

Greater Change

Impact Report

2021/22

Leaving Homelessness Behind For Good

Homelessness is a gross injustice.

As a team of just 8 at the time of writing this report, we're really proud to have **helped over 500 people take large steps out of homelessness**; a key milestone in our journey.

This year, **84% of our clients have sustained their tenancies** 12 months after our support. At the cost of just £1,711 per person against an expected savings to the public purse of £29,258 per person, our work represents an incredibly effective tool in the wider effort to solve homelessness.

Our goal is to **support over 30,000 people out of homelessness by 2031** and to help end homelessness in the UK in our lifetime.

This report will detail the outcomes of our work and the research we have done to support our conclusions.



Greater Change team (from left to right: Nailah, Tanya, Jacques, Rohini and Jon)



The Homelessness Crisis

By the end of 2021, **203,400 households in England had experienced the worst forms of homelessness** (1)**.**

It is predicted that the long-term effects of the COVID-19 pandemic and associated economic decline will result in a substantial rise in homelessness (1), with **an estimated 1.7 million UK households impacted by the cost-of-living crisis into homelessness** (2).

The average life expectancy of someone who is homeless is 45 for men and 42 for women (1). Homelessness results in increased and long-term need for health services compared to the general public (16).

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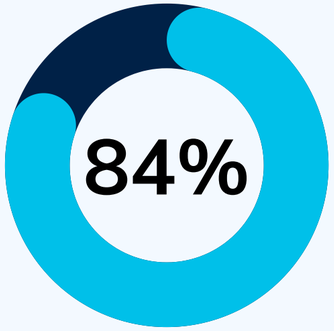
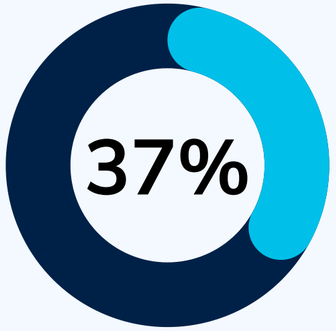
Executive Summary

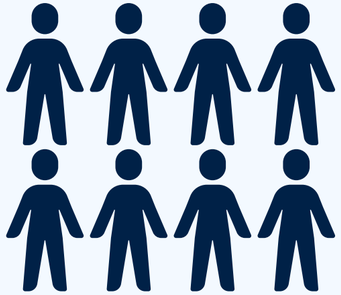
Impact Highlights



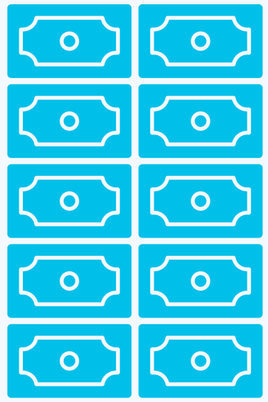
84% of our clients moved into **permanent housing or sustained stable housing** in 2021/22.



37% of our clients were from BAME backgrounds. In comparison, 31% of all statutorily homeless in England are from BAME backgrounds.[3]



We supported **232 people** who were experiencing homelessness or at risk of becoming homeless throughout 2021/22.



In 2021/22, we unlocked an average of **£29,258 in potential cost savings per person.**

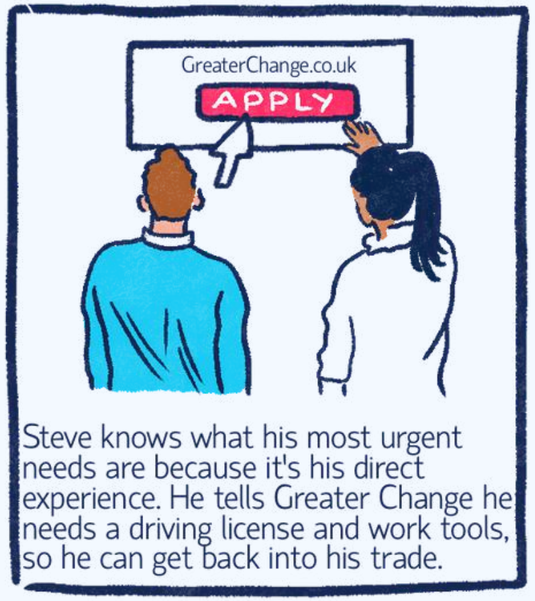
The total cost of supporting each person is an average £1,711. This includes our operational and personalised budgets costs.

How does Greater Change help?

Our model provides an innovative solution to tackling the issue of increasing homelessness. By providing personalised funding, we enable exit pathways for client's seeking to move on from homelessness for good, and provide vital funds to prevent and divert paths from joining the homeless pathway.

100% of donations we raise goes to the client's fund and we build strong partnerships with local services who provide the essential ongoing support to ensure that clients achieve their goals.









Our Impact

WE PREVENT PEOPLE FROM BECOMING HOMELESS

PREVENTION COST=£500



Joe got help to buy tools, so he could start carpentry work, meaning he could take up the offer of a flat.

PEOPLE BECOME HOMELESS FOR MANY COMPLEX REASONS

PREVENTION COST=£1000



Valentine got help with rent arrears so she could focus on getting back to work. This gave her some key time which prevented her from becoming homeless.



PRISON



BENFIT DELAYS

RELATIONSHIP BREAKDOWN

TRAUMA



RENT DEPOSIT

TRAINING FEES

Tragically, one of the exits from homelessness is death. People who are homeless have an average life expectancy of 43-45 years.

