how many people were actually homeless and the different types of homelessness.

“The very first thing I did was help out at the Christmas event. Then I started helping out in weekly English classes and reading classes, and now a cookery class. I just absolutely love it.

“The more I’ve seen of the classes – the whole education programme is brilliant, it’s what people need. It’s like a stepping stone.

“I like helping people and I care. Sometimes even just having a little chat with people can make a difference.”

**Gwen, volunteer,  
Crisis Skylight Merseyside**



## New political commitments to tackle homelessness

### **In England:**

Following our *Home, no less will do* campaign, the government committed £20 million for Help to Rent projects to support homeless people, vulnerable tenants and their landlords.

“This £20 million fund will allow councils to put in place vital new schemes so that those at risk will have the support to secure their own tenancy.”

**Rt Hon James Brokenshire, MP, Secretary of State for Housing, Communities and Local Government**

In May 2018, the government committed £28 million to pilot Housing First (a scheme that helps people with complex needs) in Greater Manchester, the Liverpool City Region, and the West Midlands.

### **In Scotland:**

Crisis’ Chief Executive Jon Sparkes was asked by the Scottish Government to chair its Homelessness and Rough Sleeping Action Group. The group made 70 recommendations to end rough sleeping – all of which have been accepted in principle by the Scottish Government.

“Ending homelessness in Scotland is our aspiration and determination and should be the determination of governments everywhere.”

**First Minister of Scotland, Nicola Sturgeon MSP**



# We need Everybody In to end homelessness

Thousands of people joined Everybody In and wrote to their politician to say why they're in to **#EndHomelessness**.

"I'm in to end homelessness because I've been there twice. There are too many people on the breadline and it only takes one thing to tip the balance and lose everything."

**Anon, Staffordshire**

"I'm in to end homelessness because everyone should have a home – it's a basic right."

**Anon, Llansteffan**

"I'm in to end homelessness because we need to do more in this day and age. Homelessness should not be happening."

**Anon, Dunstable**

"I'm in to end homelessness because everyone deserves a place they can call their own."

**Anon, Glasgow**



2,556

## people with improved wellbeing

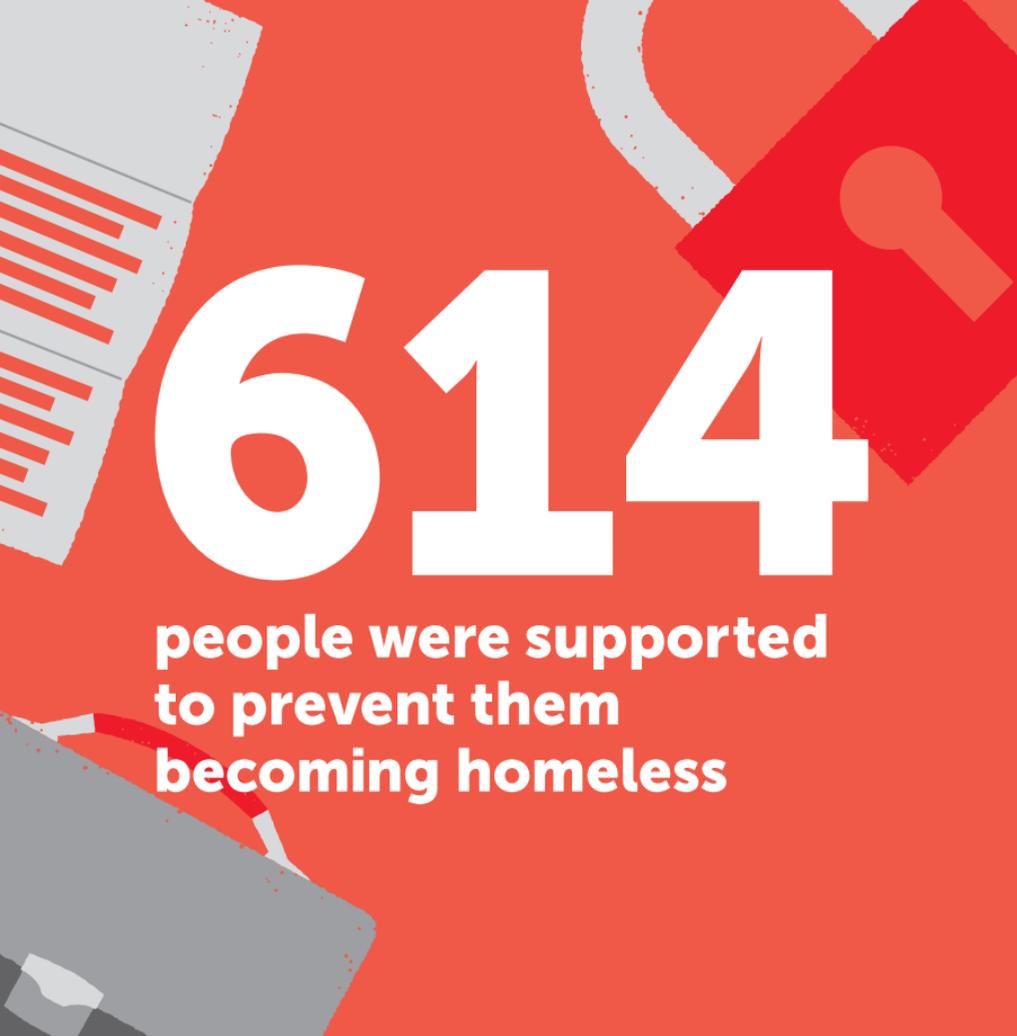
We offered a range of classes, social activities, one-to-one coaching and access to healthcare services, to help improve people's health and wellbeing.



