



Essential components

The right

1. External context

- 1.1 Is there significant public concern about begging and street activity?
- 1.2 Is there a good foundation of partnership working amongst local groups?
- 1.3 Are there existing sources of flexible funding for individuals?

IF NO...

- Focus on outreach, co-production or other areas
- Focus on building partnerships
**see note below*
- Focus on increasing awareness, food provision, or reducing barriers to access

* If building up partnerships and helping people connect with activities which are already going on, we strongly recommend contacting the Street Support Network who have a track record of developing local partnerships and digital solutions across the UK. To contact, email gary@streetsupport.net

Strategic backing from

2. Key players

- 2.1 Cabinet level sponsorship for:
 - i. Formal Comms team objective
 - ii. Making introductions to other departments (e.g. leisure; business and skills; procurement)
- 2.2 Provider co-operation
 - i. Tacit support - or not outright opposition - from the 'major' provider(s) with local donor base
 - ii. Identified contacts to be part of Core group from primary housing provider, day centre and food offer/outreach group
- 2.3 Town Centre/Business Network enthusiasm to:
 - i. Incorporate Real Change into existing networks/events
 - ii. Use comms channels to promote to members/customers
 - iii. Identify and engage potential donors and ambassadors from the business community

3. Building the partnership

- 3.1 With your Core group, work out who will take responsibility for:
 - Chairing the Campaign
 - Co-ordinating/Administering grants
 - Holding the bank account
 - Marketing lead
 - Fundraising/community lead
 - Lived experience spokesperson

- 3.2 Connect with recovery groups and service representative groups to engage people with lived experience in campaign

- 3.3 Hold a wider meeting for potential partners to find out more, including:
 - VCF groups and providers
 - Town centre businesses
 - Public sector bodies and agencies
 - Elected officials

- 3.4 Complete targeted follow up with key players

- 3.5 Set up regular Action Group Meetings to discuss and input into the campaign

4a. Making it happen

4.1 Getting the money out

***see note below*

- i. Agree dispersal policy
- ii. Recruit panel members if needed
- iii. Send new partner pack and sign up Registered Partners
- iv. Update application form and monitoring sheets and decide when to open the fund

4.2 Getting the word out

- i. Design key marketing materials
- ii. Create a website or page on partner site, plus social media if desired
- iii. Draft a Communications Plan
- iv. Decide on launch approach
- v. Share Supporter Pack, print key marketing materials and distribute

4.3 Getting the money in

- i. Set up bank account or budget line with whoever will hold the money
- ii. Set up online donation page
- iii. Identify seed funding possibilities or other funding pots which could be incorporated
- iv. Develop target list of donors
- v. Share out campaign contacts with Supporter Pack and start approaching

4b. Keeping it going

- v. Open fund to applications
- vi. Admin check for eligibility and share with panel/approve as indicated in Dispersal Policy
- vii. Inform banking of payments
- viii. Collect receipts and evaluations
- ix. Review usage at Action Groups

- vi. Identify awareness and fundraising activities and update Action Plan
- vii. Monthly story to share on varying channels
- viii. Regular update of case studies and stats on fund impact
- ix. Quarterly update and placement of new marketing

- vi. Identify awareness and fundraising activities and update Action Plan
- vii. Monthly fundraising activity via a partner
- viii. Regular attendance at networking and partnership events
- ix. Quarterly organised event for supporters to get involved in

** Real Change is not the only Alternative Giving model. If it isn't quite right for, we recommend taking a look at Greater Change and getting in touch with Jonathan Tan at jonathan@greaterchange.co.uk



Scorecard

More detail on each of these stages is available in the Real Change Toolkit, alongside all the tools and resources you'll need in the Resource Library.

When you feel ready, give yourself a score for each of these the four key steps on the card below. **Be honest!** Alternative giving is a simple idea, but it takes time, money and energy to make it work effectively, and there is an 'opportunity cost' involved in doing it. If it isn't the right time to make it work in your area then it isn't going to have a positive impact on ending homelessness.

Add up your score and average it across all 12 points. Highlight anything below a **1-3 in red, 4-5 in orange, 6-10 in green.**


Average 1-3 or <4 Red =

The timing probably isn't right.

Average 4-5 or <6 Orange =

You might be ready to launch soon.

Average 6-10 or >6 Green =

Everything is stacking up. Go for it! 

		SCORE
1. External context	a) Level of public concern	
	b) Depth of partnership in the public sector	
	c) Access to flexible funding pots	
2. Key players	a) Cabinet level sponsorship	
	b) Main provider co-operation	
	c) BID/town centre business network support	
3. Building the partnership	a) Core group to lead on main functions	
	b) Involvement of people with lived experience	
	c) Active participation from a minimum of three voluntary sector and two non-homelessness partners	
4. Making it happen	a) Ability to distribute funds quickly and effectively	
	b) Marketing support to spread the word	
	c) Potential fundraising champions to get money in	
Average		

Are you ready to go for it?

The Real Change brand, model and resources are free to use for any partner who wishes to set up a campaign in their area and signs up to the core principles of the campaign. To access, please contact Robbie Cowbury...

robbie.cowbury@riverside.org.uk
07976 924 793