



Understanding homelessness and how you can be part of the solution



Working together to end homelessness

What does Crisis do?

What does Crisis do?

- **Crisis delivers services** - working directly with people at risk of or experiencing homelessness, providing practical one-to-one support to help people access benefits, healthcare services, employment opportunities, and more.
- **Crisis takes a housing led approach** - all of us need a decent home to be healthy and to thrive. That's why one of Crisis's main goals when working with people experiencing homelessness is for them to find safe and affordable homes as quickly as possible.
- **Crisis undertakes research** - Crisis cutting edge [research](#) helps us all to better understand the scale, causes, impacts of homelessness and solutions to prevent and end homelessness.
- **Crisis campaigns** – for the policy and practice changes to prevent and end homelessness. With collective action and political will, we know we can end homelessness for good. Crisis's [campaign](#) work is shaped from direct work with people experiencing homelessness and helps tackle the societal pressures that push people to the brink.
- **Crisis collaborates** – collaborating with partners means that homelessness becomes everybody's business and by working together we can support each other's roles in preventing and ending homelessness.



Crisis 10-year strategy for ending homelessness

Crisis vision

In ten years, the number of people who are homeless will be going down. This doesn't mean no one will ever lose their home again. But there will be better ways to prevent it – and quick housing-led solutions when it happens.

Crisis goals

Securing policies that solve homelessness

Deliver services that end homelessness for people and places

Building a community of people across Britain that are helping to end homelessness

What is homelessness?



What does home mean to you?



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Homelessness is the lack of safe, secure accommodation - the lack of a home

We all need a decent, safe and genuinely affordable home – to live our lives well and to thrive

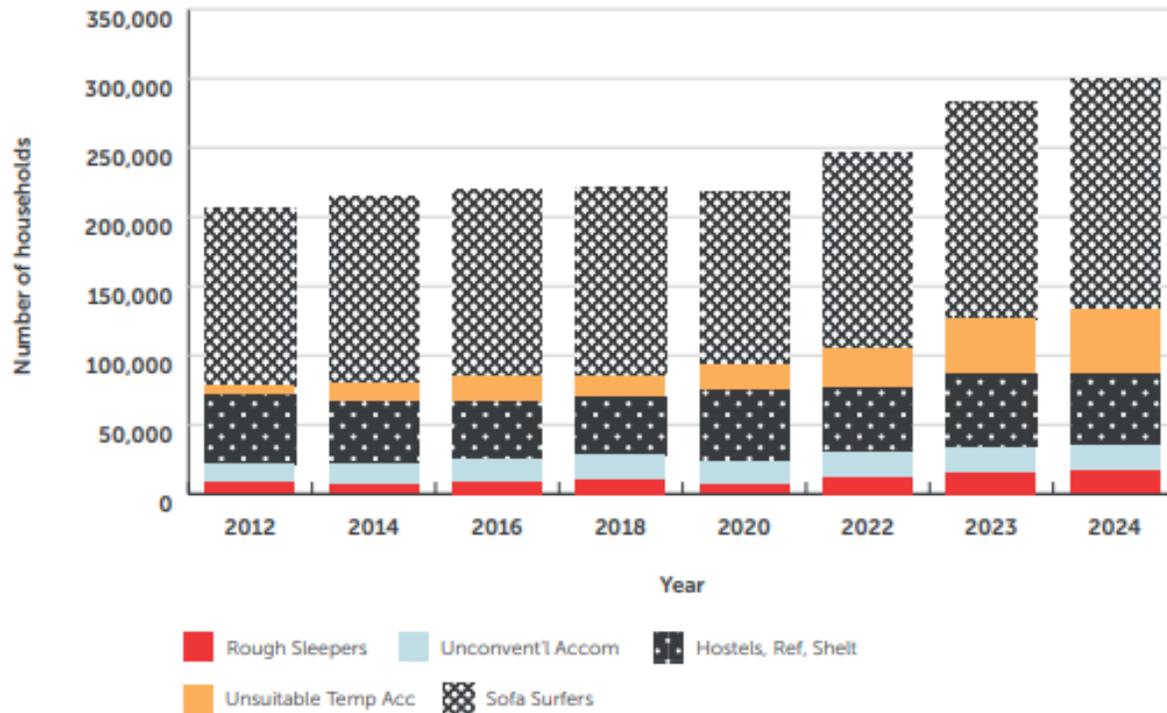
Visible and hidden homelessness

When we think about homelessness, we tend to only think about the visible forms of homelessness we might see when we're moving around our towns and cities. We can think of these visible forms of homelessness as just the tip of an iceberg. There are many 'hidden' forms of homelessness too. None of us should experience any form of homelessness.



