

# Impact Report 2022/23

 Greater Change

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# Executive Summary





# The Homelessness Crisis

On any given night in 2023, it is estimated that **300,000 households across Britain experience the worst forms of homelessness** (29).

This is **up from 227,000 households in 2020**, a stark increase of 32% (1). With the cost of living crisis continuing and support services becoming increasingly stretched, **the problem is only getting worse.**

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). As well as **temporary accommodation costs of £1.6 Billion per year** (23).

# Leaving Homelessness Behind For Good

**A long term, effective solution to homelessness.**

As a team of just 4 at the time of writing this report, we're really proud to have **helped over 750 people take large steps out of homelessness**; a key milestone in our journey.

This year, **86% of our clients have sustained their tenancies** 6-12 months after our support. At the cost of just £1,319 per person against an expected savings to the public purse of £35,177 per person, our work represents an incredibly effective tool in the wider effort to solve homelessness.

Our goal is to **support 1000 people out of homelessness in the next 2 years, 40,000 by 2033** and to help end homelessness in the UK in our lifetime.



**Total potential cost savings unlocked**

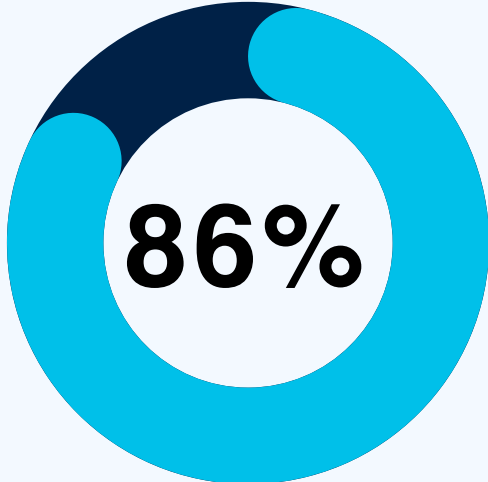
£7,422,357

**Total cost of running Greater Change and supporting clients**

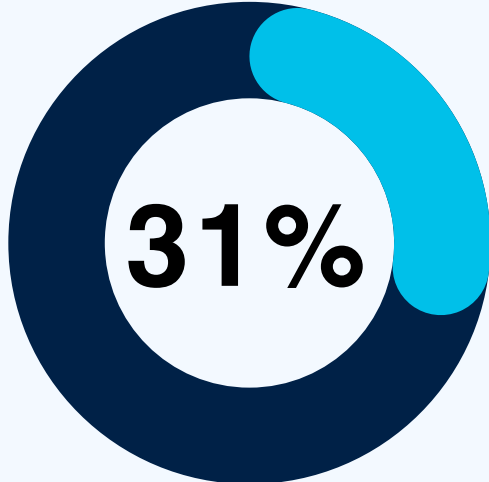
£278,333

**£27 benefit for every £1 donated**

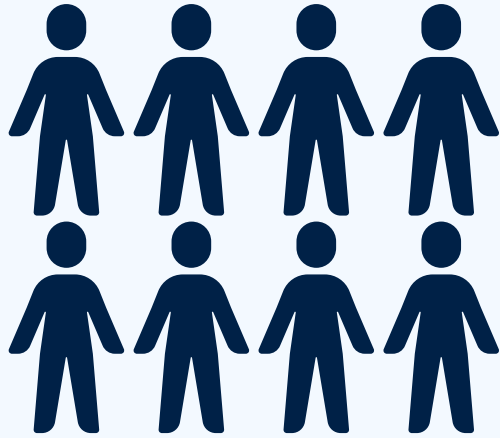
# Impact Highlights



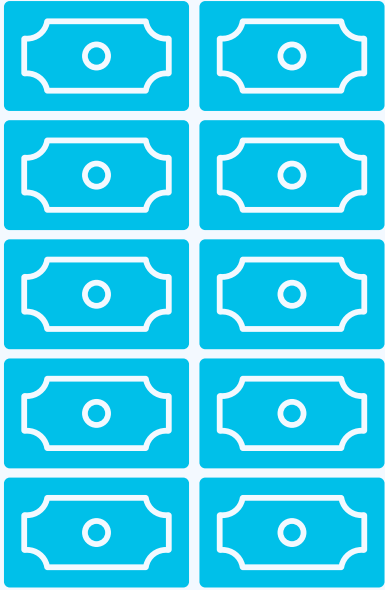
**86%** of our clients moved into permanent housing or sustained stable housing in 2022/23.



**31%** of our clients were from **BAME backgrounds**. Slightly above the 27% of all statutorily homeless in England that are from BAME backgrounds.[3]



We supported **211 people** who were experiencing homelessness or at risk of becoming homeless throughout 2022/23.



In 2022/23, we unlocked an average of **£35,177 in potential cost savings per person**.

The total cost of supporting each person is an average £1,319. This includes our operational and personalised budgets costs.

**Individuals Supported  
2022/23**



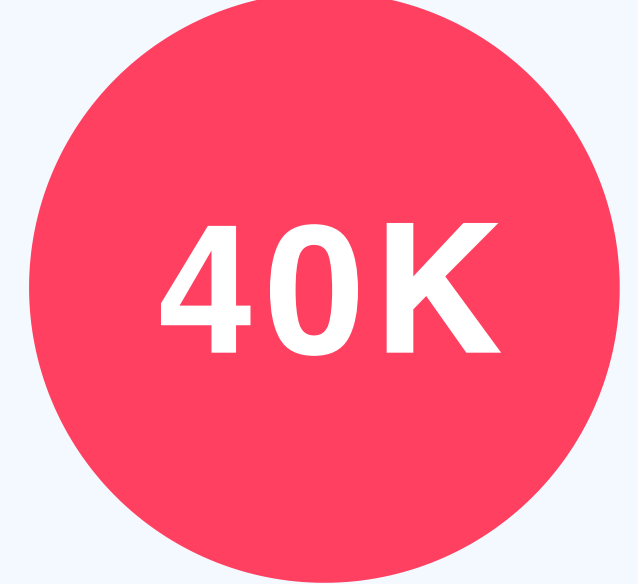
**Annual Target  
for 2023/24**



**Annual Target  
for 2024/25**



**Total Target  
by 2033**



**We believe that Greater Change's innovative and efficient approach to tackling homelessness is highly scalable.**

**We aim to help 1000 people in the next 2 years and build up to 40,000 by 2033; generating over £1 Billion in value to society and making a real dent in the problem.**

**This means we will have built a large scale, efficient, evidence based system for supporting people permanently out of homelessness which we are keen to see embedded in public policy to break the back of homelessness for good.**







# Tammy's Story

Tammy lived in emergency sheltered accommodation and was referred to Greater Change to access support for privately rented accommodation.

Once she had found an affordable accommodation, she needed £800 for the deposit and £800 for the first month rent payment. Without this deposit and our support, she was at risk of becoming homeless, as her emergency sheltered accommodation was set to close.

***“I would like to give a massive thank you to everyone who is helping me. I appreciate all of your support as it allows me to put the past behind me, and move on positively with my new life.”***

# Our journey so far and next steps



The Greater Change Team  
(Jon, Alex, Steph and Oli)

Our small team 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 in 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.

We are deeply committed to continually improving our efficiency and maximising the impact of the donations we receive. The time we put into gathering evidence of our impact ensures we hold ourselves to account.

