



Crisis at Christmas 2024

Corporate brand activation

Everyone has the right to achieve their full potential. Crisis is there to help people navigate out of homelessness and to build a full life beyond it – so they can continue living instead of simply surviving. This Christmas, your business can help someone start their life beyond homelessness by taking part in our brand activation campaign.

For a donation of **£10,000** or **£25,000**, your company's logo will be featured in an advert in the Financial Times in December this year, publicly demonstrating your commitment to supporting Crisis at Christmas 2024.

The campaign raised an incredible £80,000 in 2023, but we invite you to help us beat that target this Christmas!

The Financial Times has a monthly print readership exceeding 770,000 in the UK, including a corporate audience of C-suite executives and key decision makers from leading companies. This is an invaluable opportunity to channel your company's CSR budget into supporting a sector-leading Christmas appeal whilst also boosting brand awareness.

Why take part?

Crisis supports people across Britain to build their lives beyond homelessness. Our Christmas services work alongside the specialist support we provide all year to help people find their own stable home, develop their skills and confidence in order to rebuild their lives.

This year, we will be providing hotel rooms across London for people who would otherwise be sleeping rough over Christmas. Combined with those who will receive support through our day centres in the capital and frontline services across Britain, we will be supporting more than 6,000 people experiencing homelessness this Christmas.

Along with a safe place to stay over Christmas, we will be providing our guests with a mix of additional support tailored to their varied and often complex needs. With the help of our partners and volunteers, we will offer healthcare services to our guests such as eye and ear tests, podiatry, physiotherapy, and GP and nurse appointments.



Con's story

After struggling with substance abuse for years and suffering a relationship breakdown, Con lost his job and was forced into homelessness. He began his journey with Crisis at Christmas in December 2015 as a guest in one of our London hotels.

"I was sleeping rough on the streets in London, eating out of bins, begging on buses and outside of the shops and tube stations... the most frightening thing was that I started to get used to being homeless. It was my life. It was how I rolled."

He did his first volunteer shifts with Crisis the same year:

"Crisis at Christmas was pivotal in turning my life around. I felt safe doing those shifts. With the other volunteers, I felt like this was my family. I'd never seen a group of people give so much of themselves. Until then, I'd been living my life on the street as a robot with no feelings or support."

In 2016, Conan continued to receive support from Crisis Lead Workers in overcoming substance abuse and leaving his homelessness behind.

"It was only by virtue of having that connection with Crisis that I was able to get myself out of a hole relatively quickly".

"My Crisis housing coach helped me find a room to rent privately. She helped me feel confident about the process. I was scared about how to manage benefits and rent, and I'd been burying my head in the sand until then. My job coach helped me with CV workshops and motivation workshops.

I started to come out of myself, and to get job interviews. I slowly became more independent, and I needed to check in with my coach less and less."

Con has been volunteering with Crisis at Christmas for nine years now. Last Christmas, he provided advice to the guests at one of the Crisis hotels, using his personal experience, knowledge, and skills:

"Well, when you think about when I came as a guest of Crisis in December 2015, and we're now in January 2024 and I've been a homeowner for over a year-and-a-half – and you know, I was a manager of a service, housing homeless people and prison leavers; quite a journey, isn't it?"

How to take part

	Large logo	Medium logo
Donation level	£25,000	£10,000
Date of advert	w/c 02 December	w/c 09 December
Impact	£25,000 could support people facing complex barriers to move out of homelessness by providing intensive, holistic support this Christmas and beyond. By having smaller caseloads, the Intensive Case Management team provide members who need additional support with extra guidance to end their homelessness.	£10,000 could support our wellbeing offer at Christmas. Through our frontline services across Britain, we will offer much needed services such as GP appointments, haircuts, and eye tests, as well as personalised advice and support.

In addition to the inclusion of your company's logo in a Financial Times advert in December, you will receive:

1. A festive e-card, which can be personalised and sent out to your colleagues, suppliers and partners in December.
2. Social media assets (copy, imagery and hashtags) for you to show your support for Crisis at Christmas 2024 on your corporate channels.
3. A jpeg banner for you to add to your email signature.
4. A Crisis at Christmas impact report (shared by March 2025) which will detail how your company's support has helped people experiencing homelessness over the festive season.
5. For those giving £25,000, year-round stewardship from the Corporate Partnerships team at Crisis, including a selection of fundraising and volunteering activities for you and your colleagues to take part in.



Life beyond homelessness starts here.

This Christmas, Crisis will be supporting over 7,000 people facing homelessness. Thank you to all the companies who help us provide vital services to those who need it most at one of the toughest times of the year.

Supporters: B&W, aimar, Specsavers, XPERIENCE, pwc, omick, XPERIENCE, NHBC, Deepika IT Solutions Ltd, Forster + Partners.

You can help too. Please visit www.crisis.org.uk/financialtimes or scan here to help start someone's life beyond homelessness.

FR Financial Regulator

LLOYDS BANK Working together to end homelessness

Crisis

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Crisis at Christmas 2023 supporter campaign advertisement.



Next steps

Once you have decided on your level of support, email your Crisis contact. We'll ask you to supply your brand guidelines and company logo as an .eps file, or where this is not possible, a .png file with a transparent background, at least 1,000 pixels wide.

We are unable to guarantee involvement in the campaign after Friday 22 November.

Payment details

Your donation will be invoiced in two parts following confirmation of your support over email.

- A deed of gift requesting 90% of the donation
- An invoice detailing the remaining 10% of the donation, plus VAT (charged at the current standard rate of 20%).

This format of invoicing is necessary because of the exposure your company will receive in the Financial Times as part of the campaign, which qualifies as advertising under HMRC regulations and is therefore subject to VAT.

Payment is requested within 30 days of receipt of invoice.

Other ways to give

Your organisation could help someone start their first day of a life beyond homelessness this Christmas by supporting Crisis.

If your organisation would like to make a corporate donation or find out more about corporate gifting, please contact us at corporatepartnerships@crisis.org.uk.

Photo credits: Zula Rabikowska.

Con's name has been changed and his story has been portrayed by an actor to protect his identity.

Crisis UK (trading as "Crisis") is a registered charity and company limited by guarantee.
Registered charity numbers: E&W1082947, SC040094. Company No: 4024938.
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