

CHANGE *Please*



UK IMPACT REPORT *2021-22*



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*I had an interview with Change Please and my life has changed completely. **Keira, Graduate***

'EVERY CUP WE BREW AND EVERY BEAN WE SELL, HELPS CHANGE THE LIFE OF SOMEONE EXPERIENCING HOMELESSNESS FOR THE BETTER.' *CEMAL EZEL (FOUNDER AND CEO)*

TOTAL NUMBER OF PEOPLE SUPPORTED: **434**



WELCOME TO OUR FIRST ANNUAL REPORT.

CEMAL, FOUNDER AND CEO

I founded Change Please in 2015 because I had seen the impact a full-time job could have in helping people experiencing homelessness to rebuild their lives. This is our core work, and we remain as committed to our 'employment-first' approach in addressing the rise of homelessness in the UK and beyond.

In 2021-22, we have had many new highlights, including the opening of Change Please branches in the US, Australia and France as well as the launch of our Driving for Change Programme. This highlights the commitment of our amazing team to spread our work wherever it is needed.

However, the pandemic was a challenging time for the sectors that we operate in. We had to close some of our cafés and our trade reduced significantly due to the restrictions.

What was most difficult was having to pause our Training Programme temporarily to new entrants. We had to do this so we could concentrate on supporting our existing Trainees.

I am delighted to report that as we came out of restrictions, we succeeded in recruiting new staff to support our mission, generated new revenue and supported far more people into better lives.

I am so proud of the work that everyone involved in Change Please has contributed to helping us grow and more people. It is so inspiring to see everyone join our movement and help creating lasting impact for the people that we support and society as a whole.

WE ARE CHANGE PLEASE

We're an award-winning, unique social enterprise -and our mission is to end homelessness by selling great tasting coffee.

We help people experiencing homelessness by training them to become speciality coffee baristas, supporting them with everything they need to turn their lives around: a living wage job, housing, therapy, a bank account and then permanent roles in the hospitality and catering sectors.



THE CHANGE PLEASE JOURNEY

2022

THE TEAM EXPANDS, ALONGSIDE THE NUMBER OF TRAINEES WHO WE HELP. WE ARE CURRENTLY IN 8 COUNTRIES. WE ARE PLANNING TO OPEN A NEW MAJOR SITE IN LONDON VICTORIA TO HELP MORE OF OUR TRAINEES BECOME SUCCESSFUL BARISTAS.

2021

WE LAUNCH DRIVING FOR CHANGE. OUR TRAINING ACADEMY REOPENS AND WE START RECEIVING FUNDING TO OPEN MORE SITES.

2020

THE CORONAVIRUS DISEASE 2019 (COVID-19) DOMINATES 2020. OUR SITES AND ACADEMY ARE CLOSED. WE SUPPORT NHS HEROES AT THE NIGHTINGALE HOSPITAL BY GIVING OUT FREE COFFEE TO HEALTH WORKERS. LATER IN THE YEAR, OUR FIRST RETAIL SITES RE-OPEN. WE APPEAR ON THIS MORNING AND JAMIE AND JIMMY FRIDAY NIGHT FEAST. LATER IN THE YEAR WE LAUNCHED ANOTHER CAFÉ!

2019

THE MAYOR OF LONDON, SADIQ KHAN VISITS A CHANGE PLEASE SITE. WE LAUNCH A NEW SITE WITH JAMIE OLIVER AND CORPORATE PARTNERSHIPS START TO GROW, AND WE OFFICIALLY OPENED OUR FIRST TRAINING ACADEMY IN PECKHAM.

2018

THE CHANGE PLEASE FOUNDATION IS ESTABLISHED, OUR PARTNERSHIP WITH VIRGIN BEGINS AND WE START SELLING OUR COFFEE ON VIRGIN TRAINS.