"One to one support is so important. We work together with people to set goals and support them along the way to achieve them. We help signpost people to other services, too."

"Many people are disenfranchised and not listened to, so we're able to give them a safe space to talk about how they're feeling, and inspire hope in people as well. We keep the door open for people."

**Claire,**  
**Mental Health Coordinator,**  
**Crisis Skylight Merseyside**



# 614

people were supported  
to prevent them  
becoming homeless



“At Crisis Skylight Newcastle, we’re working in partnership with the council and the Jobcentre as part of the Newcastle Homelessness Prevention Trailblazer.

“The project is focused on prevention and not letting people who are hidden homeless – for example, sofa-surfing and floating between

places – deteriorate until they’re street homeless.

“We’re seeing people access services that they might not have been able to before. It’s a very strong way of preventing street homelessness.”

**James, Progression Coach,  
Crisis Skylight Newcastle**

A graphic with a warm orange background. At the top, several Christmas ornaments are hanging from thin grey lines. There are two teal ornaments and two yellow ornaments. In the center, the number '4,194' is written in a large, bold, white sans-serif font. Below the number, the text 'Christmas guests' is written in a smaller, bold, white sans-serif font. At the bottom, there are stylized white snowflakes or paper cutouts.

# 4,194

## Christmas guests

Our Christmas centres are just the beginning of helping people out of homelessness.

A photograph of a woman with shoulder-length brown hair, smiling warmly. She is holding a white ceramic cup with both hands. The background is a blurred indoor setting, possibly a cafe or a common area.

"I went along to a Crisis Christmas centre and that's how I got involved with Crisis. And it's just been the best thing that's ever happened to me.

"Sarah, my employment coach, has been absolutely brilliant with me. She helped me get a job at a hotel.

"Now, I'm in full time work. I'm living on my own in a beautiful one-bed flat. Everything's going really well."

**Samantha, Christmas guest and Crisis member**

Samantha's story is 100 per cent genuine, but her name has been changed and a model photographed to protect her identity.



# 317

members who  
volunteered



Crisis clients, known as members, have been involved in our work through a range of meaningful ways. For example helping us to design services, recruit staff and develop our new strategy, as well as speaking at events and contributing to the development of *Everybody In: How to end homelessness in Great Britain*.

