



# Groundswell

Out of homelessness

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## Corporate Partnerships





# Who are Groundswell

Groundswell is a **homeless health** charity with lived experience of homelessness at its core. At Groundswell we:

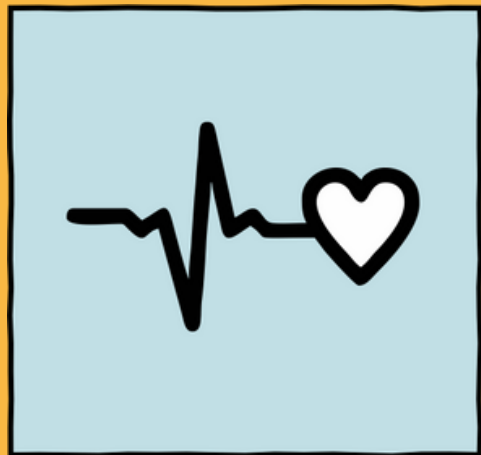
- Tackle health inequalities so people can live healthier lives
- Amplify voices so people who have been there can be part of the solutions
- Support people to progress towards a better future.

Last year, over **3,000 people** accessed our life-saving services and were helped on their journey out of homelessness.



# The problem

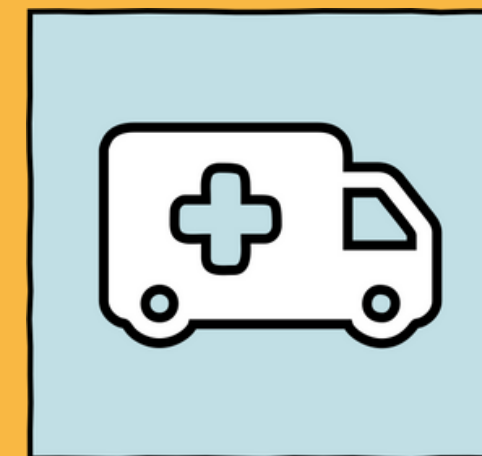
**Homelessness is a health emergency.** Lives are being cut short, often by preventable health problems. Last year, in the UK **1,474 people** died while homeless.



The average age of death for people experiencing homelessness in the UK is just 44 years old.



82% of people experiencing homelessness have a mental health diagnosis and 63% have a physical health condition.



People attend hospital far more often – one person experiencing homelessness visits A&E every seven minutes.





# Our unique approach



We provide services **for** people who are experiencing homelessness, that are designed and delivered **by** people who have been homeless. **70% of Groundswell's team have been homeless themselves.** Our people have been there and know how it feels. We provide specialist support for our team of staff and volunteers so they can take part and change lives.



## Meet Adrian

“I work as a Care Navigator. When I meet someone, I get them talking by talking about my own experiences. They say “oh, you’ve been homeless.” They gel with you then.

Once people have found out you’ve been there, everyone’s sort of on the same level.”



# How we change lives



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## Healthier Lives

Homeless Health Peer Advocacy (HHPA) and in-reach sessions helping people to attend their appointments, manage their health, and **improve health and wellbeing.**

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## Stronger Voices

Research, campaigns and creative projects that **amplify people's voices**, to change the system for the better.

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## Better Futures

Progression support and coaching for all our staff and volunteers with experience of homelessness, helping people to move into employment and training, secure housing and benefits, and **progress their lives.**

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# Our impact

## Healthier Lives

Our support means people are accessing **live-saving healthcare** and know how to manage their health better - and good health is essential to move out of homelessness. Our Homeless Health Peer Advocacy (HHPA) service supports over 1,550 people in London **every year**.

## Better Futures

Evaluation of our Progression programme demonstrated that our work led to:

- Improved ability to move into employment and training
- Improved financial security and life stability through better money management, accessing welfare benefits, and securing the right to work.