WE HELP PEOPLE GET OUT OF HOMELESSNESS

COST OF EXIT=£800



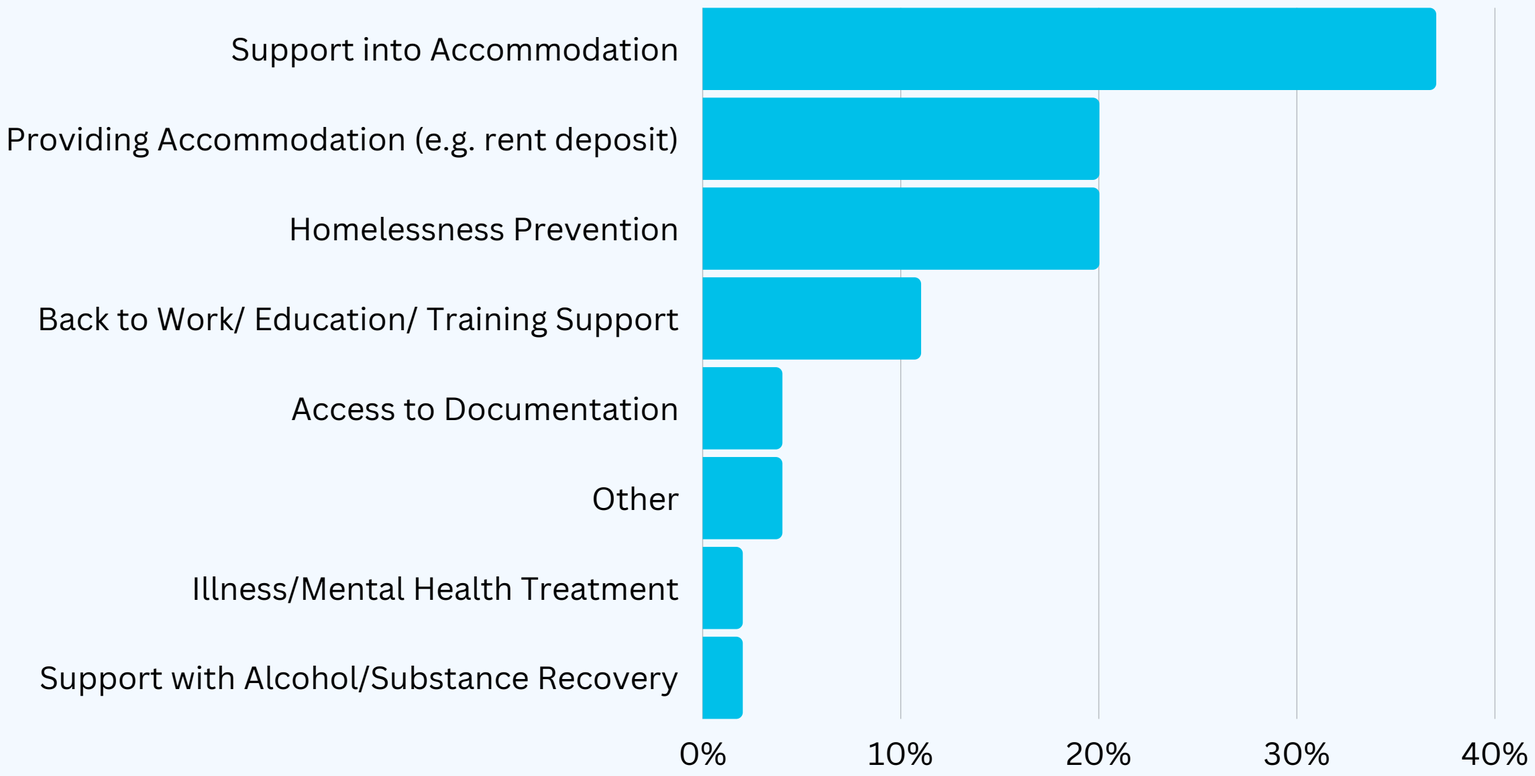
Kieron needed help to get a room which was suitable for his young son to visit - his motivation to get out of homelessness for good.

COST OF EXIT=£400



Amir got help with training fees and ID so he could take up a job in construction, enabling him to live independently.

What did we help people with?



"Thank you so much from the bottom of my heart! These are all essential items to turn my new accommodation into a home. **I am now living in a Studio flat and no longer on the street**.

I feel like I can be here and focus on getting support with my life and move forward! These items will help me settle in and **enable me to sleep well and warmly, and cook food I like and to occupy my mind and time**. The area is quiet and **I feel safe**.

Thank you so much for helping me."

Eddy
Referred by New Horizon Youth Centre
March 2021

We have consistently increased the number of people we support each year. Throughout 2022/23, we aim to help 300 people out of homelessness.

2018/19

23

2019/20

44

2020/21

153

2021/22

232

Annual Target for 2022/23

300





Where we work

Greater Change works together with local partner charities to ensure that our clients receive non financial support alongside the funding we provide. We value our partners experience and expertise in providing the support and avoid duplication of their services to ensure a better experience for our clients.

We are currently operating in the following areas:

- Greater London
- Oxfordshire
- Leicester
- Crawley
- Southend-on-Sea
- Colchester
- Chelmsford
- Durham

If you are working in local government and are interested in bringing Greater Change to your council area, please email: enquiries@greaterchange.co.uk

Pio's story

Pio, a former client of Greater Change, came to the UK in hopes of pursuing a career in music and art. He needed our support to fund an English test required to enrol in the course.

Our financial support enabled Pio to invest in his education.

"For me, Greater Change actually opened the door to my dreams. It's unbelievable what can be done through whatever you can donate. I can't wait to get to the point where I can donate because I want to help someone that was in the same situation that I was.

The chance to be helped by people that don't discriminate, is what we need."



Secondary Research & Finances

Total potential cost savings unlocked

£5,471,322

Total cost of running Greater Change and supporting clients

£397,180

Secondary Research - Cost Savings

The secondary research done for this report was focussed on:
1) creating a robust estimate of the cost savings to the public purse as a result of our work
2) understanding the impact of homelessness on all aspects of social systems

It's important to note that these results have been achieved jointly with our partner charities, without whom we would not be able to create positive change.

More details on the secondary research we have done can be found in the appendices.

