Crisis
Together
we will end
homelessness

HOME FOR ALL

Campaign Manifesto

During the coronavirus outbreak, we have developed a better understanding of the true value of home, as well as the many reasons why it should be available to all.

This is part of why individuals, government, and industry have mobilised on behalf of people who are homeless like never before. Together, we have helped thousands off the streets in the span of just a few weeks, providing temporary accommodation, food, mobile phones, and support. And we've also managed to stop evictions and increase housing benefits for many, helping prevent others from losing their homes.

This is remarkable, historic progress that proves our capacity to come together and act in extraordinary ways. It does more than just show us ending homelessness is possible; it shows us how quickly we can make it happen. And for the first time, it truly feels like the end of homelessness is in reach.

But our work is not over. Unless we do something now and enact long-term as well as short term solutions, this progress will slip and risks being undone.

We've proven that mobilising as a society to end homelessness is possible once. Now, let's make sure it's possible always. Not just today, but tomorrow. And not just for some, but for all.

What Crisis is Doing

Crisis is doing everything possible to help ensure there is a home for all both in the immediate and in the long term.

- We help people leaving temporary accommodation to find a safe, stable and permanent home: This is the foundation we all need to be able to thrive. This includes setting up new services to increase the level of help available.

- For people who need it, we'll work with them side by side and for as long as it takes, to help them address other problems such as mental health, drug and alcohol problems and trauma. With somewhere permanent to live and tailored, unconditional support, people have a much stronger chance of rebuilding a life away from homelessness.

- We are already seeing more people facing homelessness after losing their job during the pandemic. We'll help people find work, with specialist teams who connect people with employers, helping with CVs and interview skills, and providing a whole range of training courses and classes.

What We're Supporting Communities to Do

Crisis is helping communities make the necessary systemic shifts so that there are homes for all in Scotland, England, Wales, and beyond.

- We must work as a community to rebuild a society without homelessness.

- We're providing grants and support to help other homelessness organisations shift their approaches to provide safe and stable housing, as quickly as possible, for people leaving temporary accommodation or who are facing homelessness for the first time.

- We will be working with councils and local organisations to give them the tools to find the homes and provide the support needed to move people out of homelessness for good.

What the UK Government Must Do

Governments across England, Scotland and Wales have shown they can take bold action to tackle homelessness. Now the UK Government must take the steps needed to ensure a safe and settled home is available for all.

- **Ensure no one is left without a safe place to stay because of their immigration status.** The UK Government must make sure that the barriers to people who are not originally from the UK finding stable housing are not reintroduced after the pandemic is over.

- **Prevent people from becoming homeless by ensuring everyone can afford a home.** Getting everyone currently experiencing homelessness into a permanent home isn't enough to end homelessness – we also need to prevent people from becoming homeless in the first place. This requires action by the UK Government to ensure that homes are affordable, now and in the long-term by committing to permanently investing in Housing Benefit so it covers the cost of rent.

- **Roll out Housing First across England.** Housing First is a proven approach to supporting people who face multiple challenges into a stable home for good. It is based on the principle of providing a stable home, with unconditional, tailored support for as long as is needed. Governments in Scotland and Wales have already recognised the essential role that Housing First plays in ending homelessness. Now we're calling on the UK Government to roll-out Housing First across England to give everyone who needs it.

In England the UK Government
- Must build more social housing, and make sure that people who are homeless right now can access the social housing we currently have.
- Must stop people becoming evicted if they have fallen behind on their rent during the pandemic, and make sure councils have funding to help renters who are struggling as a result of coronavirus.

Home for All Summarised

Campaign line

Home for All is a campaign that builds on the progress we've made to end homelessness during coronavirus, demanding both long and short term solutions to ensure there's a home for all from now on.

Campaign paragraph

Home for All is a campaign to make now the beginning of the end of homelessness. During the coronavirus pandemic, we've seen that ending homelessness is not only possible, but something we can quickly work together to make happen. We have seen individuals, government, and industry work achieve the extraordinary, including finding temporary housing for thousands, providing everything from supplies to mental health and legal resources, and working to stop evictions and increase housing benefits. But many of these achievements are temporary, and without long term solutions, all of our progress risks slipping and being undone. The end of homelessness feels within reach – but only if we work together to make it happen. Let's work together to ensure there's a home for all from now on.

How to Talk about Homelessness - Top Tips

We need to tell a new story about homelessness so that we can build public and political will to end it.

When sharing content about Crisis' work, or your own amazing work to support Crisis and its goal to end homelessness, please consider the following top tips.