2017

WE BECOME AVAILABLE IN MAJOR SUPERMARKETS. WE RECEIVE A SPECIAL VISIT FROM LABOUR LEADER JEREMY CORBYN AT ONE OF OUR COFFEE CARTS.

2016

WE START EXPANDING AND OPENING NEW SITES. OUR RETAIL TEAM BEGINS TO GROW AND WE START TRAINEE RECRUITMENT. WE FEATURE IN A BBC DOCUMENTARY CALLED 'FAMOUS, RICH AND HOMELESS', WHICH HELPS US RAISE AWARENESS ABOUT CHANGE PLEASE AND WHAT WE DO.

2015

WE LAUNCH OUR FIRST CART IN COVENT GARDEN!

AWARDS

We're proud to have received a range of awards over the years, recognising our commitment to making impactful change.



CORPORATE PARTNERS

Our commercial customers are crucial to Change Please, making so much of our work possible. Whether training baristas, selling coffee, or fundraising, we could not exist without their support. Here are a few of our partners:



OUR CHARITY PARTNERS

We work with great foundations and charities to collaboratively fight homelessness.



EMPOWERING LIVES THROUGH **BARISTA TRAINING**

Our Trainees have so much to offer the world and have amazing skills, knowledge and experience. They face unfair barriers to gaining permanent employment and homes.

Our specially designed support, training and employment packages mean that we can empower people to show the best of themselves, secure permanent employment and lift themselves out of homelessness permanently.

WHAT WE PROVIDE

3-DAY TRAINING
and selection process at
The Training Academy

1-6 MONTHS TRAINING
paying a living wage



THEORY OF CHANGE

OUR VISION:

We want a world where homelessness is reduced through trade; its stigma is eliminated and people experiencing homelessness remain valued members of society.

OUR MISSION:

Change Please aims to change the lives of people experiencing homelessness through capitalising on the ever-growing demand for coffee.

OUR SOLUTIONS:

- Minimise homelessness through employment
- Promote the concept that people experiencing homelessness are still valued members of society
- Encourage businesses to see that employing people experiencing homelessness is a sustainable business model
- Raise awareness of the potential for business to positively impact lives

OUTCOMES FOR INDIVIDUALS EXPERIENCING HOMELESSNESS:

- Secure and sustainable employment
- Improved mental health and well-being
- A sense of inclusion in society
- Ability to access community support services
- Preparation for society – individuals feel capable of maintaining jobs, dealing with a range of issues, can interact with the public and new acquaintances

IMPACT IN 2021-22

60

PEOPLE IN
ONWARD
EMPLOYMENT

166

TRAINED
THROUGH THE
FOUNDATION

OVER 1500 HOURS OF ADDITIONAL
SUPPORT PROVIDED
TO TRAINEES

12 RETAIL SITES
IN THE UK

13,320

HOURS OF TRAINING SESSIONS

4

FORMER
GRADUATES
NOW WORKING
AS MENTORS



MORE ABOUT OUR SERVICES

OUR MISSION IS TO TACKLE THE RISE IN HOMELESSNESS THROUGH SUPPORTING PEOPLE INTO EMPLOYMENT AND BETTER LIVES.

1 PAID-TRAINING AND EMPLOYMENT

a. Inward Referrals

We take referrals from a wide range of partners working across homelessness and unemployment.

We ask that potential Trainees have completed an 8-week 'life-change' to show that they are ready to commit to our training programme and start a new career.

b. Training

On the job training in retail skills, customer service and coffee skills including latte art.

c. Support

Bespoke support from our in-house therapists ensuring that people are work-ready and have the resilience to succeed in their new lives.

d. Onward employment

Permanent jobs and careers with our partners across the hospitality and catering industries.

2 DRIVING FOR CHANGE

We launched our ground-breaking, Driving for Change initiative in October 2021. Refurbished buses deliver vital services to London's rough sleepers and homeless population.

REFERRAL SERVICE: THE START OF OUR TRAINING PROGRAMME

The first step in our 'Employment-First' Model is securing referrals from our partners.