What we can confidently say

- The cost savings described in this report are conservative observed actuals
  - Eg. The cost of the supported accommodation per annum for an average person experiencing homelessness is based on the 2016 study done by Crisis and the University of Pennsylvania; where 86 people who had been homeless for at least 90 days were asked about the services they had used. [12]
- We have a good understanding of national average outcomes based on data from Crisis, the Office for National Statistics and other robust data sources for service users
- There are clear structural predictors for how likely someone will experience homelessness and these predictors indicated the homelessness crisis is about to deepen in the coming years

What we cannot confidently say

- Long term health/social/criminal justice impact and costs
  - We can make some statements on the general increase in usage of these services; Eg. That people experiencing homelessness are admitted to hospital 2-4 times more frequently than someone who is not homeless. [16]
  - However, the costs associated with these increases are not yet well quantified
- Counterfactual statements on what would have otherwise happened to our clients
  - We are working on a pilot randomised control trial with research partners from Harvard and are looking to expand the size and scope of this project that will allow us to examine our work with more rigour in the near future

Cost of running Greater Change



The cost of running Greater Change consists of the donations spent on clients, operational costs, and capital expenditure.

Donations spent directly on clients: Average funding size for the clients we paid out was **£739**; with a **total of £171,597 released to clients** in FY21/22.

Operational costs: It cost a total of **£225,583** in FY21/22 to run Greater Change. We expect our operational costs per client to peak in 2022-2026 as we scale our reach. This should then come down rapidly to **less than £300 per client supported from 2027.**

Capital Expenditure: Greater Change has spent just over **£33,989** on the development of our software and hardware platform.



Mel & Lilly's Story

Mel was living on her own, and learned that she was expecting a baby. Her and her partner had split before she knew she was an expecting mother. Mel struggled to find employment and did not have financial security.

*"**I spent all my money on just rent during the pandemic.** I was pregnant and people didn't want to hire me. I was thinking like, when am I going to be able to move? How am I going to be able to save up £700 for a deposit?*

My support worker sent an application to help me with my deposit. Less than a week after applying I received the donations and I was like “Oh my God! That was quick!” and she's like, “Yeah, they're very, very good.

***I’d definitely still be at the homeless accommodation if it wasn’t for Greater Change.** "*

Primary Research & Methodology

Impact Framework

Our Impact Measurement Tool (IMT) consists of eight categories in total, six of which are mandatory and two further optional categories which do not apply to all individuals supported:

Tenancy
Income and Employment
Motivation and Taking Responsibility
Self-care and Living Skills
Social Networks and Relationships
Mental Health

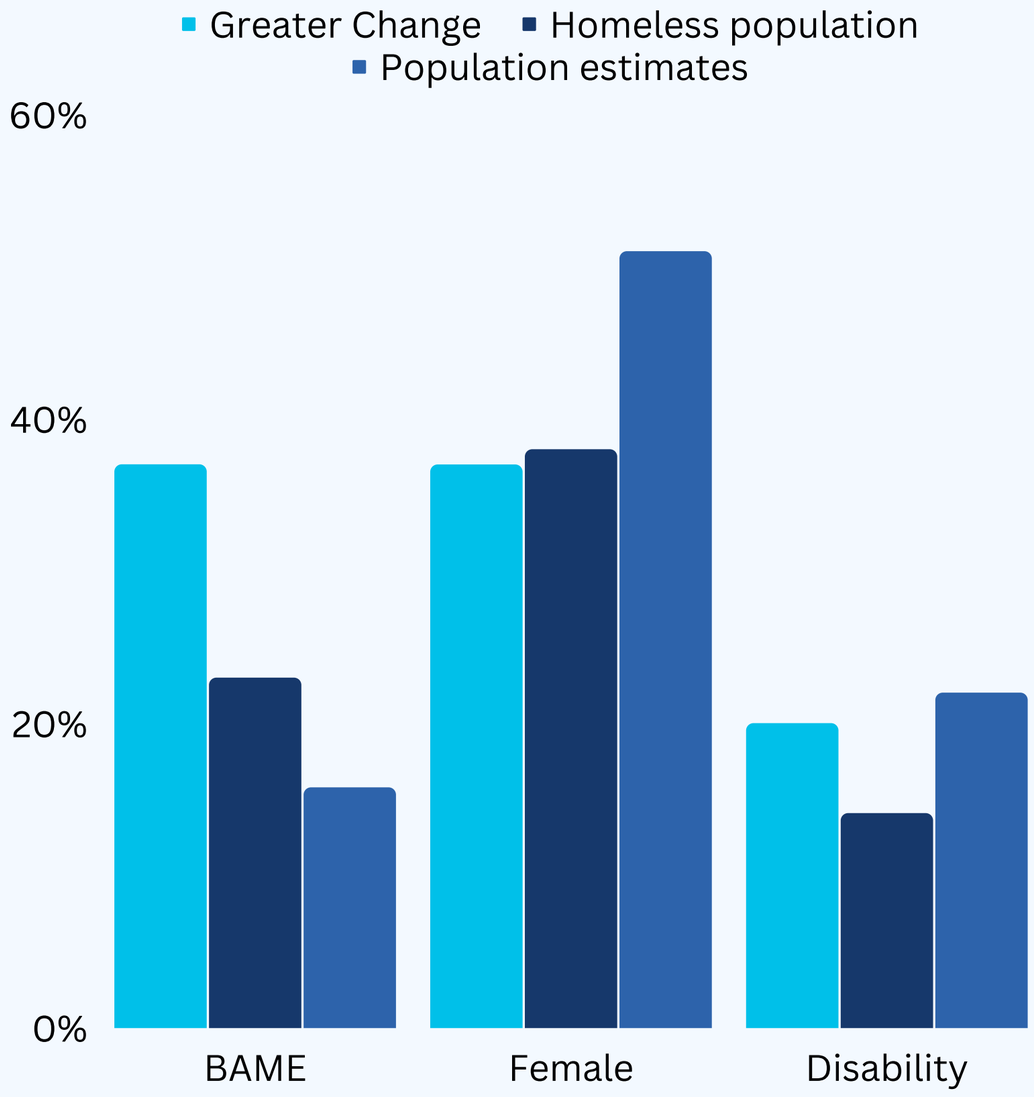
Alcohol and Drug Misuse
Offending

We developed our own impact tool based on Outcome Star's Homeless Star and in collaboration with Aspire Oxford, London Strategic Consulting, ThoughtWorks and The Social Innovation Partnership.