## Meet Attie

"With the help of the Progression team, I have been able to get my self-esteem and self-worth back. Their efforts meant I was awarded Personal Independence Payment after a tribunal, and they continue to help me with my housing situation. I now have dedicated solicitors handling my case. When I was diagnosed recently with a life-threatening health issue, I was unable to confide even with my own family.

Saying 'I was supported' doesn't come close. I was helped with transport and accompanied to every appointment. When you have the strongest ally working with you, you know you are almost there."



# We need your support

With your help, we can:

- Help people experiencing homelessness to access **life-saving healthcare** and **prevent** more people from dying young
- **Support more people** to progress out of homelessness and into volunteering, employment and training
- Ensure people with lived experience are **at the heart** of finding solutions to homelessness
- Be part of changing the system so that **society works for everyone.**







# Get involved and help change lives



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## Fundraising events

Get the team to take on a challenge such as the **Big Half Marathon** or **Great South Run**. We may even have some guaranteed Charity spaces still available!

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## Employee engagement

Arrange an in-office **fundraising event** for staff to get involved - perhaps a bake sale! Or ask us about **volunteering opportunities** and how you can put your best skills to use whilst supporting us.

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## Payroll giving

An easy and simple way to give through your workplace, payroll giving is a great way to **get your employees involved** with charitable giving.

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# Partnership opportunities



Take your support to the next level and join Groundswell as a Partner, committing to a set level of fundraising each year, and in return receive exclusive benefits. By dedicating your fundraising efforts to supporting Groundswell and securing our partnership, you can help us do even more amazing work.

## Better Futures Partner - £3,500 per year

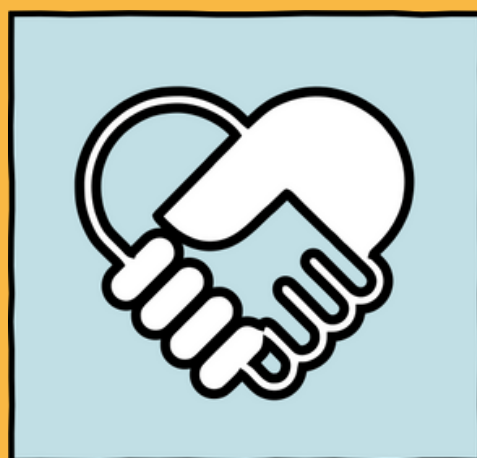
- Dedicated contact to support your fundraising needs
- Logo featured on Groundswell website
- Opportunities for networking and sharing workshops
- Featured in blog updates and newsletters
- Fundraising materials

## Greater Together Partner - £7,000 per year

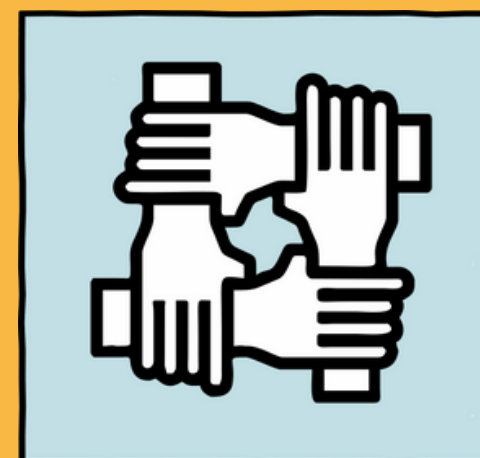
- One free entry into the Big Half
- Dedicated contact to support fundraising needs
- Logo featured on Groundswell website and on programme resources
- Opportunities for networking and sharing workshops
- Skilled volunteer opportunities for staff
- Bespoke fundraising materials.



# Take the next step... be part of the solution



We believe that we are Greater Together. You can be part of solving the crisis in homelessness and health right now. To start your journey with us, contact the Fundraising team at [frandcomms@groundswell.org.uk](mailto:frandcomms@groundswell.org.uk)



Thank you for considering supporting Groundswell and our mission to ensure **healthier lives, stronger voices, and better futures** for anyone with experience of homelessness.