We work with an amazing range of partners across the voluntary and public sectors and build on their experience.

We work with brilliant people who with a little of our support, can become ready-to-work and show their skills, knowledge and experience to the world.

Because of the success of our Training and Support model, we are able to lift people immediately out of homelessness and into better situations.

// We offer a bespoke support and training package to candidates. Our support team work with them to identify additional needs and identify any extra training they may need. With this early wrap-around support, we are able to best prepare our Trainees for the world of work.



PRE-EMPLOYMENT RETAIL TRAINING

We want to ensure that our Trainees have all the skills and abilities to secure a career in Hospitality and Catering.

OVER 2021-22, WE HAVE:

- Offered additional retraining programmes for our Trainees
- Offered introductory days and sessions to engage potential new Trainees

OUR INTRODUCTORY TRAINING SESSIONS

DEVELOP CORE SKILLS AROUND:

- Introduction to coffee and the hospitality industry
- Espresso brewing
- Milk texturing
- Latte art
- The importance of good customer service

Throughout the training programme, we identify any gaps in Trainees' experience and ensure additional training where necessary.

We want to equip our Trainees with the confidence to succeed in their next roles. Some of them have had negative experiences from employers previously.

We run introductory days and visits with our employment partners so that people can feel confident about the roles and employment opportunities available to them.

TRAINEES' STORIES



JOAO, BARISTA TRAINEE



I've been a trainee at Change Please for over four and a half months and am really enjoying my time. I can finally focus because it's a stress-free workplace. The staff are friendly and great to be around.

The initial training was easy and what I liked most was that the sessions helped me acquire the new skill of coffee making!



My initial training stages at Change Please were engaging and helpful, and motivated me to work as a barista.

I've been training here for three months and have felt calmer during this time. I get anxiety, and the unknown is something that triggers it. Within two months of my training, the Change Please support team had started working with me to organise a future place of employment and had helped explain what to expect after my training was completed.

Knowing I have options to look forward to puts me at ease and has decreased my anxiety.



HOPE, GRADUATE

TRAINEE SUPPORT AND ADDITIONAL TRAINING

One of the most important areas of our Training Programme is the additional support offered by our amazing Support Team.

WE OFFER A BESPOKE RANGE OF SERVICES, INCLUDING:

- Support with improving mental wellbeing
- Support with accessing government services
- Support with housing, dealing with debts and financial management
- Mentalisation Based Therapy
- Cognitive Behavioural Therapy

We offer all of this because we want to ensure that people feel confident and resilient at work so they can succeed in their new careers.

Our support Programme begins as soon as people start training. We complete a needs assessment and individual support plan covering everything they need to ensure they are ready for work.

As well as our in-house team, we also work with external counsellors who have worked in areas including; trauma, forensic, gang related issues, depression, anxiety and with people who have been victims of domestic violence.

The consistent and bespoke therapy ensures that people are able to break the cycles of negative emotions, feel positive about the future and succeed at work.

As well as the support with mental wellbeing, we also work with our partners to support Trainees with: employability and interview skills, CV writing, mentoring and presentation skills.

We are very grateful for Deloitte and DacBeachcroft in running these to support our Trainees in their development.

100%

OF OUR PAID-TRAINEES
HAVE ENGAGED WITH
COUNSELLING

3

OF OUR TRAINEES ACCESSED THERAPY
THROUGH THE NHS THROUGH A NEW
REFERRAL PROGRAMME

//

I found working with Change Please a great experience. Staff are/were flexible to the needs of the people they were supporting. What really impressed me was the staff encouraged the trainees to look after themselves psychologically. Recognising that the people they were supporting have had terrible life experiences. If only more organisations were like this! **Counsellor**

//

//

Change Please have the capacity to look at people holistically which in my opinion is very rare. **Counsellor**

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RETAIL TRAINING

We currently have 12 of our own cafés and retail sites throughout London. We also have franchise sites throughout the UK.

