



Crisis Fresh Start Appeal

One hour's salary could help a homeless person make a fresh start this spring

Crisis is the national charity for single homeless people, working year-round to help vulnerable and marginalized people get through the crisis of homelessness, fulfil their potential and transform their lives. We develop innovative services, which help homeless people rebuild their social and practical skills, join the world of work and reintegrate into society.

The **Crisis Fresh Start Appeal** is a simple but effective fundraising initiative that allows your employees to donate an hour of their salary direct to Crisis. All donations are deducted via payroll, pooled together and then donated to Crisis.

The Appeal offers a number of benefits for your company and your staff:

- **Simple & easy way of giving** as it requires minimal effort from your employees.
- **Low cost but effective** as it has a low monetary impact on the individual BUT has a large impact collectively.
- **Tax effective** plus it saves your employee money since the amount they give is deducted from their gross salary **before** tax is calculated
- **Feel good factor amongst staff** as it allows them to make a direct contribution to their company's chosen cause.
- **Corporate Citizenship**: it allows you and your employees to make a real difference to the lives of homeless people across the UK.



Making a fresh start

Homelessness deskills and isolates. Crisis seeks to address this by providing opportunities for homeless people to rebuild confidence, nurture their talents, and gain new skills and qualifications which lead to further education and employment. Equipped with these new skills vulnerable adults, many of whom failed in education the first time around, can take control of their lives and overcome homelessness, unemployment, poor health, addiction and offending behaviour.

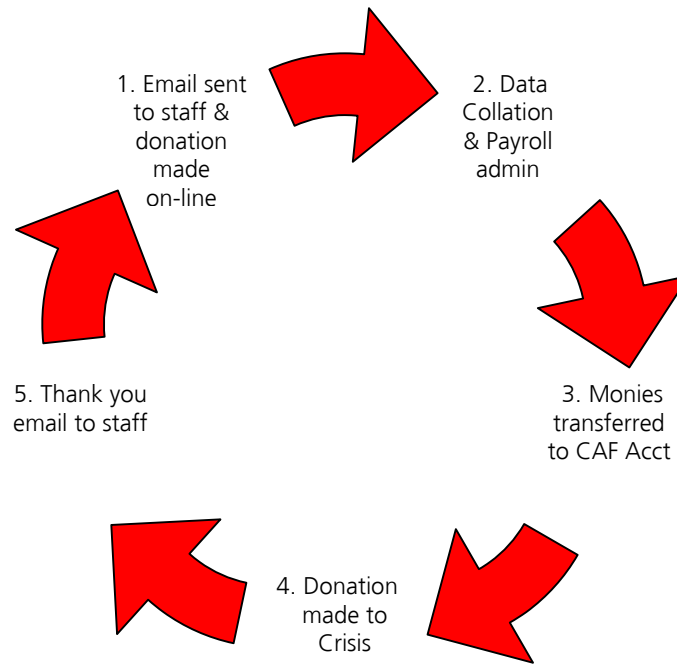
"I feel that I've changed from an ugly duckling into a swan... that's how I feel and it's the only way that I can put it"

Pat Moore, Crisis Changing Lives grant recipient now training to become a teacher.

How it works and timings

1. An email communication is sent to all staff outlining the scheme, Crisis & how the money raised will be spent.
2. Through this email employees are invited to click on a link to an online Payroll Giving donation form.
3. The employee completes and submits the form.
4. The Payroll Department processes the deductions, pools the monies together and transfers to a suitable account, e.g. a CAF Account.
5. Your company's donation is then transferred to Crisis
6. A 2nd email communication is sent to all staff as a thank you and to inform them how much they have raised.

Summary of process



In Conclusion

By supporting Crisis through the Fresh Start Appeal, your employees are being offered a trouble-free, uncomplicated but really effective way to donate directly from their own pockets. The initiative demands little resource internally from your organisation and externally from Crisis which in effect means that almost all of the money raised will go directly towards funding Crisis projects.

Accenture have been running this appeal for a number of years and it remains ever popular with employees. Nicola Rainsbury, Chair of Making a Difference (Employee Giving Scheme), says:

“The simplicity of this scheme makes it extremely popular. Individuals just need to click and confirm and the rest is taken care of for them. An hour for each of us is very little but pooled can really help make a difference!”

For further information please call Melissa Gibbons at Crisis on 020 7426 3848 or email melissa.gibbons@crisis.org.uk