"Since working with Crisis, I've been building my confidence back up. It was brilliant doing the poem for World Homeless Day. I was nervous, but I had faith in myself.

"I also volunteer with the Crisis arts and crafts club, and at the drop-in advice afternoon. I really enjoy doing it."

**Adel,**  
**Crisis Skylight South Wales**



# 137

## people took part in Crisis' retail or café training programmes

We provided practical, on-the-job training through Café from Crisis and Shop from Crisis outlets, which can lead to careers in hospitality, catering and retail.



"I did the retail training programme at Crisis – I successfully completed that and I have my certificate. I've been volunteering ever since, I love the staff and the shop."

"Doing the training programme meant I could apply for jobs. I got a job at a pub and I've just been offered a new job with a catering agency."

**Hephzibah,  
Crisis Skylight London**





**WELCOME**

**14%**  
**of staff with  
lived experience  
of homelessness**

"All my childhood I lived in a chaotic, dysfunctional family. From age 16, I was homeless, lost in addiction and a cycle of chaos.

"At 35 I took the support that I was offered. I then lived in a shared house and did an adult literacy and numeracy course.

"I now work as a progression coach at Crisis. I help people who are homeless to start their own process of change and move forward.

"At 48, I find myself with a family and mortgage. I also have me; my self-belief and positive mindset knowing I am loveable and capable."

**Liam, Progression Coach,  
Crisis Skylight Oxford**

# Pioneering housing solutions

Last year we supported 442 organisations to improve their housing offer to homeless people.

We worked with landlords to ensure a supply of places to live – both directly and through projects we support across Britain.

This has also involved supporting local organisations to improve access to accommodation, and sitting on the Ministry for Housing, Communities and Local Government (MHCLG) advisory group for the private rented sector.





# Incredible supporters

Thousands of people, companies and trusts supported our work over the year, meaning we can provide and develop services to help people on their journeys out of homelessness.



"We are so grateful to the efforts of Crisis' partners and supporters who have helped us grow income significantly to make sure we can end homelessness."

**Richard Lee,**  
Director of Fundraising

"It has been fantastic to see how our people across the country have got behind this partnership, and it has been great to see first-hand the difference that we are making to people's lives. We look forward to the next two years and working together to end homelessness for good."