Our tool uses a five-point scale to determine the client's standing in each of the categories, both before Greater Change's intervention and 3 months post funding. We have consistently used our IMT to collect demographics and impact data in all our previous reports.

This year, we captured more demographics data (family, couples, single referrals, and sexual preference) to understand the composition of people we support compared to homeless and general population estimates.

Further details of our MIT tool including our methodology (data collection and analysis) can be found in the Appendix.



Equalities data compared against homeless population and general population

Equalities Data

Of all the people we supported in 2021/22:

37% were from BAME backgrounds *
37% identified as female **
20% identified as disabled ***

Towards the end of 2021, we began collecting information on family units supported through each referral to Greater Change. Of data collected, **3% of referrals supported couples** and **14% supporting whole family units with children under 18 years**. As we cannot determine the number of 'hidden' individuals supported who identify as female, BAME or disabled, our equalities statistics and impact outcomes measured in this report are thus conservative estimates and reflect only the number and impact on the 'main applicant'.

*27% of all statutorily homeless in England are from Black, Asian, and Minority Ethnic (BAME) backgrounds [3], ** 38% female homeless applicants [4], *** 14% not working due to "long-term illness or disability" [3,7].
General population: 15.8% BAME [5], 51% female [4a], and 22% disabled [6].

Improving our rigour

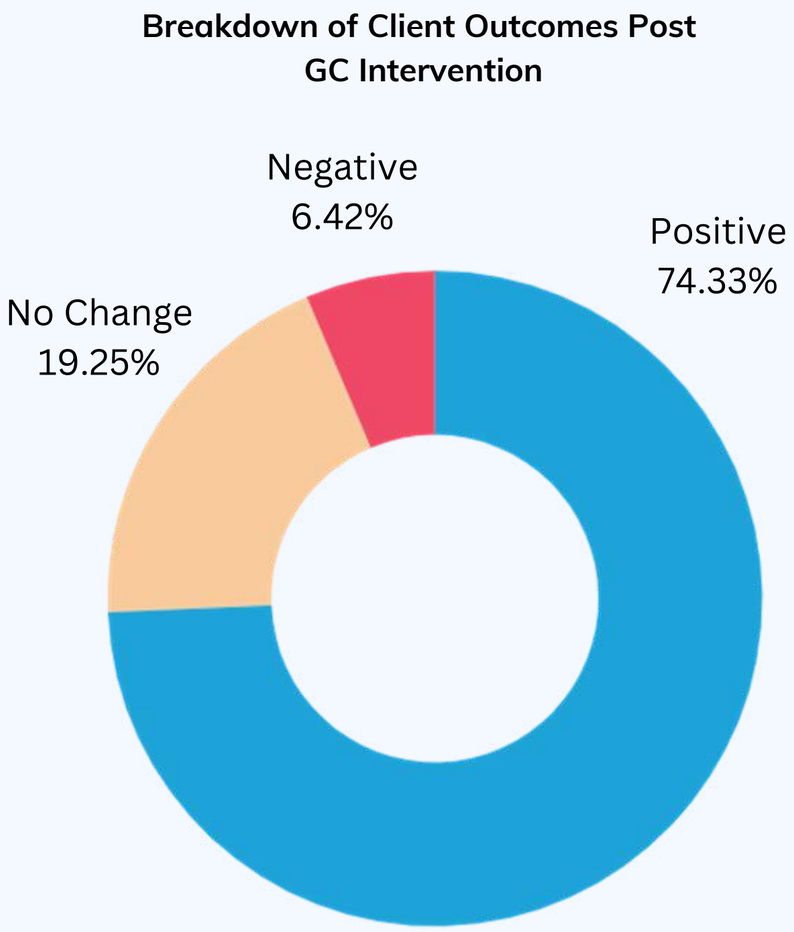
Greater Change are working with PhD Candidates at Harvard Kennedy School of Government and the homelessness charity Turning Tides to analyse client outcomes data using gold standard RCT methodology. We will be comparing outcomes for individuals who have received Greater Change's services to individuals who have not.

Our aim is to accurately estimate the causal impact of Greater Change on alleviating or preventing homelessness. This will allow us to better quantify the impact of donations. We also aim to discover how we can grow or improve our services for our clients.

We are currently running a pilot study with 25 clients. The outcomes will be written up into a full report and we expect to release the pilot findings in mid-2023.

If you are interested in supporting our trial, please get in touch via enquiries@greaterchange.co.uk

Impact on Housing Situation



Overall, **84% of clients moved into or sustained stable accommodation** after support from Greater Change.