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](mailto:enquiries@greaterchange.co.uk)



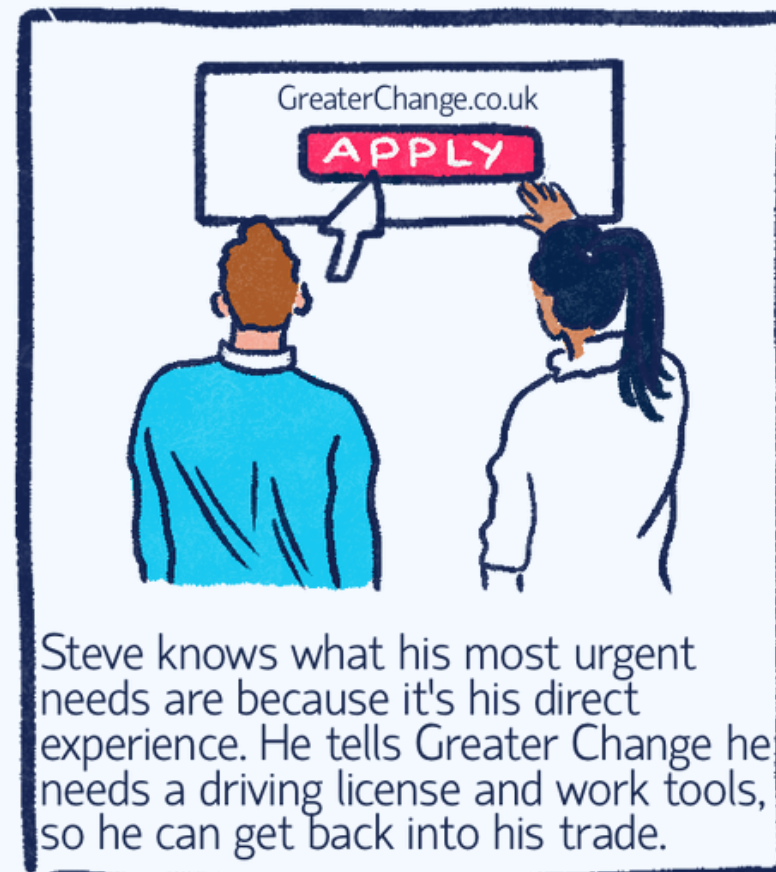
# How Greater Change Works



# 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 clients 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. Often individuals need a cash injection as a catalyst to break out of the cycle of homelessness or to prevent falling into homelessness in the first place. That is what we provide.



# 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.*

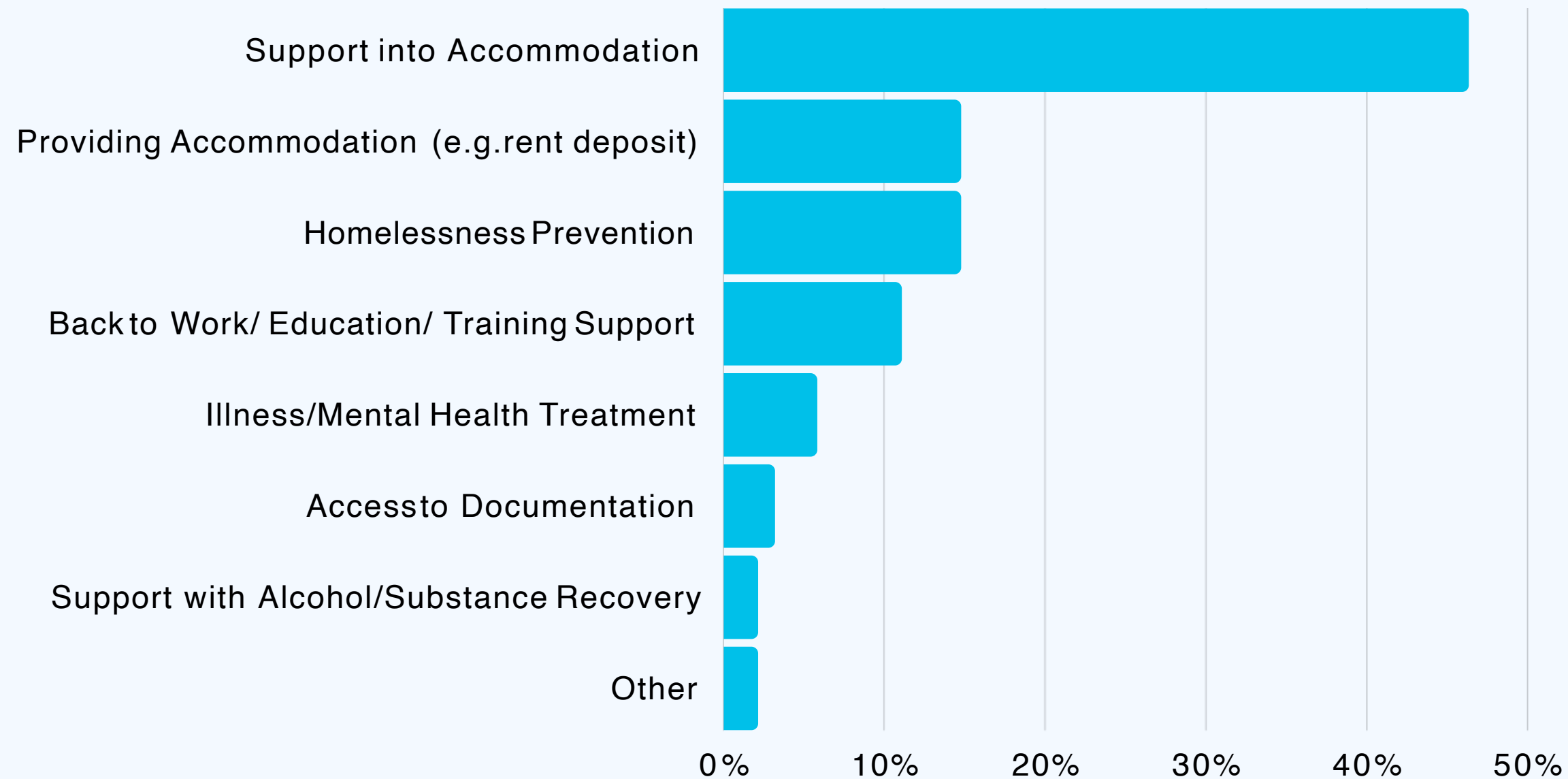
*Through Greater Change we have seen genuine smiles being put back on people faces, we have heard the sighs of relief when our clients have been signed off of work due to sickness, when their last pay package has gone on to providing 1 meal every few days for the last few months. Through Greater Change, 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

# What did we help people with?



After spending 8 years with his partner, Greg's relationship broke down. He had to move back in with his parents but their dynamic was toxic and he ended up sleeping rough.

Greg was picked up by West Oxfordshire District Council who moved him into supported accommodation. He was then offered a move to a new property, but it was **completely unfurnished**.

Greg couldn't afford to spend his limited income on his flooring and furniture. **We raised funds for Greg so that he could carpet his bare floors and keep his home warm during the winter.**

## Greg's Story



# Where we work

Greater Change works together with local partner charities to ensure that our clients receive support alongside the funding we provide.

We value our partners experience and expertise and have deliberately avoided duplication of their services to ensure a better experience for our clients.

