



EVERYONE
DESERVES
A PLACE TO
CALL HOME

PARTNER WITH PURPOSE

CORPORATE
FUNDRAISING
PACK

HELP HOPESTEAD END HOMELESSNESS.

WHY PARTNER WITH HOPESTEAD?

365,655

people currently experiencing
homelessness in England

including

164,040

children in temporary
accommodation

In the East alone, over

25,000

people are experiencing
homelessness right now.

**OUR PARTNERSHIP
CAN CHANGE THAT.**



THE BUSINESS CASE

✓ **Achieve your CSR goals**

Your business has corporate social responsibility goals, and you want to achieve them. Partner with Hopestead, and we will share tangible impact data on our work in the East of England – and at local level too if you need it. You'll be able to demonstrate and share your role in helping your local community.

✓ **Employee engagement**

Positive engagement with your workforce will keep them happier, more motivated and aid staff retention. Supporting Hopestead will unlock opportunities for your staff to take on sporting challenges as a team, volunteer together and develop new skills which can transfer into your business.

✓ **Grow your brand's awareness**

Hopestead will showcase your support for our work on our website, social media and other ways that we agree. This will enable your business to be seen by a wider audience and help you grow your reach on social media. Your business will appeal to more people, which could benefit you, for instance, when you are recruiting.

WHAT WE DO

DATA FROM
OUR WORK
IN 2024-25

HOPE AT HOME

Turning houses into homes

- 670 people supported last year
- £1.1 million worth of furniture and essentials
- 97% tenancy sustainment rate



BUILDING HOPE

Creating new accommodation

- Hopestead Place - innovative modular homes
- 12 new homes opening in Norwich 2025
- Dignity and opportunity combined



HOPE FUNDS

Supporting frontline charities

- 17 charity partners funded
- 15,369 people reached
- Up to £20,000 grants available



VOICE OF HOPE

Driving systemic change

Our campaign to raise awareness of homelessness, challenge misconceptions and push for better policies.



WARREN'S STORY



THE CHALLENGE

Warren faced a sudden, serious health condition that left him unable to work. He lost his home and family, ending up sleeping in his sibling's front room.



THE SOLUTION

When Flagship offered Warren a new home, his family gathered essential items through social media. But he was still missing crucial pieces - particularly a bed and wardrobe with mirror, essential for his daily care routine. Hopestead provided the missing pieces Warren needed to settle in.



THE IMPACT



My new home has given me my life back. I am looking forward to the freedom of moving around my own space. My recovery can really start from now, as it's easier to exercise and have health professionals visit me at home.

CORPORATE FUNDRAISING OPPORTUNITIES

TEAM CHALLENGES

Step to it: Challenge your team to walk 365,000 steps in a week or a month - that's one step forwards for each homeless person in England.

Bring some colour: Bring our brand colours to life by hosting a Yellow & Purple Day. Make this your dress code for the day, dye your hair, or have face painted.

Do your own thing: Whether it's a bake sale in the office, a group run or hosting a quiz night, get creative! Every penny counts to help Hopestead tackle homelessness.



EMPLOYEE ENGAGEMENT

Charity of the Year partnerships: If your business chooses to offer these, it allows us to plan jointly over 12 months to achieve your goals. We would love the chance to do this!

Speaker events: We'll present to your teams about the reality of homelessness, share powerful stories from people we've supported, and explain how your company's involvement creates lasting change. Perfect for a full team meeting or leadership session.

Payroll giving schemes: This is a way of giving money to charity without paying tax on it. It must be paid through PAYE from someone's wages or pension, and money is taken prior to tax but after NI. The scheme needs to be run by an approved payroll giving agency.

EVENT PARTNERSHIPS

Corporate challenge events: exclusive access to runs, cycles, Tough Mudders and obstacle courses across the UK with subsidised entry fees for your teams.

Golf day participation: join our annual July tournament or we'll help you organise your own corporate day with Hopestead branding and speakers.

Virtual challenges: perfect for distributed teams: online step competitions, gaming tournaments, virtual quiz nights, or digital fundraising campaigns that connect remote employees.