These sites are absolutely key to our mission; giving the people that we support real-life work experience, bringing different parts of the community together, demonstrating the power of our work to the public and showing how social enterprise can transform the world for the better.

We are absolutely delighted that over the past year, 4 of our Graduate Baristas have stayed with us and are now training new Trainees and supporting with new recruitment into our training programme.



Working in the retail sites I love learning more about how the coffee is made and being a little bit nerdy with the machine, learning the different processes, key customer service skills and the specific details that go into making the perfect coffee time and time again.

Angus, Trainee

GRADUATE PROGRAMME ONWARD EMPLOYMENT

Skills and employment training is at the heart of everything we do. We know that so many people experiencing homelessness have so much to offer which is why the core of our work is providing opportunities for them to demonstrate their skills, knowledge and experience. In this way they can build a career in hospitality and catering and, as a result, rebuild their lives.



The employment aftercare we provide to our trainees is key, allowing graduates to transition into the world of permanent work successfully.

After Covid-19 we had concerns about the strength of the retail sector and whether roles would remain available to our trainees after graduating. Thankfully, all our partners have continued to support us and that's meant we've been able to grow the number of opportunities for our graduates over the last two years. Onward employers are keener than ever to join our movement and make excellent roles available.

Our expertise is in supporting people who've been excluded from the job market into the right entry level roles. Key to this is matching employers and graduates. To guarantee this we:

- Provide trial work placements on our partners' sites
- Run aptitude assessments
- Collate feedback from graduates and partners
- Support graduates with additional training which will help in a particular role
- Support trainees with employability skills

We've perfected this model over the past seven years and, because of this, many of our employment partners have signed up to receive our trainees earlier in their journey with us. This in turn creates openings on our programme for even more people to train.

REFLECTION

79%

OF GRADUATES REMAIN IN EDUCATION OR EMPLOYMENT AFTER LEAVING CHANGE PLEASE



*Change Please has supported me throughout my onward employment journey. They make me feel like a person and not just another statistic. The fact they care about me makes me want to work harder and do more with my future career. **Mario, Graduate***



We are delighted with the increase of onward employers working with us in 2022 and their enthusiasm to join our mission.

We're thrilled many more of our referrals have joined us ready for the employment market. As a result, we have developed our 'Fast-Track to Employment' programme where trainees who are prepared, can move into onward employment after one week. This has strengthened our links and value with our onward employment partners as we can fill vacancies much faster.

As a response to many of our referrals seeking to develop office roles, we have also developed our 'paid-internship' programme. This has allowed us to create more roles across different disciplines for our trainees to move into.



OUR GRADUATES

RAPHAEL



Being part of the training programme has enabled me to learn new skills and feel more confident pursuing a career in IT. I currently have an internship at Change Please after completing my barista training with them and they've presented an opportunity I never thought possible. Previously, I'd started studying IT gaming design but my last situation prevented me completing it. At Change Please, they've patiently and enthusiastically taught me the basics of IT and my time here has helped me gain organisational and communication skills, allowed me to come out of my shell, encouraged me to speak to customers (which I didn't used to do), and improved my confidence.

I'm glad I now have my sense of independence back, I'm a living testament that your life can turn around if you have the support around you and I hope other peoples' lives can find change like mine through Change Please.

Raphael, IT Intern

MAKEDA



I was referred to Change Please by a homeless charity whilst I was living in a women's refuge. I'm now a graduate and learning new skills allowed me to secure my current role in hospitality.

Working at Change Please was so good for me. It has enabled me to get back into work and made me feel like I had purpose, rather than being stuck in the refuge all day. I now feel like I can go anywhere. Change Please has supported me throughout my journey, when I was a trainee and beyond, making me feel like I had someone in my corner when times were really hard. Change Please helped me transition out of homelessness into permanent accommodation, supporting me with everything I needed.

I now feel the future is bright.

