

## Task & Finish update report to OSP

Task & Finish project name: Diverted<sup>1</sup> (Alternative) Giving

Date: 1.6.2018

End Date: 1.9.2019

Report status: Mid-term

### 1. Task & Finish purpose and intended outcome

In common with other stakeholders, the Oxford Strategic Partnership is keen to see the development and launch of a diverted giving campaign that:

- Has the support of key partners, including organisations that assist homeless people and the wider public, and
- Is effective in persuading members of the public, who may otherwise be motivated to give money to people on the street, to donate instead to homelessness organisations and / or initiatives
- Raises funds (distribution to be defined) that can help to prevent and relieve homelessness

Initially proposed by the Safer Communities sub-group this proposal now sits under the Oxford Homeless Movement that is developing several work streams, one of which is alternative giving.

### 2. Achievements to date

**Developing Oxford Homeless Movement** – An interim Steering Group (members include City Council, Thames Valley Police, University of Oxford, Crisis, St Mungo's, The Porch, Aspire, Homeless Oxfordshire, Oxfordshire Community Foundation and Oxfordshire County Council) has set up working groups around four key areas. One of these is looking at diverted giving.

#### **Done**

The working group is tasked with building upon the successful Christmas Match Fund campaign run by Oxford Community Foundation and Oxford Poverty Action Trust (OxPAT) and supported by the Movement which raised nearly £86,000 for homeless charities in Oxford.

#### **Lessons Learnt**

Lessons from the Christmas campaign include that:

- a short, focused and well timed programme can be very effective
- buy in from local media is important
- there was a positive knock on effect for other homelessness fundraising appeals

<sup>1</sup> 'Diverted' is more appropriate and it better explains the aim of such a programme; it is a term preferred by Homeless Link

### **Next Steps**

Oxfordshire Homeless Movement provides an opportunity to deliver a consistent message compared with the fragmented approach of many organisations working separately. Establishing the Movement and influencing behaviour of the general public via a diverted giving campaign to make a difference, needs consensus and coordination. In particular the Movement is considering the following:

- An agreement to pool communication efforts behind a campaign rather than promoting various existing funding programmes
- Developing a messaging framework and protocols to maintain a consistent line on key issues, like diverted giving
- A small scale pilot study of contactless payment methods is being undertaken in the city which will partly inform future delivery

### 3. Challenges and/or blocks to progress

- Developing consensus with a wide range of partners is vital for success. This takes time and still remains a challenge.
- A diverted giving programme has to work with (and not against) the fundraising ambitions and activity of key partners

### 4. Requests for OSP support/advice/action/intervention (if required)

None at present