1. Emphasise how we're all connected

Describing how connected we are in society helps people see homelessness from a collective, societal perspective.

Example:
This outbreak affects each and every one of us in society. We're being reminded just how connected we all are, and how much we all depend on each other. This outbreak makes it clear that each and every person's health is intertwined – no-one should be left out, no matter where they are.

2. Avoid 'othering' language

Avoid emphasising the 'vulnerability' of people facing homelessness as this can risk confirming beliefs that they are different and distant. Instead, opt for 'more exposed' instead of 'vulnerable.

Avoid 'the homeless' or 'the xx' to describe different groups. Instead use 'people who are'.

3. Make solutions feel tangible

Pulling out concrete actions you want people to take (ie donating, pledging support) as well as ways your actions have direct impact can make ending homelessness feel more achievable and makes the role of others clear.

4. Avoid overly focussing on sleeping rough

When many people think of homelessness, they immediately associate it with people who are sleeping rough. In doing so, they do not take into account many "invisible" forms of homelessness and fail to appreciate the full range of interventions required to solve it. Wherever possible, either refer to people facing homelessness more general or include mention of a few ways homelessness can exist (ie sofa surfing, living in hostels or temporary housing).

Wordmark

The Home For All campaign mark can be downloaded here. You should always use the wordmark from this source. Please do not copy and paste from elsewhere, or drag from an internet search.

Here is the base design of the Home For All wordmark. The wordmark can be used as a logo or as a graphic.

Wordmark Options

Our simple wordmark can be used in a variety of ways, whether as a graphic or a lead campaign mark. You can use any of the below wordmarks.

HOME FOR ALL

HOME FOR ALL
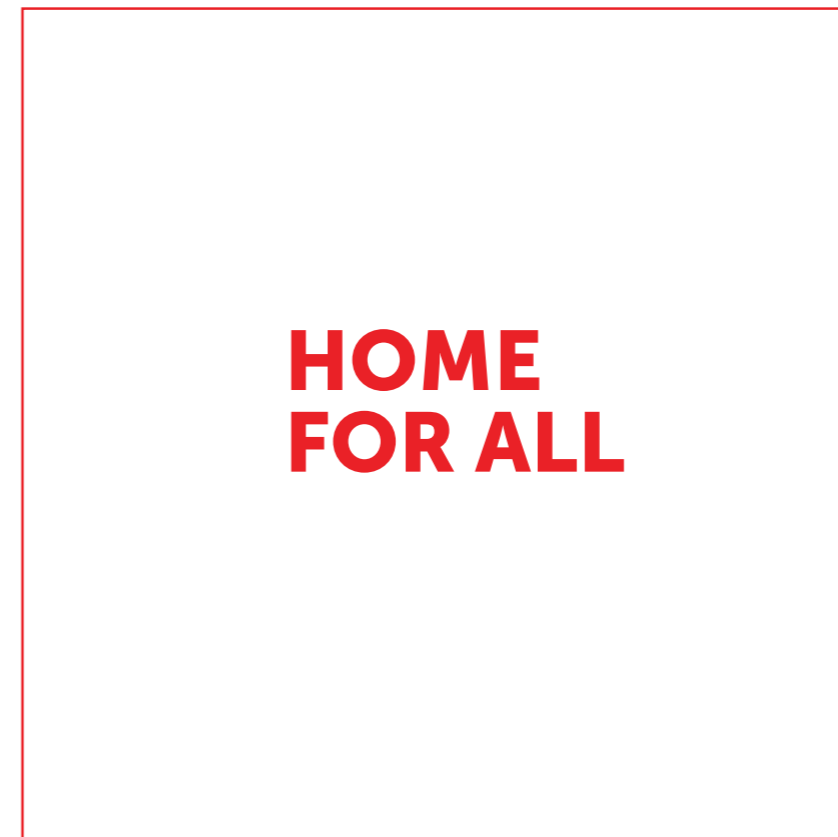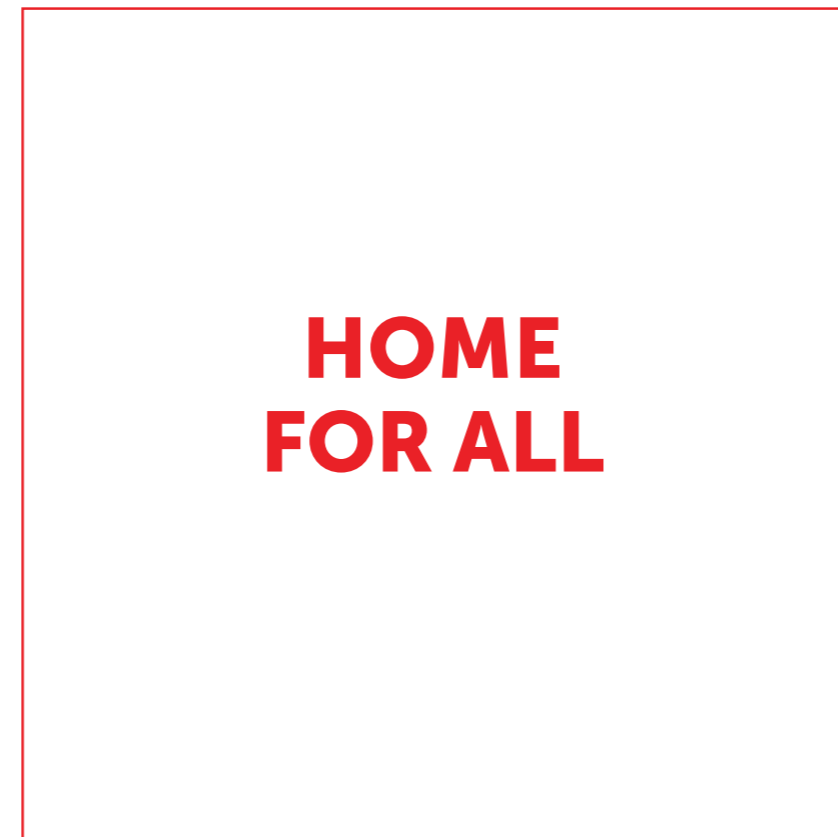
HOME FOR ALL