Makeda, Graduate

I'm currently completing my Finance Accounts Assistant internship at Change Please, which is helping me attain the skills needed to pursue a career in finance. I don't believe this learning opportunity would have been available outside this organisation.

Nayeem, Graduate



NAYEEM

DRIVING FOR CHANGE (DFC)

Our Driving for Change initiative launched in October 2021. Sadiq Khan, Mayor of London was in attendance, along with our sponsors HSBC UK, Colgate, and sub-sponsor, Mastercard.



The full DFC service began in November, providing the following services for those in need:

ACCESS TO FREE GP CONSULTATIONS

THERAPY ASSESSMENTS

HELP OPENING BANK ACCOUNTS

DIGITAL AND FINANCIAL LITERACY TRAINING

ESSENTIAL EVERYDAY ITEMS

EMPLOYMENT SUPPORT

HAIRCUTS, SHOWER FACILITIES AND DENTAL CARE

DRIVING FOR CHANGE IMPACT NUMBERS

**BETWEEN OCTOBER 2021 AND JUNE 22
WE'VE WELCOMED OVER**

260 GUESTS

**HAIRDRESSERS
HAVE PROVIDED**

**90
HAIRCUTS**



One of our guests after receiving a haircut from a volunteer barber

DRIVING FOR CHANGE ACCOMPLISHMENTS

Officially launched in October 2021, Driving for Change is an all-in-one direct intervention service providing those experiencing homelessness access to vital services in key London Boroughs.

The main sponsors of our two London buses are HSBC and Colgate, who were key in helping us set up and launch this new and 'first of its kind' initiative.

Mastercard sponsored the initiative for the first 6 months, providing access to the Clean Slate Charity to aid with financial inclusion and financial literacy training.

Driving for Change has seen over 650 guests visit the buses since the end of 2021.

On board the buses, services include - free NHS consultations, oral health care, haircuts, digital and financial literacy training, support with opening an HSBC No Fixed Address bank account where appropriate and employment support.



We give guests ongoing support by signposting them to services such as local homeless GP services to receive regular care for any health conditions, showing guests how to access emergency accommodation through Thames Reach and Streetlink. We also work locally with councils to advise the homeless about what is available in the London Boroughs they are in, as well as commissioned services for Drug and Alcohol outreach, Mental Health and rough sleeping teams.

Driving for Change has created and manages these key partnerships to ensure guests are supported with everything they might need. We make certain that these services are available for our guests that they have appropriate follow-ups with relevant services.

We're hoping to scale the project in London and beyond.



DRIVING FOR CHANGE AWARD

NEW
LONDON
AWARDS
2022

We were so excited to win the Community Prize at the New London Architecture awards. We were so keen for our Driving for Change buses to be amazing spaces for the people that we support.

It was such an honour to be recognised by the NLA – London's built environment community. For all of the Driving for Change Team, it was so rewarding to be recognised for our work and delivering amazing services in our state-of-the-art buses.

THROUGH DRIVING FOR CHANGE, WE HAVE

- Worked with our main sponsors, HSBC and Colgate to deliver vital services to people experiencing homelessness.
- Partnered with NHS East London Foundation Trust, allowing guests to have continued access to vital healthcare services through the Greenhouse Practice in Hackney and other London NHS trusts.
- Partnered with Community Dental Services to provide Oral Healthcare on the buses.
- Partnered with Haircuts 4 Homeless, the celebrity hairdresser Louis Byrne and confirmed Mary as our part time hairdresser.
- Partnered with the City of London, Hackney Council, Lewisham Council, Croydon Council, CGL (Choose, Grow, Live), Thames Reach, Street Link, St Mungo's, Shelter, Crisis, and many more charities and partners.
- Been in an advertorial, produced by Colgate, which was shown on national TV and in cinemas, to talk about Driving for Change featuring one of our graduates, Raphael.