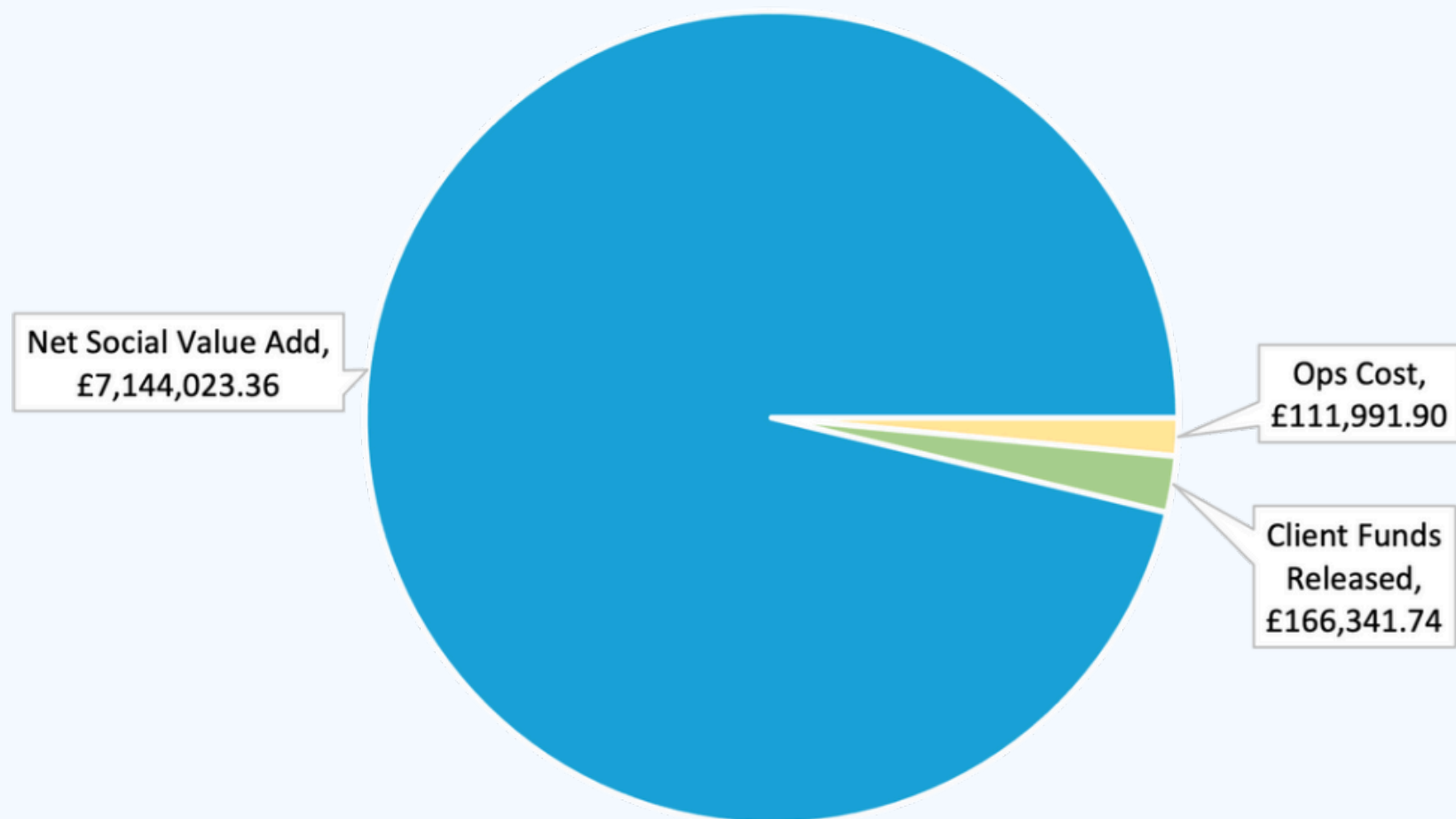
We are currently operating in the following areas:

- 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](mailto:enquiries@greaterchange.co.uk)

# Cost of running Greater Change

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**Donations spent directly on clients:** Average funding size for the clients we paid out was **£788**; with a **total of £166,341 released to clients** in FY22/23.

**Operational costs:** It cost a total of **£111,991** in FY22/23 to run Greater Change.

**Net social value add:** This means that as an organisation Greater Change Foundation generated a net positive value of **£7.14 million** to the public this year.

More details on our running costs can be found on our annual accounts published on the Charities Commission's register of charities.





# Our Impact



WE PREVENT PEOPLE FROM BECOMING HOMELESS

# Our Impact

WE HELP PEOPLE GET OUT OF HOMELESSNESS

**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.

**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.

**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.

**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.



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

# 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 IMT tool and our data collection methodology can be found in the Appendix.

# Farhad's Story

33 year old Farhad and his family were threatened with eviction and becoming homeless. They found somewhere to live but couldn't afford to pay the rent in advance.

Greater Change enabled his little family to establish themselves in a tenancy. Having his own space empowered him to overcome the financial and employment barriers he faced.

*"Thank you, I could not have done this without you. There is no other help out there for people who find themselves in a difficult housing situation."*

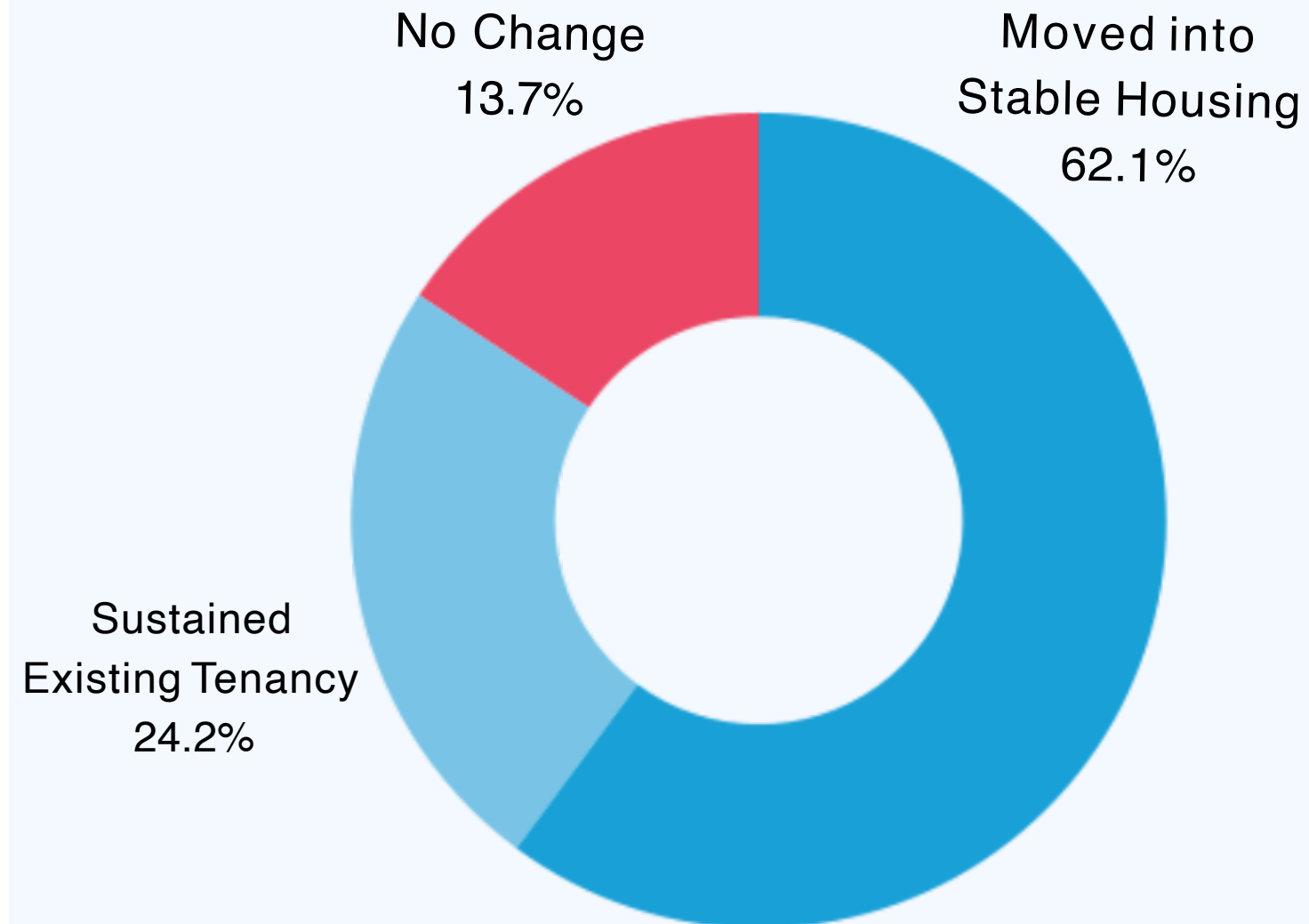
***What you give really makes a difference between having a safe place to call home and being constantly worried that you will have nowhere to go."***



Centre for Homelessness Impact - Challenging perceptions of homelessness.

