



What is Real Change Oldham?

Real Change Oldham raises funds from business and the public to support people in their local area experiencing homelessness. **It uses funds generated to pay for items which directly help people to move away from the streets or avoid homelessness: things like a deposit for a home, a training course, or clothes for a job interview.** Working through local charity partners, it ensures that no one stays or becomes homeless due to a simple lack of cash, nor the support and energies of local charities and initiatives wasted.

Everything raised in Oldham goes to people who are homeless in Oldham. Real Change Oldham joins existing funds in Wigan & Leigh and Rochdale, with the aim of opening equivalents in all 10 boroughs of Greater Manchester.

Results since launching in Wigan & Leigh in October 2018 show the demand for flexible, personal funding and the impact Real Change can have:

61

people supported to end or prevent their homelessness

£162

Average amount required

46%

rough sleeping or in night shelters (others in temporary accommodation or prevented from losing their own housing)

What difference does Real Change make?

Ex-army Sean, 31*, was sleeping at the Night Shelter in Leigh having exhausted the generosity of his friends following the loss of his own tenancy. Although managing to hold down his full time job, the lack of somewhere to wash, change and get a proper night's sleep was seriously affecting his work.

The shelter and the Council's housing team applied to Real Change to get Sean the ID required to apply for private rental accommodation. They then went to various national organisations for funds to help him pay the deposit and first month's rent on a flat. Falling short of just £100, they asked Real Change to cover the remainder, and were able to get Sean a secure place of his own.

The small amount Real Change could provide meant local partners could take advantage of the opportunity and funds provided from outside the area, at the critical time for Sean. For want of £100, Sean's stay at the Night Shelter would have continued, increasing the risk of him losing his job and spiralling into worse homelessness – as well as increasing the pressures on public services.

*Names and details have been changed to protect the individual and his family



Principles of the Real Change Campaign

Co-Produced with people who have experienced homelessness and local partners

Locally owned by the community and partnership

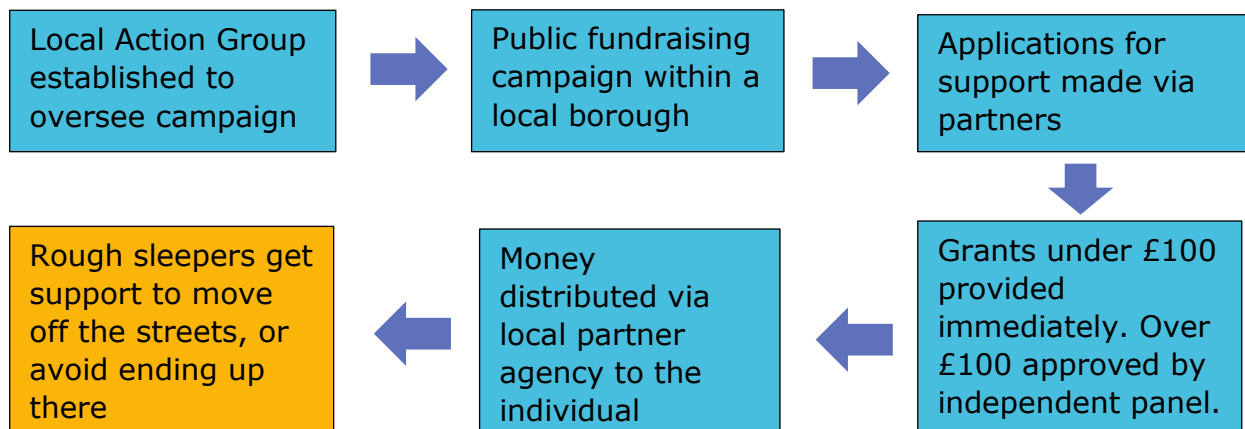
Lean and efficient so as much of the public's donation as possible goes to the people who need it.

Positive about what people *can* do to help, not what they *shouldn't* do

Simple and quick approval process so person in need gets support they need

How does it work?

The Real Change model is straightforward in its approach:



Watch [this short video](#) to find out more about how it works.

Who is involved?

Real Change is a genuine partnership approach, with partners giving their support for free so individuals can benefit.

- The local Action Groups includes *people with lived experience* alongside **accommodation providers; City Centre improvement teams; grassroots voluntary groups;** and the **Local Authority**.
- **Riverside Group** (with contributions from **Greater Manchester Combined Authority** and **Homeless Link**) have funded the start-up costs & development of local initiatives as a 'silent partner'.
- The **Local Authority Communications Team** develop and deliver the marketing related activity required to raise awareness amongst the public.
- Independent local organisations such as **Rochdale Housing Initiatives** and **Forever Manchester** manage the donations and payments according to an agreed Dispersal Policy.