FUNDRAISING

We would like to extend our thanks and gratitude to all of our generous donors and fundraisers this year. In a competitive environment for fundraising, your support has been invaluable in helping us to achieve our mission, supporting people into better lives and out of homelessness. We are also building new awareness, raising more funding from individual donors and bringing more people into our movement to tackle homelessness.

We are so thankful for the support of all of our funders including; London Legacy Development Corporation, Homeless Link, Lloyds TSB Foundation for England and Wales and the Vintners Foundation.

All of this support is invaluable in helping us to achieve our mission, supporting more people into better lives.

CORPORATE FUNDRAISING

In 2021-22, we also saw an increase in fundraising from corporates for Change Please. This was in addition to offering pro-bono support, hiring our Graduates and supporting us on voluntary projects.

LIQUIDLINE (the corporate beverage providers) took part in the Orwell Challenge - walking and running event - in aid of Change Please.

ADYEN (the payment platform) had planned to attend a large-scale cycling challenge and, after it was cancelled, held their own version.

LES AMBASSADEURS GROUP (luxury restaurants, clubs and travel), a new partner, held a fundraising evening, hosted by popular YouTubers and are planning another major fundraiser later this year.

AVAMORE CAPITAL (specialist lenders), another new partner, made us their company charity and organised a 13 mile night walk, through the cold streets of London.

LNER's (London North Eastern Railway) funding continued into early 2022, helping us with training costs.

Throughout 2022 **David Lloyd gyms** have successfully held fundraising events across their southern clubs. They closed the year with an art competition - the winners of which will have their designs featured on limited edition Change Please coffee bags.



2021-22 HIGHLIGHTS



FINANCES JULY 21 - JUNE 22

INCOME

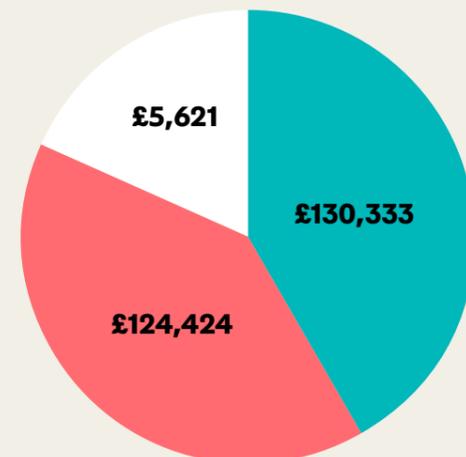


EXPENDITURE

DFC - breakdown of projects we've done and costs = Capex **£178,760**
 Vehicles (buses) and facilities on bus to support guests' costs = **£65,090**
 Staff costs for DFC = **£88,179**

TRAINING

Training academy including staff costs = **£130,333**
 How much spent on paid Trainees' salaries '1-6 months' training (including onward employment) = **£124,424**
 Counselling, emergency accommodation costs & travel costs = **£5,621**



THANK YOU

ROB GILLON, CO-CEO

2021-2022 may have been a challenging year but it was nothing compared to the challenges faced by those experiencing homelessness every day. So, before anything else, we'd like to especially thank all the beneficiaries and graduates who walked through our doors. Whether attending short 'taster' training days, or our longer programme, it takes incredible strength. So, thank you - just for turning up. Your actions will hopefully inspire many others to start their own journey of change.

While last year was challenging on several fronts, throughout these difficult times, clients, funders, corporate partners, catering partners, donors and onward employers stood with us and gave us the chance, not only to survive, but to flourish. We are so pleased to see the retail business bounce back - opening up our beneficiary training and impact work once more. We are very lucky to have so many loyal supporters and, no matter the size of their contributions, it all adds up to create life changing opportunities.

We also want to take this opportunity to acknowledge the incredible work carried out by our staff. Often experiencing challenging conditions of their own, it is humbling to watch this amazing group of people overcome many obstacles in order to further our mission and help as many people as possible. This year the mission continues, and we will strive to create even more opportunities to help break the cycle of homelessness.



THANK YOU

CHANGE
Please