Seasonal celebrations: incorporate fundraising into Christmas parties, summer BBQs, or World Homelessness Day in October.

MATCHED GIVING

Double your impact: for every £1 your employees raise, your company contributes £1 (or more), instantly doubling the funds available to help families turn empty houses into homes.

Tax efficient for business: corporate donations qualify for tax relief, making matched giving a cost-effective way to maximise your social impact while reducing your tax burden.

Amplifies employee engagement: when staff see their company backing their fundraising efforts pound-for-pound, it demonstrates genuine commitment and motivates higher participation rates.

Measurable CSR outcomes: clear, quantifiable impact you can report to stakeholders: "Our £10,000 matched giving programme furnished 6 complete homes and supported 18 people".

WHAT YOUR SUPPORT ACHIEVES

£500 Complete bedroom setup

Provides bed, mattress, wardrobe, and bedding for someone starting fresh after homelessness. Gives one person a safe, private space to rebuild their confidence and plan their future.

£5,000 Hope Funds basic support

Funds frontline charity services for a quarter - from emergency accommodation to mental health support. Keeps vital services running when demand is highest, helping hundreds of vulnerable people.



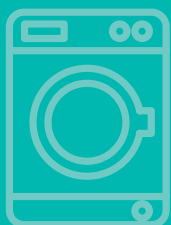
£1,000 Family living room

Furnishes a space where children can play safely, parents can relax, and families can spend quality time together. Creates the heart of a home where memories are made and bonds strengthened.



£10,000 Furnish three complete homes

Fully furnishes three properties through Hope at Home, supporting entire families with everything from beds to dining tables. Transforms empty spaces into real homes for 6-12 people.



£2,500 White goods for five households

Washing machines, fridges, and cookers for five families, enabling them to cook nutritious meals, store food safely, and maintain hygiene and dignity. Supports 15-20 people including children.

£20,000 Maximum Hope Funds grant

Supports a crucial frontline charity to run a homelessness prevention project for a full year, helping people to access the services they need.

“This is the difference corporate partnership makes - turning crisis into stability, fear into hope

PARTNERSHIP PACKAGES

BRONZE PARTNER

Raise £1,000

Benefits for you:

- ✓ News stories on our website at launch and when target reached
- ✓ Monthly social media mentions by us to show your support
- ✓ In person presentation by us to your team
- ✓ We provide content for your internal news and website

SILVER PARTNER

Raise £5,000

Bronze benefits plus:

- ✓ Create joint social media content for us both to share
- ✓ We will provide monthly reports on our impact
- ✓ Joint press release to grow awareness of your support

GOLD PARTNER

Raise £10,000

All Bronze & Silver benefits plus:

- ✓ 5 free places for your staff at our running, walking, cycling events
- ✓ Monthly in person meetings with your team
- ✓ Creation of a joint fundraising event

LET'S GET STARTED

- 1 Get in touch**
Contact Chris Elliott to discuss your goals and explore options.
- 2 Plan together**
We'll work with you to design a partnership that fits your CSR objectives.
- 3 Launch with impact**
We'll provide all materials, stories, and support you need.
- 4 Measure and celebrate**
Regular impact reports and celebration events showcase your difference.

Contact Chris Elliott, our Fundraising Manager:

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[HOPESTEAD.ORG](https://www.hopestead.org)

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Hopestead is a charity registered in England under number: 1190324
and part of Bromford Flagship Group.

THE HOPESTEAD DIFFERENCE

- ✓ **Local impact** - see the difference in your community
- ✓ **Proven results** - 97% tenancy sustainment rate
- ✓ **Innovation** - award-winning approaches
- ✓ **Transparency** - clear reporting on fund use
- ✓ **Partnership focus** - we work with you
- ✓ **Employee engagement** - meaningful CSR

**BECAUSE WHEN BUSINESSES AND
CHARITIES WORK TOGETHER,
WE CAN ACHIEVE WHAT NEITHER
COULD ALONE.**

#EveryoneDeservesAPlaceToCallHome