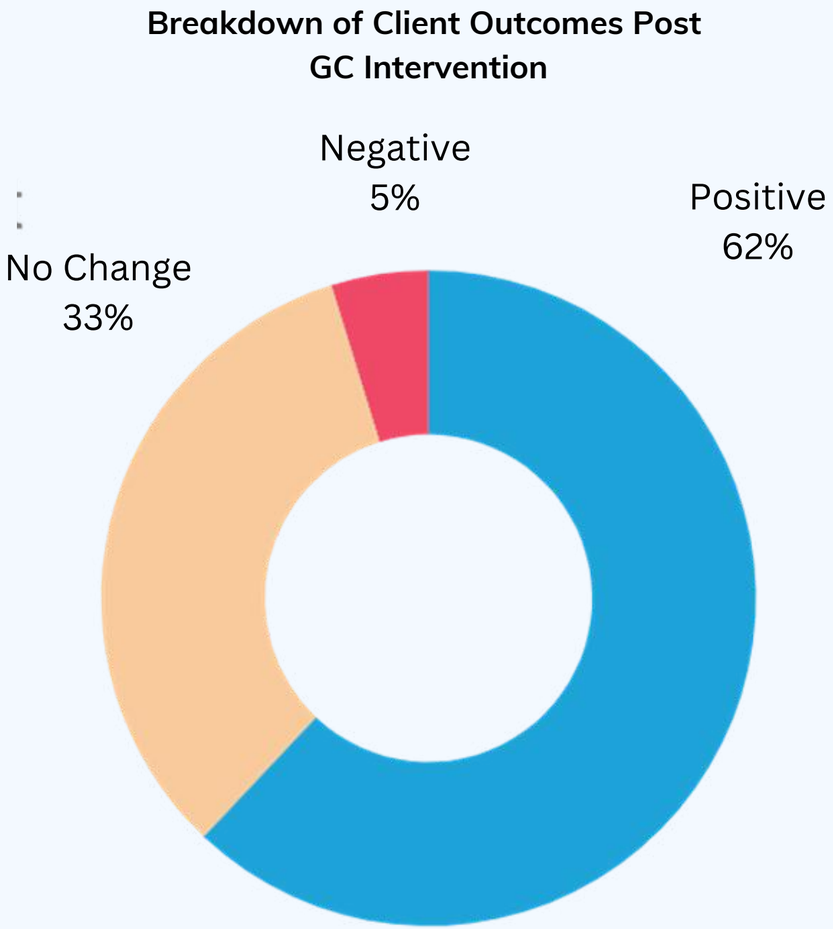
74% saw an active change and experienced improvement in their housing situation i.e. a positive change by at least one point.

On average, clients who saw an active improvement in their housing situation, did so by 2 points.

"I have been homeless now for over a year. I am so grateful to all the kind people who have read my story and can see I am just a dad trying hard to be the best I can be for my children. Thank you for being part of my journey towards independence. Thank you for helping me with the rent in advance - I can now look forward to getting my life back on track!"

Leigh

Impact on Income and Employment



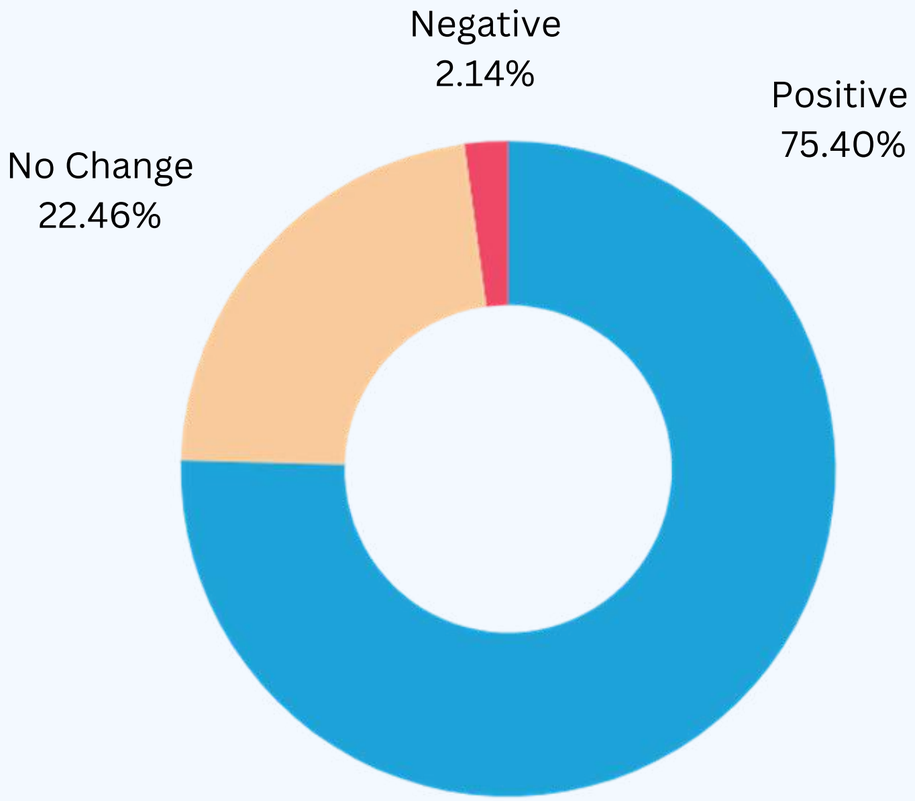
50% of our clients make it into or sustain gainful employment after our support.

Overall, 62% of our clients became more financially independent and built forms of financial resilience after engaging with Greater Change, i.e. saw a positive change by at least one point.
On average those clients who improved their financial resilience did so by 1.5 points.