# Impact on Housing Situation

## Breakdown of Client Outcomes Post GC Intervention



Overall, **86.3% of clients moved into or sustained stable accommodation** after support from Greater Change.

As a result of the cost of living crisis, we have seen a significant shift in the nature of our work and our partners' work towards preventing homelessness amongst people who would otherwise be living stable lives.

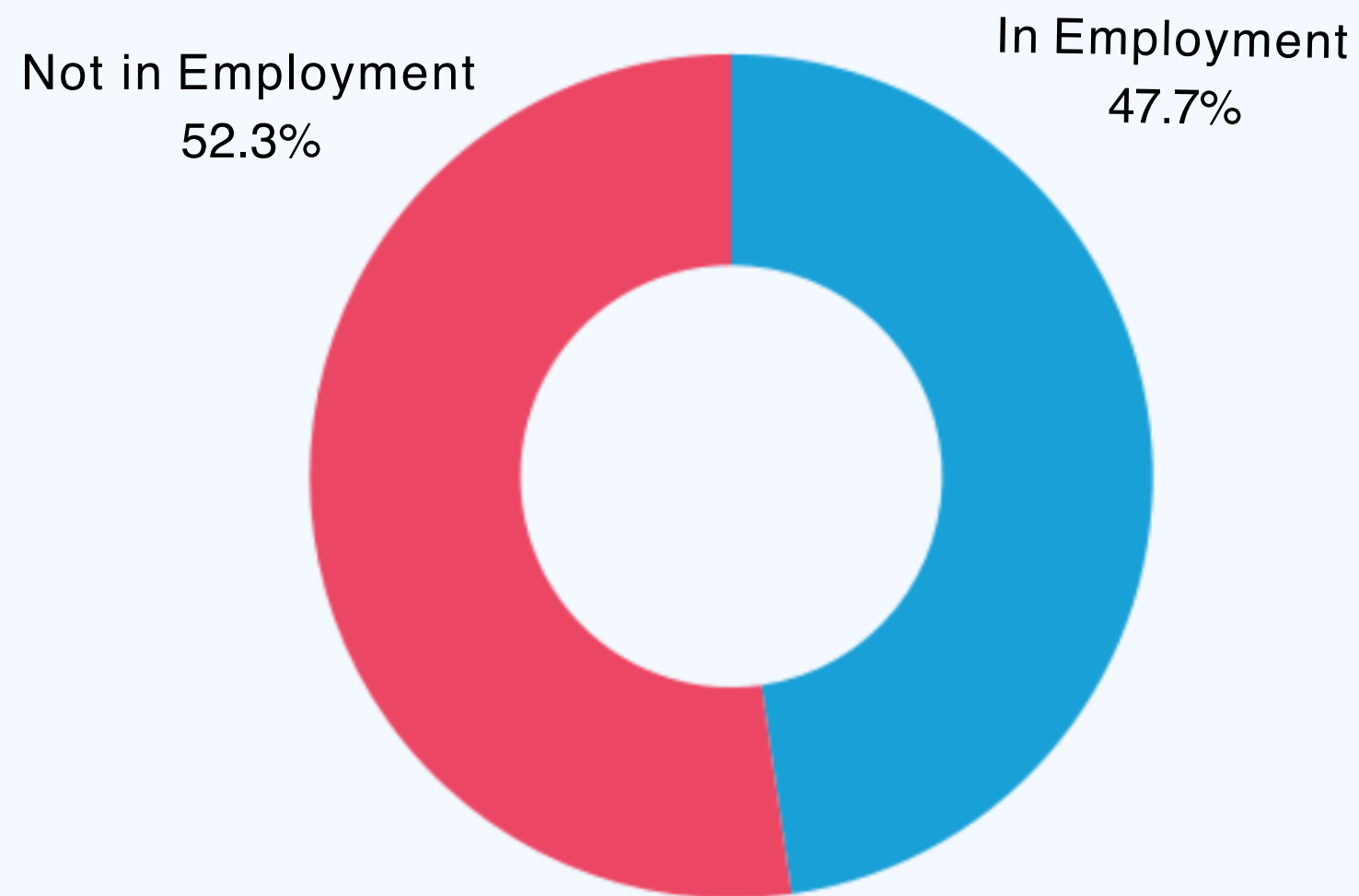


Centre for Homelessness Impact - Challenging perceptions of homelessness.

# Impact on Income and Employment

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Breakdown of Client Outcomes Post GC Intervention



A range of factors make it **extremely difficult to find employment after leaving homelessness**. The need for ID, employment gaps in individuals' CVs, the cost of travelling to interviews and stigma associated with homelessness are just some of the **many barriers in the way of moving into employment**.

**We're very proud to say that almost half of our clients make it into or sustain gainful employment after our support.**