Homelessness is not just rough sleeping

Figure 5.1: Core homelessness estimates by category and year, England 2012 – 2024



Source: Author's estimates based on sources identified in Table 5.2 using assumptions and weightings described in Bramley (2023) Homelessness Monitor Research Programme: Technical Report on Updated Baseline Estimates and Scenario Projections for England 2023. (DOI): 10.17861/949n-am24, with some further inputs as described in the 2025 Technical Report

Just as an illustration:

The table shows that sleeping rough is just the tip of the iceberg and that there are many other forms of homelessness.

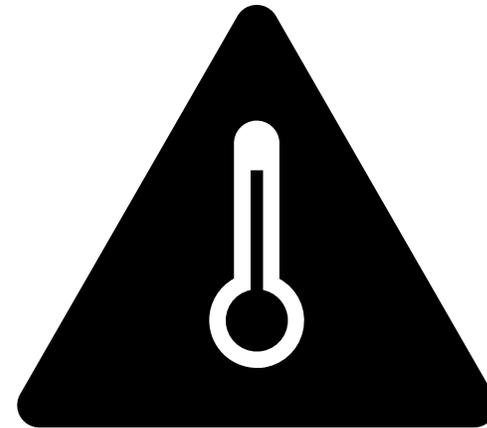
Without action, the number of people experiencing all forms of homelessness is only going to increase.

Watts-Cobbe, B., Bramley, G., Pawson, H., Young, G., Sims, R., McMordie, L., Fitzpatrick, S. (2025) *The Homelessness Monitor: England 2025*. London: Crisis.



Causes and impact of homelessness

Would you
rather?



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Causes of homelessness

Homelessness is caused by poverty, a lack of affordable housing and other social / political factors. These causes include:



The cost-of -
living crisis



Mental and
physical health



Life events

Homelessness is not a choice. It is not about people making 'bad choices' or 'bad luck', but about the systems and wider context that shapes our lives that cause it.



Put yourself in their shoes.
How does homelessness
impact on people?



Impact of homelessness

Our society is stronger when we all have a safe, decent home.



Mental and
physical health



Jobs and
finances



Relationships



Can homelessness be prevented?



By increasing the supply of good quality affordable housing



Ensuring access to legal help to prevent an eviction or mortgage repossession



Supporting people to maintain tenancies



Access to mediation services

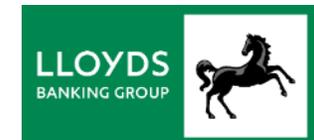
Yes



Providing access to financial and budgeting support



Ensuring access to health services to prevent poor health causing homelessness



How you can help someone who is sleeping rough

1. Remember we are all human.



Consider the human aspect of rough sleeping



Reach out and connect with the person



Start a conversation



Ask if they would like help



What to do if someone does want help



In England and Wales – send an alert through [Streetlink](#)



In Scotland – you can find information on [Shelter Scotland](#)



Refer to a [Crisis Skylight Centre](#) if you are in an area with one of these.



Refer to your [local Councils](#) Homelessness Team and local rough sleeping outreach teams

For Wales you can also visit the [Welsh government website](#) for information on services available.



2. Change the language we use to talk about homelessness

Help us to change the narrative on homelessness – we need society to see homelessness is not an individual choice but caused by societal and political factors. Use words/phrases such as

They were pushed into homelessness

**They had no option than to sleep
on the streets**

Impossible financial burdens



Taking a person first approach so that we are not defining someone as different and only defined by their homelessness

Person experiencing homelessness

Person who is rough sleeping

Person facing homelessness

Person with a problem with drugs



3. Educate people and change perceptions

01

Help people understand that homelessness is more than rough sleeping – tell them about the other forms of hidden homelessness

02

Explain about how society causes the external pressures that cause homelessness

03

Remind people we can end homelessness! And that this is about providing homes and fixing policies and systems, not fixing people

4. Support charities such as Crisis who are working to end homelessness

Campaign

Donate

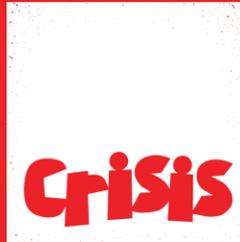
Educate

Fundraise

Volunteer

Homelessness Alliance for employers





Homelessness is not inevitable and we know that together we can end it.



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