Home for All: Digital & Social Media Materials

During the coronavirus pandemic, we have come together as a society to achieve extraordinary things for people facing homelessness – from finding accommodation for people in hotels to protecting people from becoming homeless during the outbreak.

Now, as lockdown eases, we can't let this progress slip, and go back to a world in which homelessness is accepted as a part of life. We want to use Home for All as a turning point and make it truly the beginning of the end of homelessness.

Through the campaign, Crisis is calling on the public to pull together, to help make sure there is a home for all from now on. The campaign is calling for the change we need so that everyone has a safe, stable home; and funding homelessness services to help people leaving temporary accommodation and those newly facing homelessness to find somewhere permanent to live.

We need everyone to play their part. Now, more than ever, we need you to help us spread the word across social media to help ensure our campaign message reaches as many people as possible.

Tagging Crisis in your posts

If you would like to tag Crisis in any of your posts, the tags to use are:

Facebook: @Crisis

Twitter: @crisis_uk

Instagram: @crisis_uk

LinkedIn: @Crisis

Suggested Wording for Social Posts

Option 1

Facebook, Instagram and LinkedIn:

Thousands of people sleeping rough across the UK have been provided temporary housing during coronavirus, proving we have the power to end homelessness – not just at some point in the future, but right now. And in order to prevent things from "returning to normal" or worse, we need to work together to create ways to end homelessness both in the future and right now.

Join **[me/organisation name]** in supporting Crisis' Home for All campaign to make right now the beginning of the end of homelessness: crisis.org.uk/homeforall

Additional Instagram hashtags: #Crisis #HomeForAll #Coronavirus #EndHomelessness

Twitter:

We've proven we can come together to help end homelessness – not just in the future, but right now. Join **[me/organisation name]** in supporting @crisis_uk's #HomeForAll campaign to make now the beginning of the end of homelessness: crisis.org.uk/homeforall

Suggested Wording for Social Posts

Facebook, Instagram and LinkedIn:

During coronavirus, individuals, government, and industry have come together to find homes for thousands, proving we can end homelessness more swiftly than we'd even imagined. But unless we act now, any progress we've made will slip.

Join **[me/organisation name]** in supporting Crisis' Home for All campaign to make right now the beginning of the end of homelessness: crisis.org.uk/homeforall

Additional Instagram hashtags: #Crisis #HomeForAll #Coronavirus #EndHomelessness

Twitter:

During #coronavirus, we've found homes for thousands – but this will be undone unless we act now. Join **[me/organisation name]** in supporting @crisis_uk's #HomeForAll campaign – together we can make the beginning of the end of homelessness now: crisis.org.uk/homeforall

Suggested Wording for Social Posts

Facebook, Instagram and LinkedIn:

Together, we have been able to support over 5000 homeless people during the coronavirus outbreak by providing temporary accommodation, food, mobile phones, and more.

While many of these measures are temporary, it proves that we can come together in extraordinary ways to end homelessness. But the lack of long term solutions means this progress could be undone.