**JLL,**  
Crisis corporate partner

# Get involved and help end homelessness



**Campaign**



**Volunteer**



**Donate**

**Fundraise**

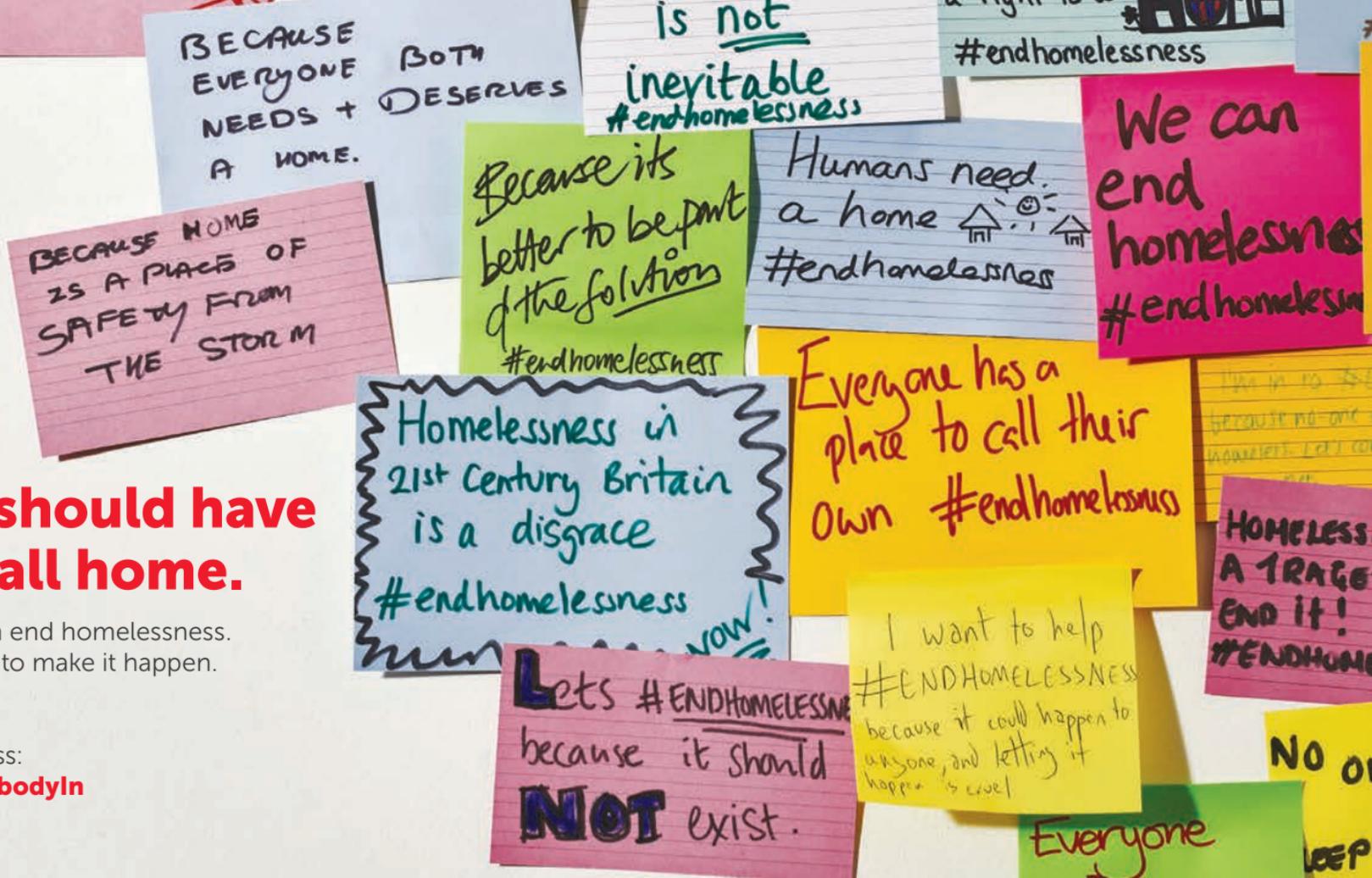


[www.crisis.org.uk/get-involved](http://www.crisis.org.uk/get-involved)

# Everybody should have a place to call home.

Together, we know we can end homelessness. But we need Everybody In to make it happen. Are you in?

Stand against homelessness:  
[www.crisis.org.uk/EverybodyIn](http://www.crisis.org.uk/EverybodyIn)  
[#EndHomelessness](https://twitter.com/EndHomelessness)



BECAUSE EVERYONE NEEDS + A HOME.

BOTH DESERVES

is not inevitable  
#endhomelessness

#endhomelessness

BECAUSE HOME IS A PLACE OF SAFETY FROM THE STORM

Because its better to be part of the solution  
#endhomelessness

Humans need a home  
#endhomelessness

We can end homelessness  
#endhomelessness

Homelessness in 21st Century Britain is a disgrace  
#endhomelessness

Everyone has a place to call their own  
#endhomelessness

because no one would let you

HOMELESS A TRAGEDY END IT!  
#ENDHOMELESSNESS

Lets #ENDHOMELESSNESS because it should **NOT** exist.

I want to help #ENDHOMELESSNESS because it could happen to anyone, and letting it happen is cruel

NO ONE  
KEEP

Everyone

**This is just a snapshot.**

Discover more:

**[www.crisis.org.uk/impact](http://www.crisis.org.uk/impact)**

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