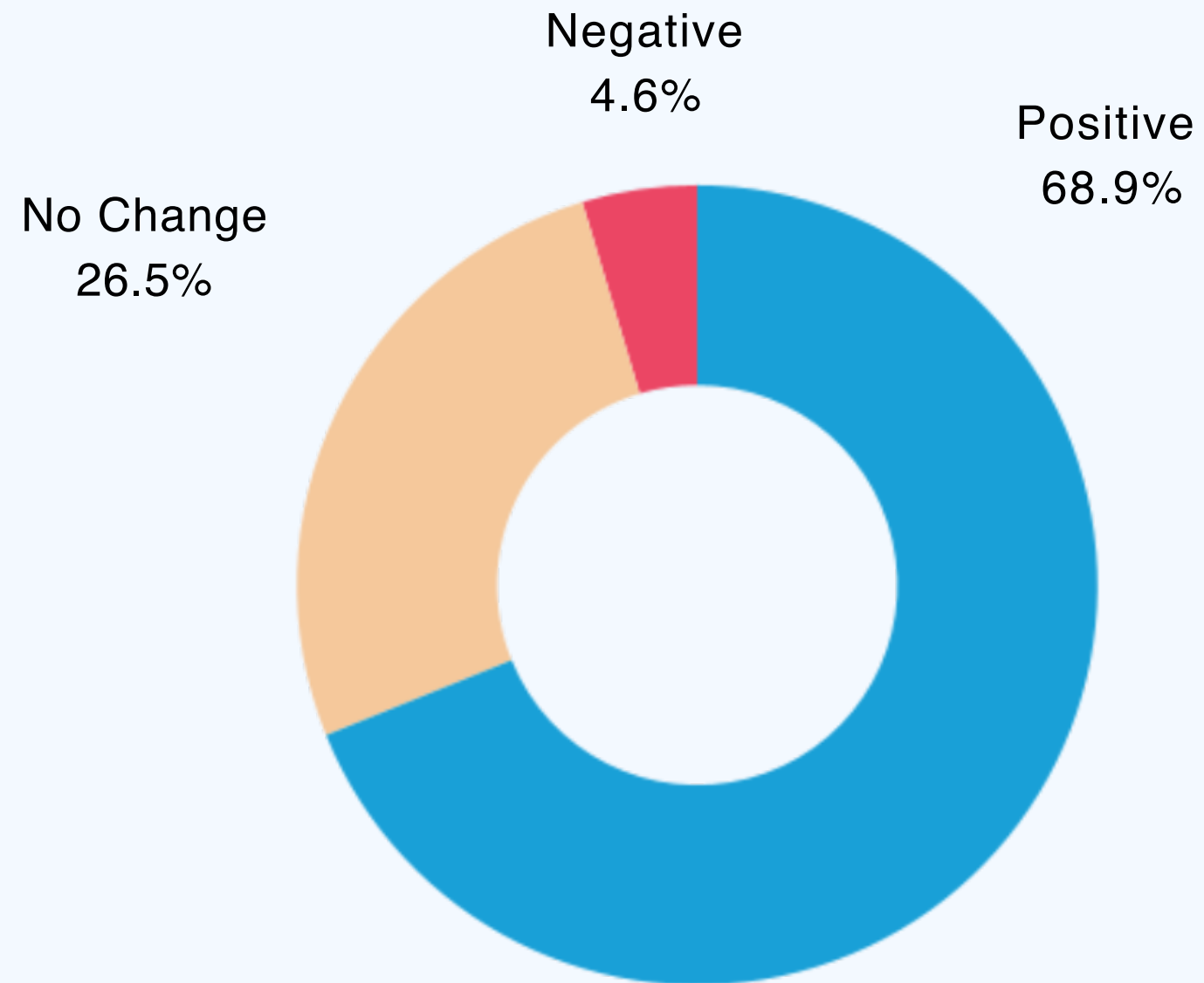
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*33 year old Brian struggled for a long time with addiction to drugs, which damaged his mental health, his relationship with his children and his ability to sustain his housing. After working with our partner charity, Aspire, Brian was 7 months sober and had done a lot of volunteering work.*

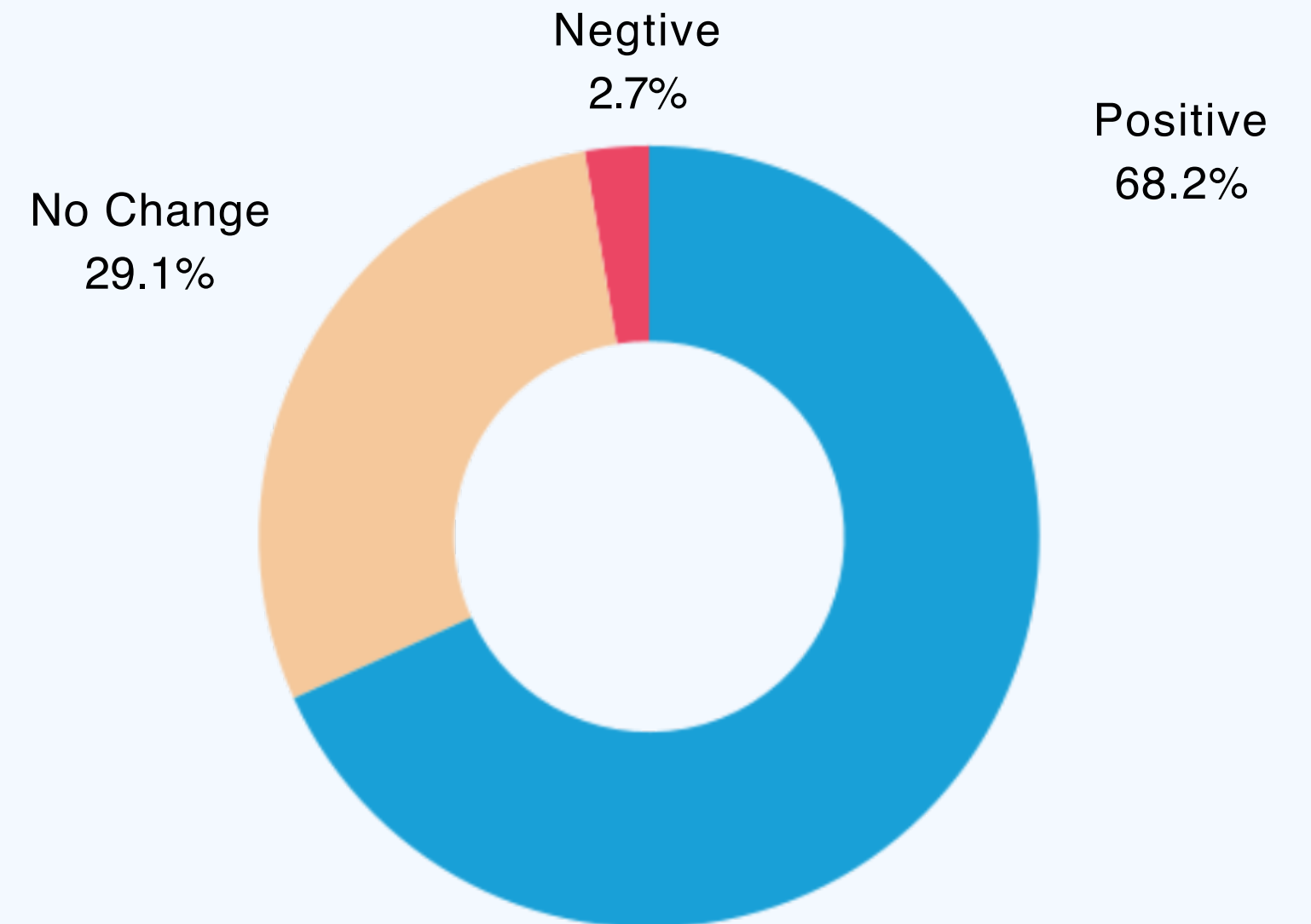
*Brian wanted to pursue a career path as a licensed 360 digger driver, but he lacked the financial means to pay for the training courses and certificates. We funded this goal for Brian, enabling him to continue with his recovery and sustain long term accommodation in the future.*