As we come out of lockdown, let's not go "back to normal." **Join [me/organisation name]** in supporting #HomeForAll to make right now the beginning of the end of homelessness: crisis.org.uk/homeforall

Additional Instagram hashtags: #Crisis #HomeForAll #Coronavirus #EndHomelessness

Twitter:

Thread tweet 1: We're proud to be part of @crisis_uk's #HomeForAll campaign. During the coronavirus outbreak, we've been able to provide temporary housing to over 5000 people, proving that we can come together in extraordinary ways to end homelessness.

Thread tweet 2: Join **[me/organisation name]** in supporting #HomeForAll to make now the beginning of the end of homelessness: crisis.org.uk/homeforall
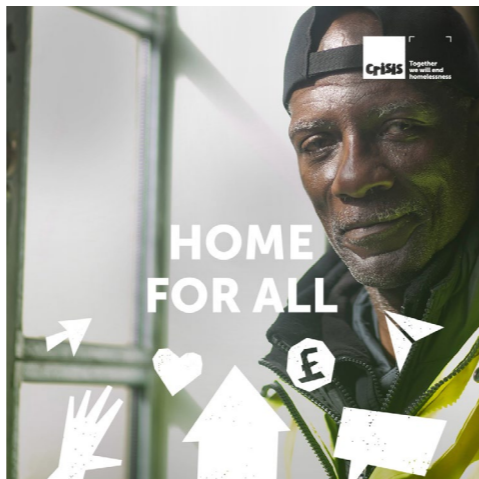
General Campaign Graphics

We've also created a series of Home for All graphics, featuring the campaign branding and colours, for you to use across your social channels.

General 1080x1080px

General 1200x630px

Members 1080x1080px

Members 1200x630px

Volunteers 1080x1080px

Volunteers 1200x630px

Social Graphics & Images

Member Image - Donate Now

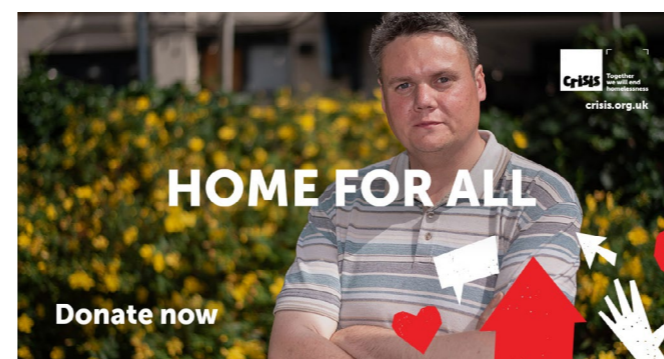Encourage friends and family to support the campaign