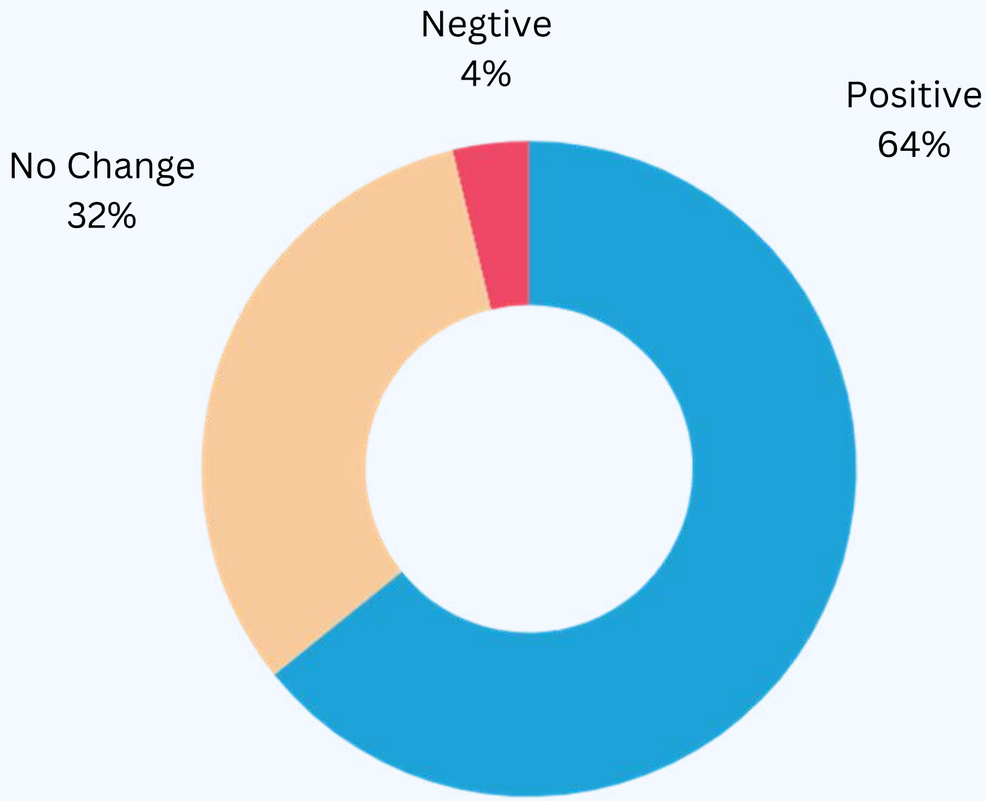
"Greater Change has helped me so much and given me the chance to improve my prospects and the chance to be happy in my new home where I feel safe. I had nothing and had to start from scratch, then GC funded a work-related course. After receiving support from GC, my life is so much better - without their support, I would still be in a zero hours contract job with no prospects and struggling to save up to do a course to improve my life. I'm going to build on the foundations GC made for me. Thank you!"