**Brian's Story**

## Impact on Motivation and Engagement

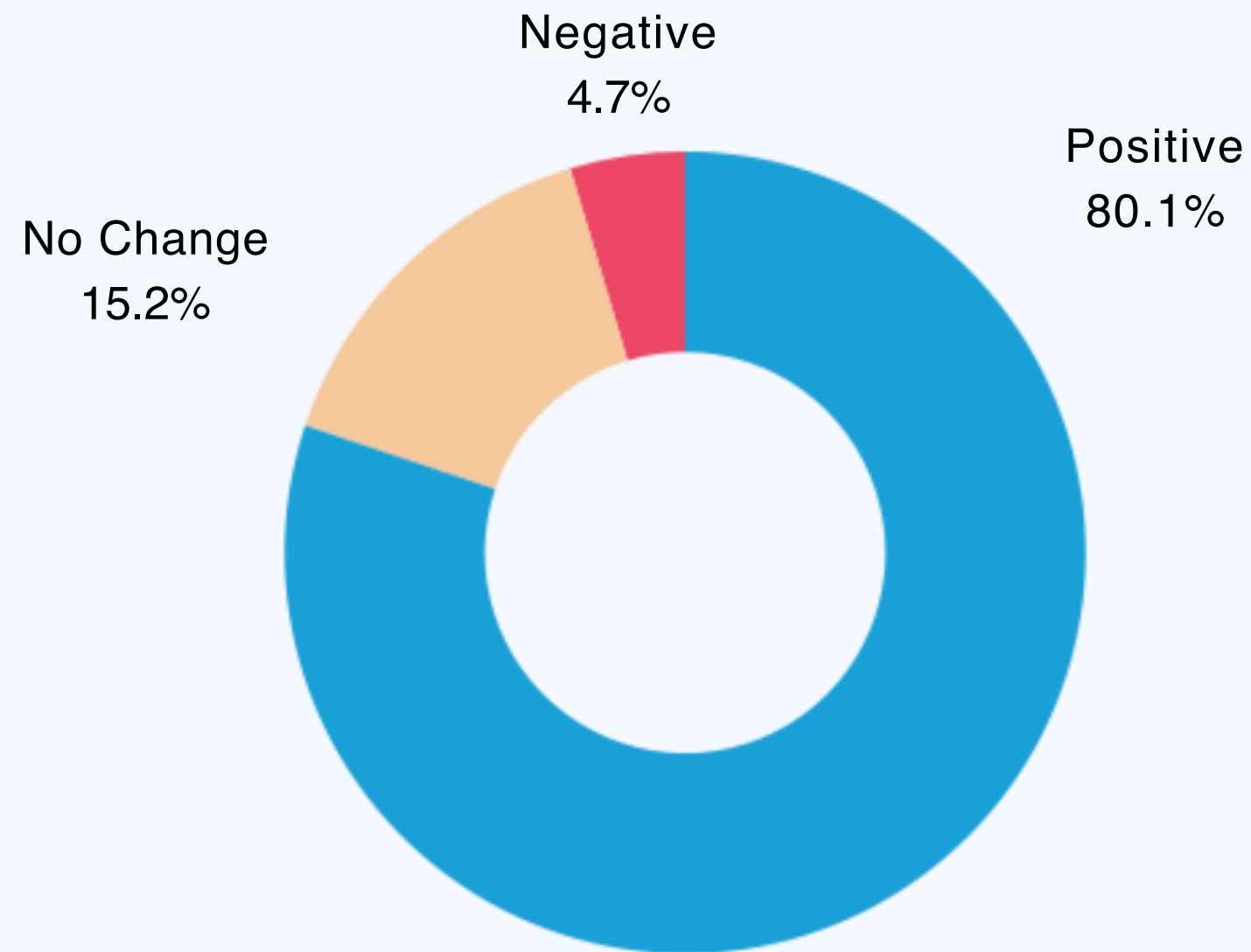


## Impact on Selfcare and Living Skills

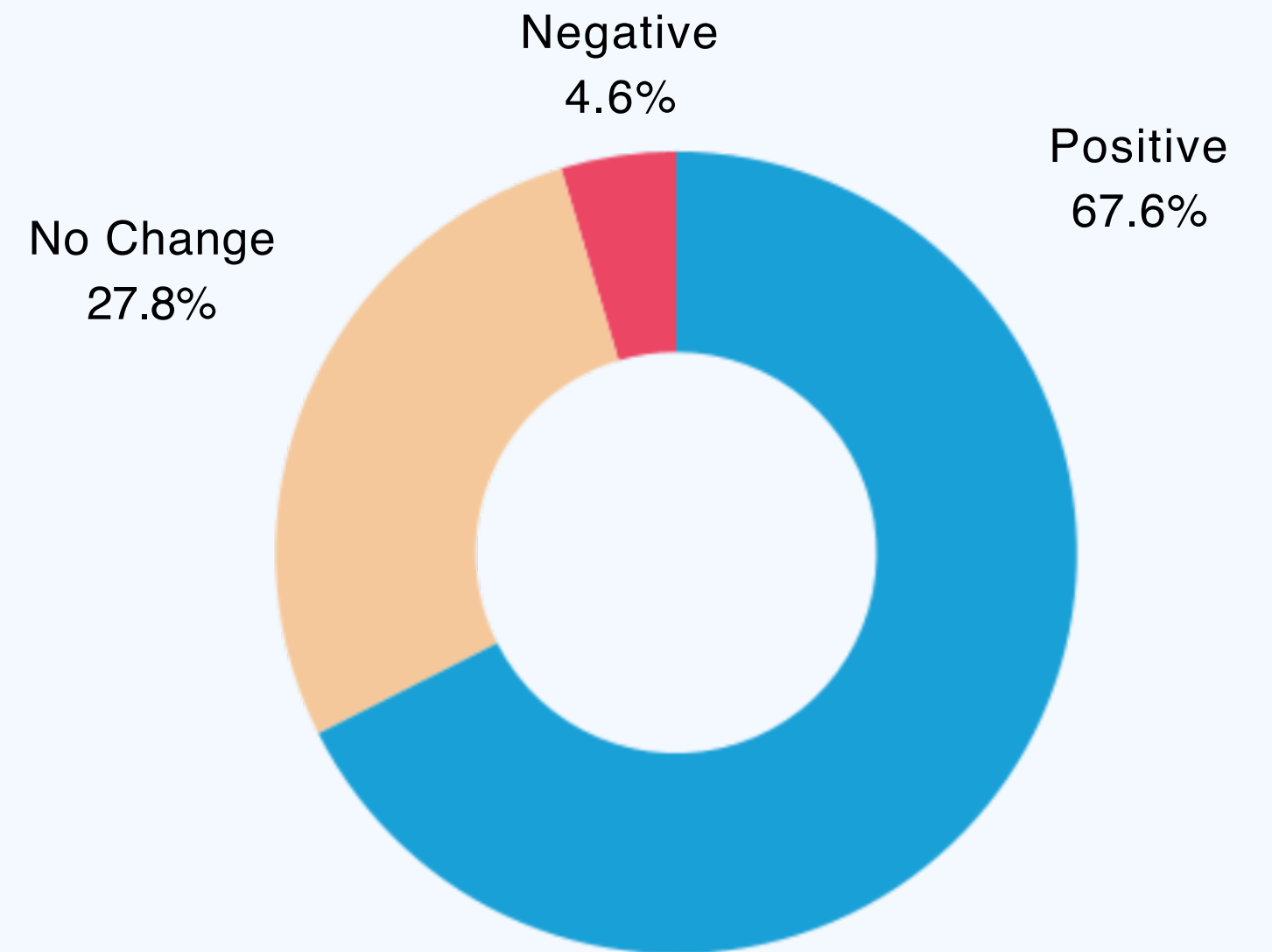


After raising funds through Greater Change, **68.9% of our clients experienced an increase in their motivation and engagement** and **68.2% saw an improvement in their selfcare and living skills.**