Stills

1080x1080

1080x1920

1280x1024

1200x630

Motion

1080x1080

1080x1920

1280x1024

1200x630

Social Graphics & Images

Member Image - I'm Supporting

Tell everyone that you're supporting Home for All

Stills

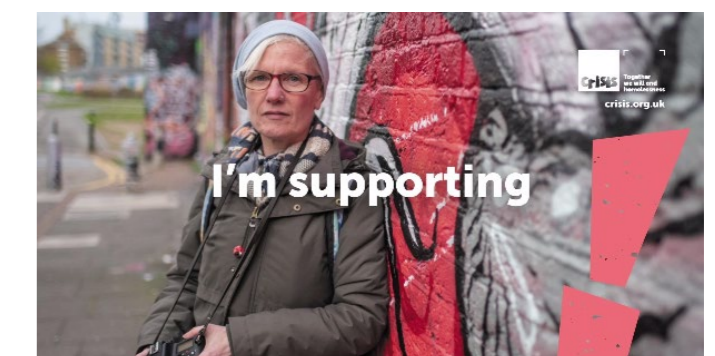

1080x1080

1080x1920

1280x1024

1200x630

Motion

1080x1080

1080x1920

1280x1024

1200x630

Social Graphics & Images

Member Image - We're Proudly Supporting

Tell everyone that you're supporting Home for All

Stills

1080x1080

1280x1024

1080x1920
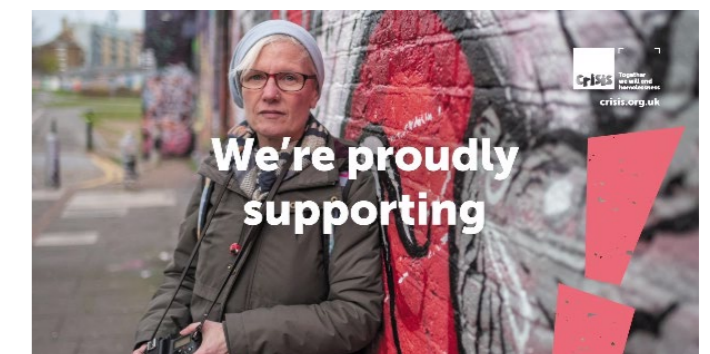

1200x630

Motion

1080x1080

1280x1024

1080x1920
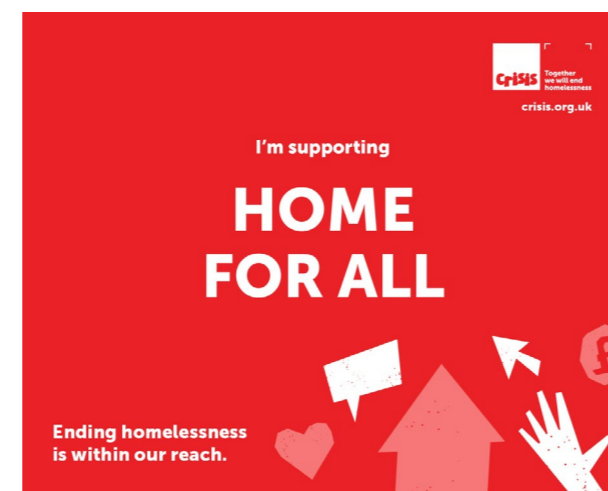

1200x630

Social Graphics & Images

Red Background - I'm Supporting

Tell everyone that you're supporting Home for All'

Stills

I'm supporting
HOME FOR ALL
Ending homelessness is within our reach.

1080x1080

I'm supporting
HOME FOR ALL
Ending homelessness is within our reach.

1080x1920

I'm supporting
HOME FOR ALL
Ending homelessness is within our reach.

1280x1024

I'm supporting
HOME FOR ALL
Ending homelessness is within our reach.

1200x630

Motion

I'm supporting

1080x1080

I'm supporting

1080x1920

I'm supporting

1280x1024

I'm supporting

1200x630

Social Graphics & Images

Red Background - We're Proudly Supporting

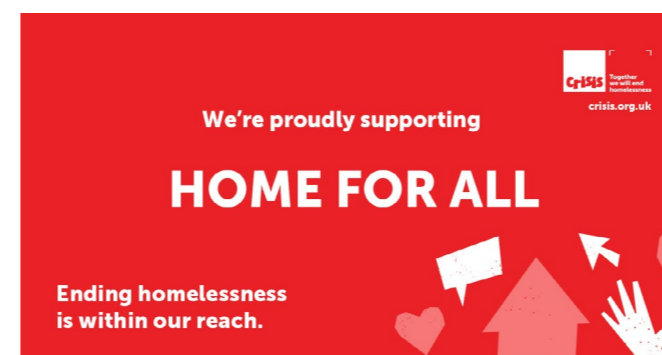Tell everyone that you're supporting Home for All'
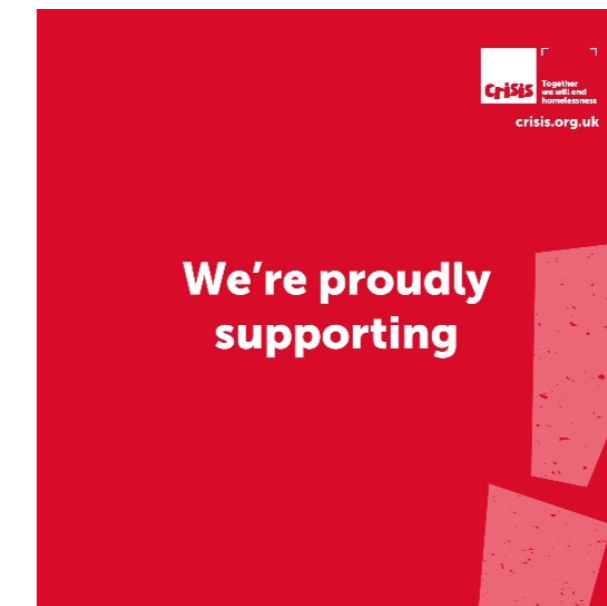
Stills

1080x1080

1080x1920

1280x1024

1200x630

Motion

1080x1080

1080x1920

1280x1024

1200x630

Email
banners

Email Banner 620x270px

Email Banner 1200x400

Website & Social Media Banners

Facebook banner 828x315px

Twitter banner 1500x500

LinkedIn banner 1128x376

Youtube banner 2250x1440

Web banner 1920x1080

Thank You