Daniel

Impact on Motivation and Engagement

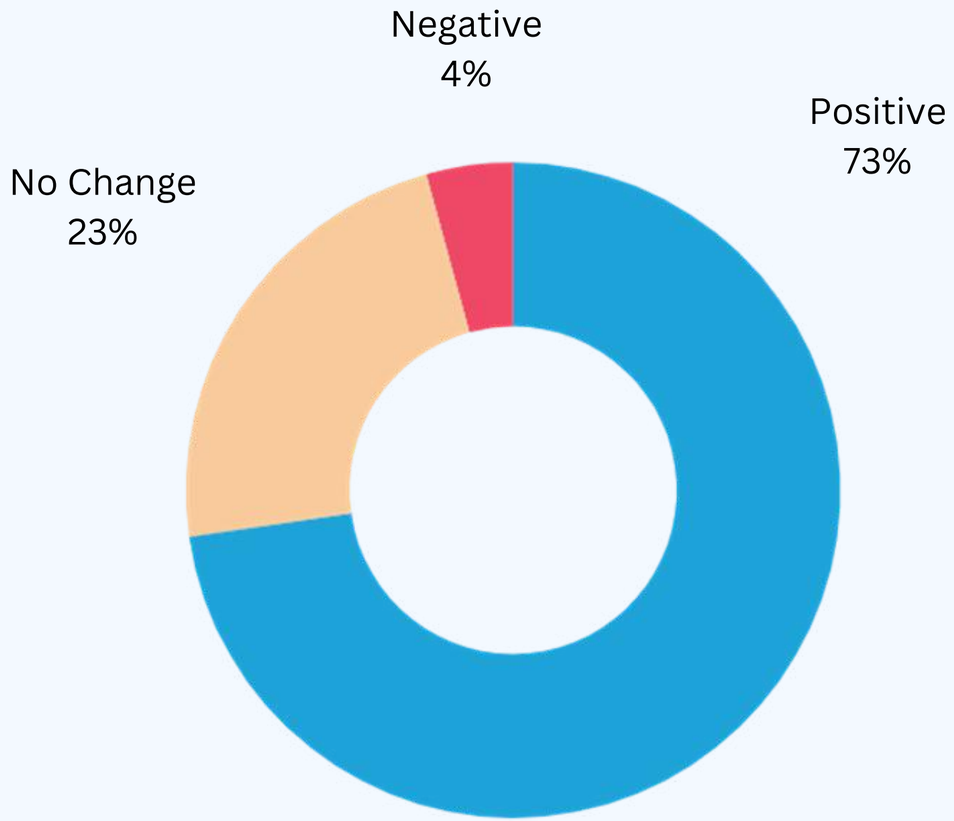


Impact on Selfcare and Living Skills

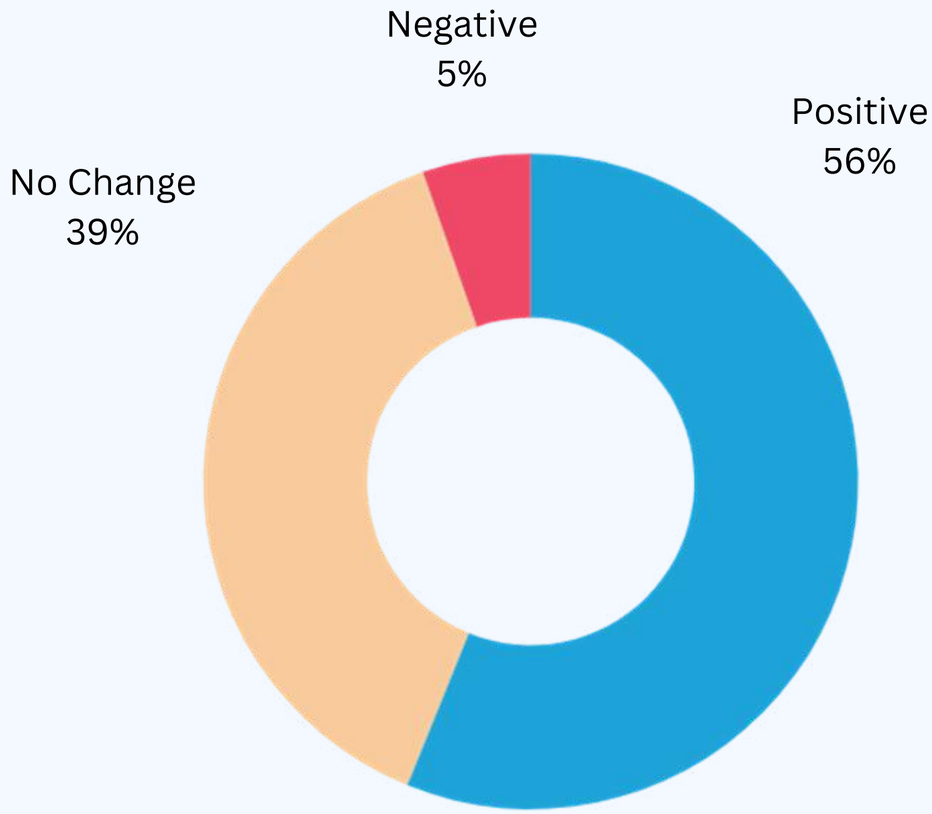


After raising funds through Greater Change, **75%** of our clients experienced an increase in their motivation and engagement and **64%** saw an improvement in their selfcare and living skills.

Impact on Mental Health

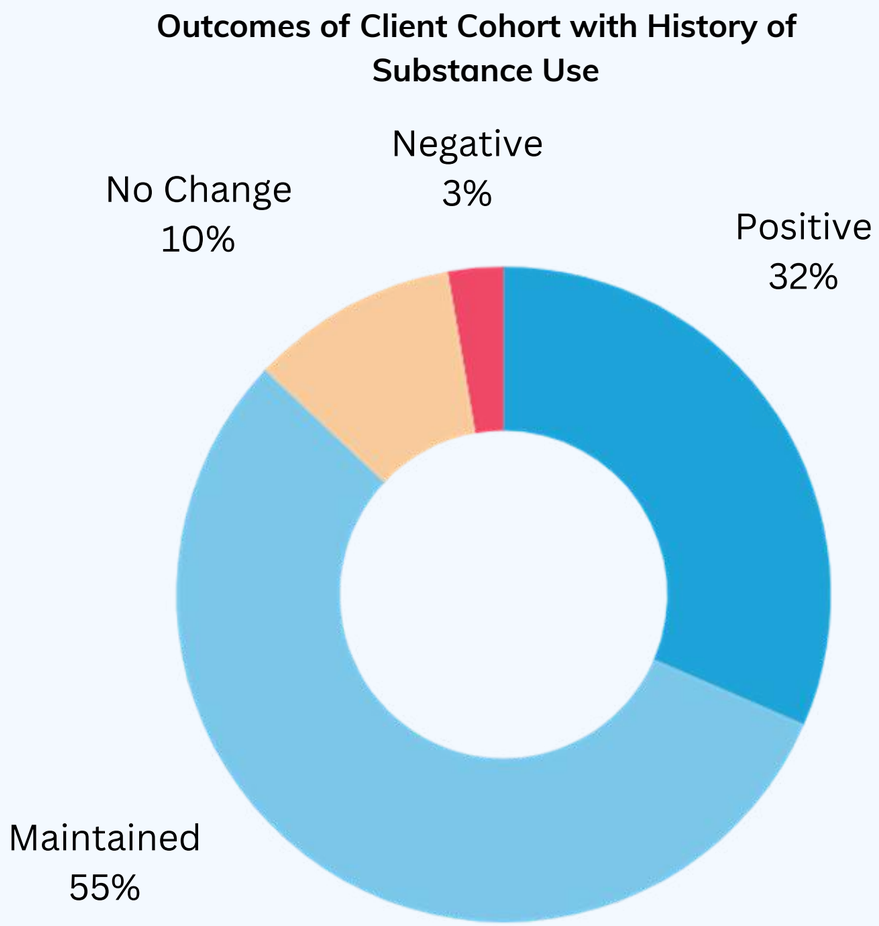


Impact on Social Networks



After receiving support from Greater Change, **73%** saw an improvement in their mental health and experienced more positive outlook following our intervention. In addition, **56%** of our clients built more meaningful relationships and created healthier social networks after our support.

Impact on Drug and Alcohol Misuse



This metric applies to approximately 78% of our clients.

Of those clients to whom this metric applies, **87% improved or maintained recovery over a significant period of time**.