## Impact on Mental Health



## Impact on Social Networks

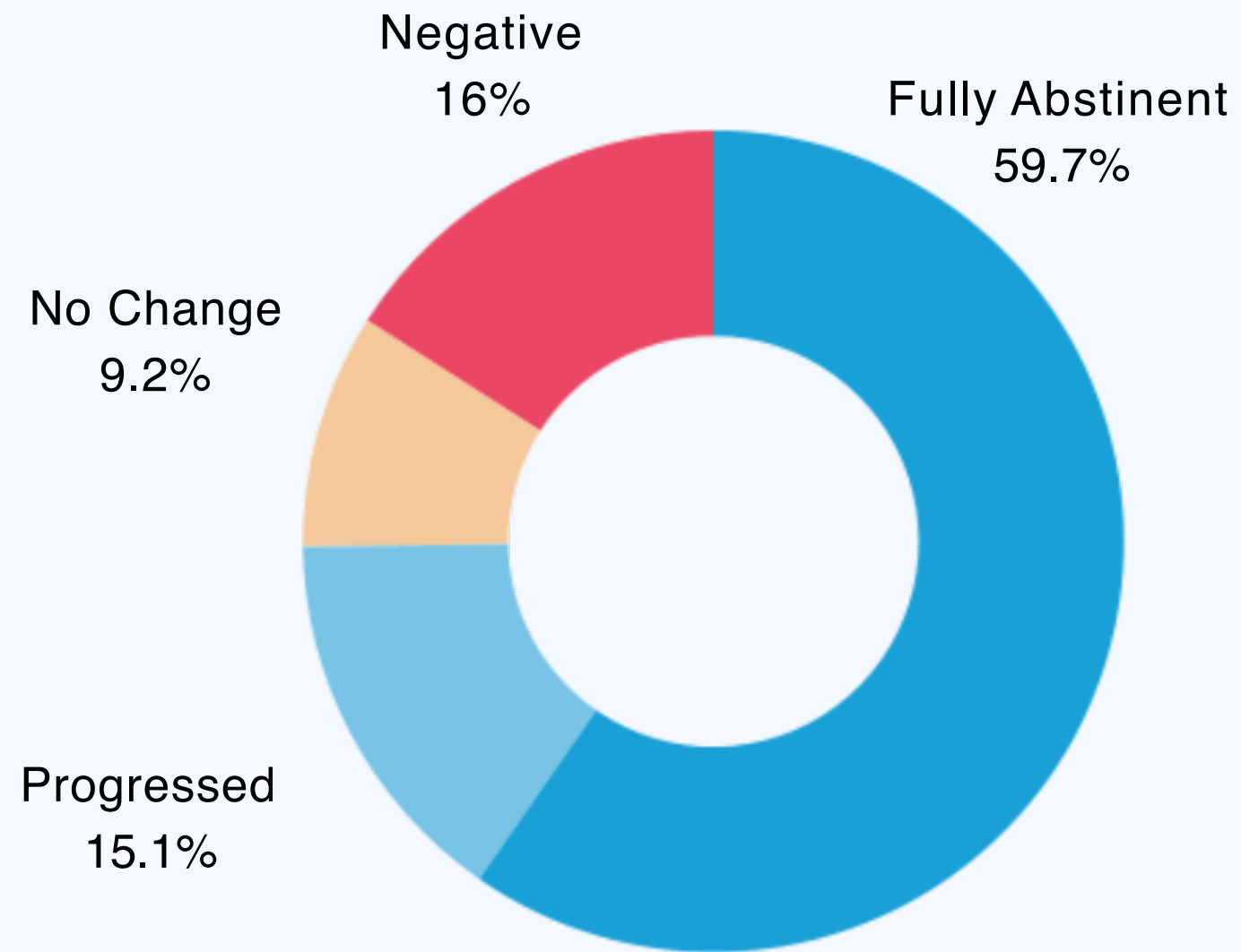


After receiving support from Greater Change, **80.1%** saw an improvement in their mental health and experienced more positive outlook following our intervention. In addition, **67.6% of our clients built more meaningful relationships and created healthier social networks** after our support.



# Impact on Substance Use

## Outcomes of Client Cohort with History of Substance Use



77% of all our clients had struggled with substance use prior to working with Greater Change.

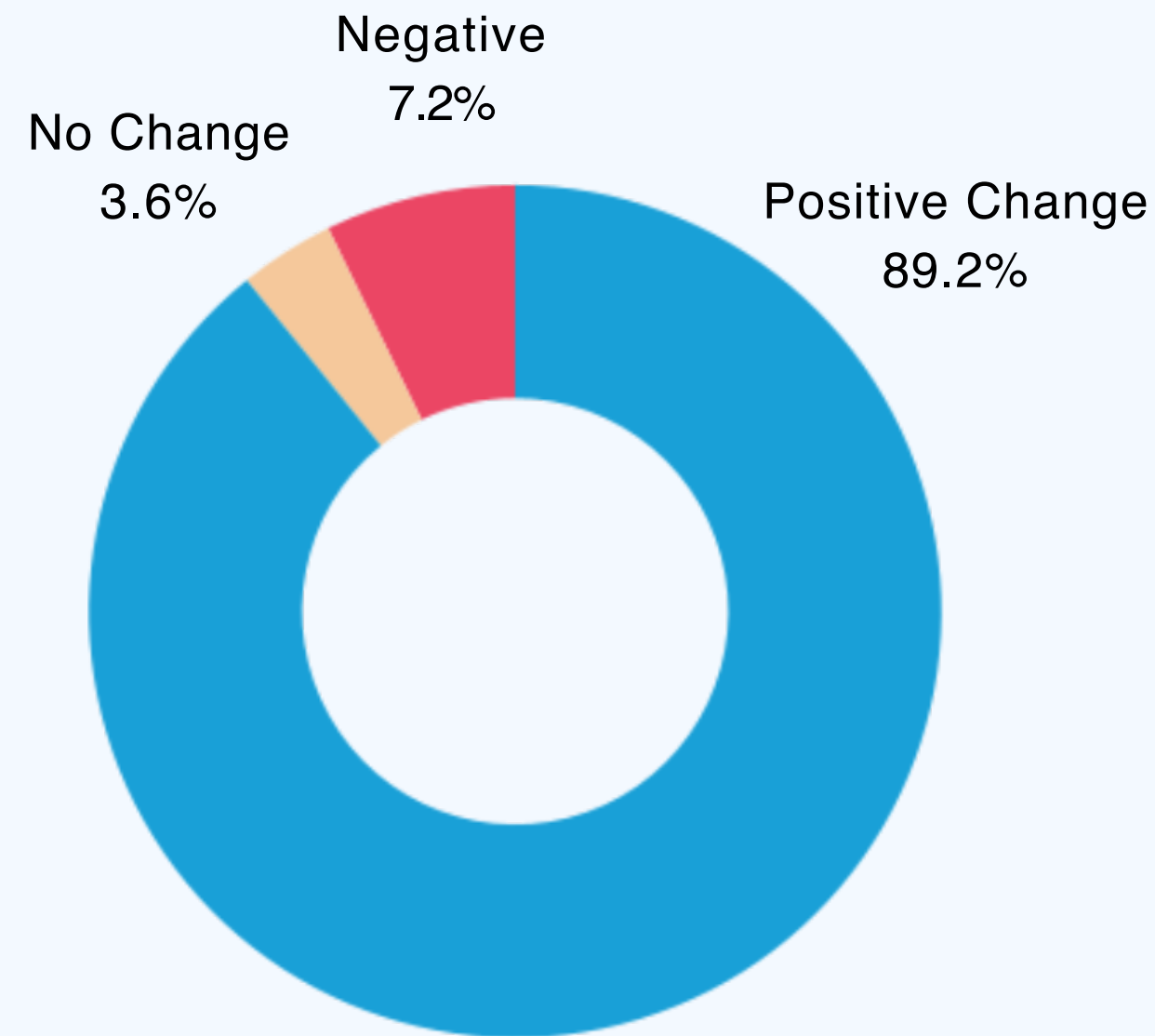
Of those clients, **74.8% improved or maintained their recovery.**



Centre for Homelessness Impact - Challenging perceptions of homelessness.

# Impact on Offending

## Outcomes of Client Cohort with History with Criminal Justice System



53.9% of our clients have had previous interaction with the criminal justice system. 12 months after our intervention, **92.8% 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% [24]. In addition, being homeless increases the risk of recidivism by nearly 50% [21]. **This suggests that our cohort of clients are up to 8.8x less likely to reoffend.**



Centre for Homelessness Impact - Challenging perceptions of homelessness.

# Equalities Data

Of all the people we supported in 2022/23:

**31% were from BAME backgrounds\***

**45% identified as female\*\***

**33% identified as disabled\*\*\***

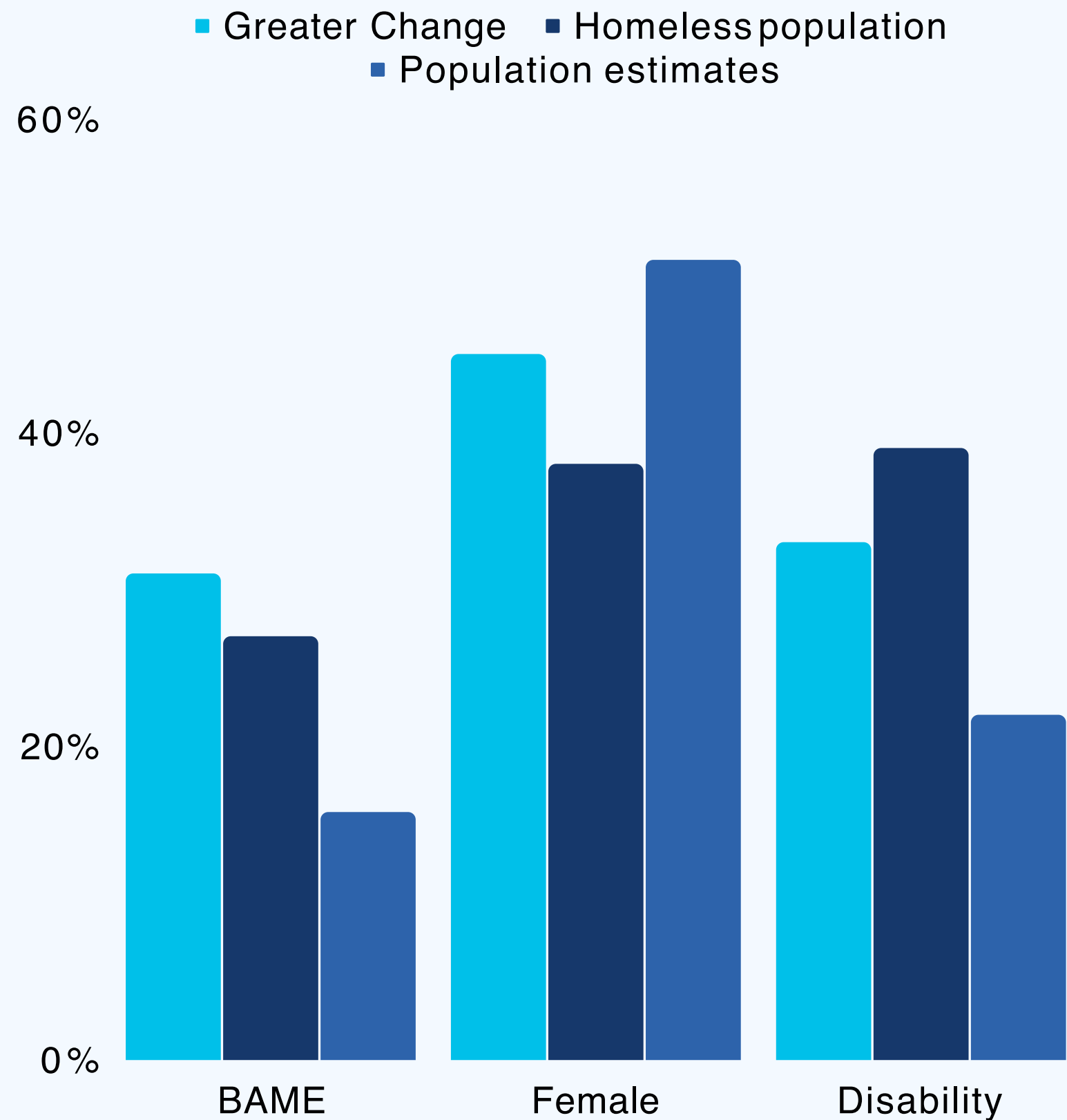
Of data collected, **1.2% of referrals supported couples** and **16.8% supporting whole family units with children under 18 years**. As we cannot determine the number of ‘hidden’ individuals supported who identify as female, BAME or disabled, our equalities statistics and impact outcomes measured in this report are thus conservative estimates and reflect only the number and impact on the ‘main applicant’.

Demographics of those who are statutorily homeless:

\*27% of all statutorily homeless in England are from Black, Asian, and Minority Ethnic (BAME) backgrounds [3]

\*\* 38% female homeless applicants [4]

\*\*\* 39% of individuals who had a history of homelessness/were at risk of homelessness reported having a disability [26].



Equalities data compared against homeless population and general population

# Secondary Research - Cost Savings

To better understand the wider societal impact of homelessness, we look into **how much supporting one homeless person costs the public purse**. These costs manifest in various sectors, such as housing, healthcare, criminal justice, and social services, which bear the brunt when adequate support structures for homelessness are absent, showing that **preventing homelessness is not just a moral obligation but also a sound economic decision**.

It is 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.

**Our research primarily draws on two studies:** Firstly, a 2016 study done by Crisis and the University of Pennsylvania; where services used by 86 people experiencing homelessness had their costs tracked at point of use [12]. Secondly, a recently released report by the LSE 'The cost of homelessness services in London' 2023 [25]. These studies gave us a per person cost corresponding to each of our metrics measured, allowing us to estimate our total cost saving impact.

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

**£35,177**

**Costs to the public per one homelessness case**

—

**£1,319**

**Greater Change costs per person supported**

=

**£33,858**

**Total potential cost savings unlocked per person**

# Pilot Study Using RCT Methodology

Greater Change recently worked with PhD Candidates at the Harvard Kennedy School of Government and the homelessness charity Turning Tides to run a randomised control trial on the efficacy of our work.

The study compared outcomes for individuals who have received Greater Change's services to individuals who have not.

**The study enables us accurately estimate the causal impact of Greater Change on alleviating or preventing homelessness. We also aim to discover how we can grow or improve our services for our clients.** Though the results of the pilot study should be interpreted with caution due to its small sample size, they supported the effectiveness of Greater Change's Work.

The Pilot Study Report is similarly available on our impact page at [www.greaterchange.co.uk/our-impact](http://www.greaterchange.co.uk/our-impact)

**“The treatment group appears to be less likely to be living in either a shelter or rough-sleeping situation, and they are more likely to be dwelling in a home. Taken together, this suggests that Greater Change services are moving individuals not only off of the streets, but also into more stable housing situations.” - Savannah Noray and Kadeem Noray**

# Our Contribution to Achieving the SDGs\*

## 1 NO POVERTY



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.

## 3 GOOD HEALTH AND WELL-BEING



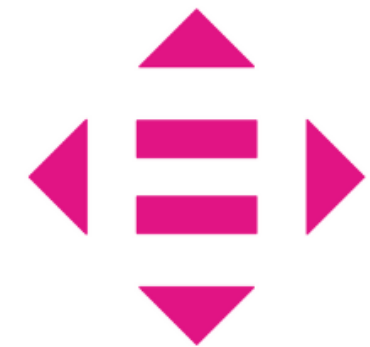
By preventing homelessness, we prevent premature death, improve mental health and contribute to treating substance abuse issues.

## 8 DECENT WORK AND ECONOMIC GROWTH



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

## 10 REDUCED INEQUALITIES



Of all the people we have helped in 2022/2023, 31% of our clients were from BAME backgrounds and 45% of our clients were female, which is high than the national average of 38% of all homeless applicants being female.

# This work would not have been possible without the support of



Thank you!

# Thanks to valued partnerships with