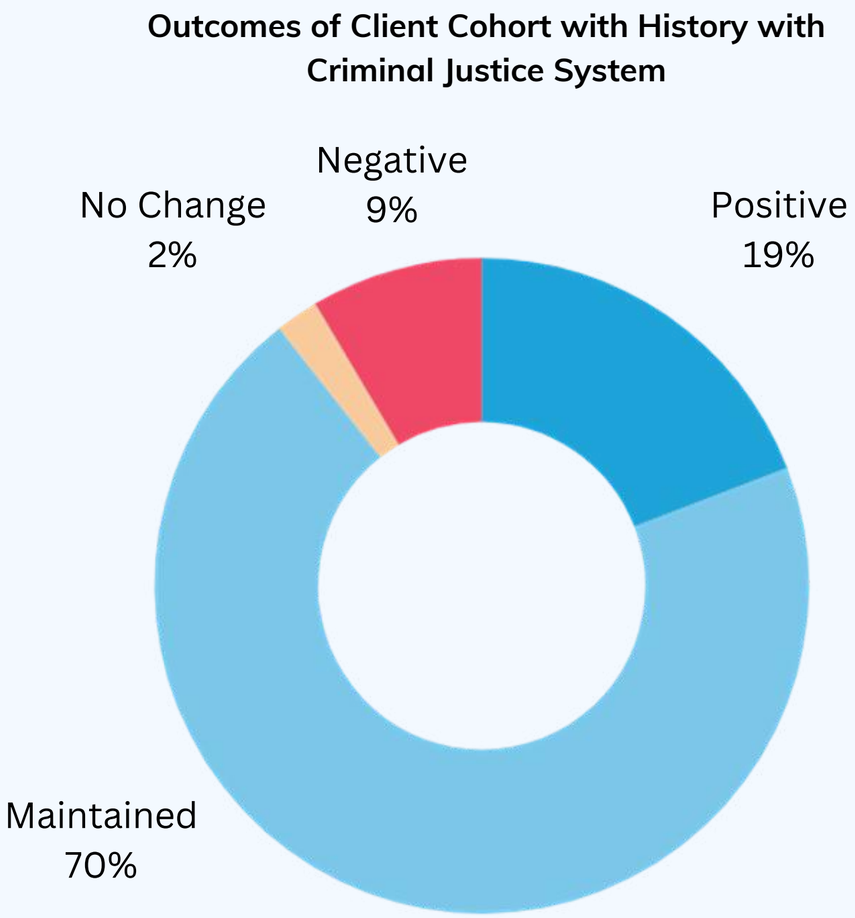
32% saw an improvement in their drug and alcohol misuse following our support and we help 55% of clients already progressing in their recovery to maintain sobriety.

"Life has been a struggle from a young age, living from one estate to the next. Drink and drugs led to a life of loneliness and sadness and crime.

Now I'm 4 years clean and wanted to go to the next step of recovery and putting trust back into humanity, trying to be a better person for my children and mother. Thank you to all those that contributed to secure my own flat, make a change for my life and allow me to continue on the right path."

Frank

Impact on Offending



75% of our clients have had previous interaction with the criminal justice system. 12 months after our intervention, **91% of all the people we supported in this client group had not re-offended.**

Latest Ministry of Justice figures suggest that proven re-offending rates in the UK vary from 25.2% to 58.9% [16]. In addition, being homeless increases the risk of recidivism by nearly 50% [21]. However, the likelihood of reoffence for clients who received our support is less than 10%.

Malik was imprisoned at age 16 and was released aged 22. He has never worked or completed college and was unable to start his Railway Course over the months waiting to be rehoused outside area of risk. Greater Change funded an electric bike to enable him to travel to his course safely.

"I was a week away from college and had no way to get there. They were so fast in helping me and I was shocked! They really helped me achieve my goal - I did not even know that I could be helped in this way. I'm so thankful for this."

Malik

Our Partners and Next Steps

What our partners say



Homelessness Prevention Support Workers

*"**Greater Change are a lifeline when everything feels dark and lonely and hopeless**, and so many options have been closed off.*

*Through Greater Change **we have seen genuine smiles** being put back on people faces, we have heard the sighs of relief when our clients have been signed off of work due to sickness, when their last pay package has gone on to providing 1 meal every few days for the last few months. Through Greater Change, clients have been able to move into an empty property and purchase the items that are needed to eat, sleep and feel safe.*

***Greater Change makes us feel supported when we have exhausted all other options and we don't want to give up**.*

***When there was nowhere else to go, Greater Change reached out and helped to secure the future**. "*

Katie on behalf of Aspire Oxfordshire's Homelessness Prevention Team

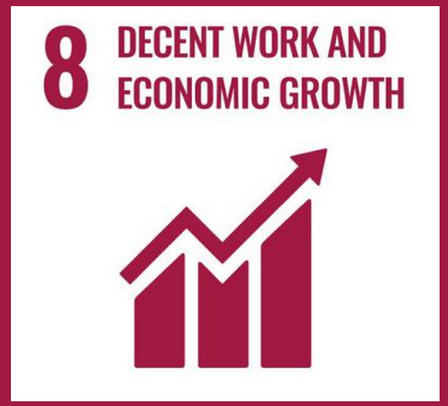
Our Contribution to Achieving the SDGs*



We offer outcomes-based guarantees in all of our contracted work ensuring that our success is tied in lockstep with the success of our clients.



By preventing homelessness, we prevent premature death, improve mental health and contribute to treating substance abuse issues.



A high proportion of our staff have lived experience of homelessness. Our minimum pay is local living wage.



Of all the people we have helped in 2021/2022, 37% of our clients were from BAME backgrounds and 37% of our clients were female, which closely aligns with the national average of 38% of all homeless applicants being female.

***For more information on the UN Sustainable Development Goals: https://sdgs.un.org/goals**

Our journey so far and next steps



Greater Change team at our new office space in Marylebone
(from left to right: Rohini, Nailah, Jon, Delaney, Jacques, and Krishia)

Our small team of 8 has made everything you have read so far possible, and we are incredibly proud of how much we have done with very little.

We have been able to prove the efficacy of our support programme and shown an incredible amount of traction with partner charities, local government, supporters and more.

But our ambitions go further than that. We want to make a significant dent on the homelessness crisis across the UK and beyond. We are now growing our team of brilliant, enthusiastic entrepreneurs and have moved into a small shared office space with West London Mission and St Mungos in Marylebone.

Thank you for taking the time to read this report and understand more about what we do.

If you would like to help us grow and scale our work, do get in touch with us at
enquiries@greaterchange.co.uk

This work would not have been possible without the support of







































Thank you!

Thanks to valued partnerships with









HOODRICH.











