



Community Partnerships Pack



All People All Places is a registered charity and a company limited by guarantee. Registered charity number: 1139885. Company number: 7253692. Registered address: Unit 24, Angel Yard, 34 Snells Park, Edmonton, London, N18 2FD

Why partner with APAP?



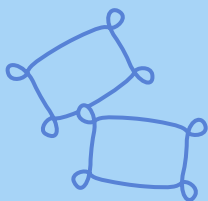
Right now, **1 in 36 people in Enfield** and **1 in 31 people in Haringey*** are experiencing the devastation of homelessness or live in fear of losing their home. Behind these statistics are individuals, each going through their own personal crisis. Many feel completely alone and have nowhere to turn for help. **APAP exists to change that.**

* https://england.shelter.org.uk/what_we_do/updates_insights_and_impact/interactive_homelessness_map

About APAP

We provide safety and lifechanging support in the heart of our community.

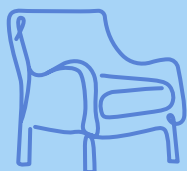
For the last 15 years we have helped people experiencing homelessness and those at risk by:



Providing a **safe space** and **respite** during the day



Offering **hot meals**, **showers, laundry**, and **essential supplies**



Delivering **dedicated one-to-one casework support**



Helping our clients access **housing, an income**, and **healthcare**.

We are the only service of our kind in the local area, providing immediate respite from street homelessness and support through and beyond housing crisis.

Benefits to your business



By partnering with APAP your business can:

- Make a **direct impact** in our **local community**
- Demonstrate **meaningful Corporate Social Responsibility (CSR)**
- **Engage staff and customers** with a **local issue** they see every day
- **Align your brand** with **real, visible social impact**



Almost half*
of consumers are
more likely to buy
from a brand which
gives a cut to charity

* <https://yougov.com/articles/48866-giving-it-all-away-do-brandcharity-partnerships-really-impress-consumers>

Our impact



426 new clients

Individual new clients through word of mouth and partner referral



166 positive housing outcomes

Moved to new accommodation or prevented eviction



Showers were used 688 times

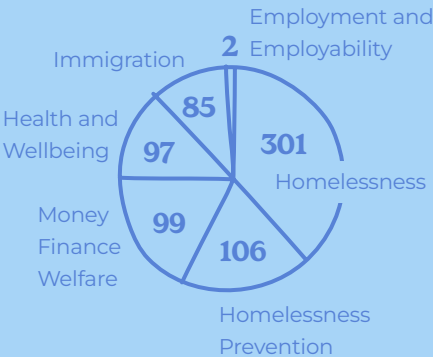
Supporting clients to take care of their hygiene



3,923 service visits

Creating a safe and welcoming space for people to access support and services

690 cases



96 other positive outcomes

Including resolving immigration and benefit issues, maximising income, securing ID documents and opening bank accounts

We're a small organisation with a big impact.



1,709 hot meals

We offer a hot breakfast and lunch, as well as drinks and snacks throughout the day



427 clothes and shoes donations

Fresh underwear, socks, clothes and shoes. Warm clothing in winter



Laundry services used 214 times

For clients with no access to their own washing facilities



322 care packages

Including essential toiletries and sleeping bags



Night Shelter

26 people housed in our night shelter

77% successfully moved on*

*Excluding clients remaining in the shelter at the end of the period, still working towards move-on

87 days average length of stay

We support clients for longer than the typical night shelter, giving space to address complex underlying issues

Impact statistics are from 2025

Patryk's story



When Patryk* came to APAP, he was rough sleeping and facing one of the most difficult periods of his life. Struggling with his wellbeing, mental health and substance use, he was in urgent need of support and stability.

Our dedicated night shelter caseworker, Andrea, took the time to sit down with Patryk and build trust through patience, consistency and understanding. Opening up to a new service was not easy, but over time Patryk began to share his challenges and engage with our support.

As his needs became clearer, we provided intensive casework and liaised closely with immigration advisers to ensure he received the advice and advocacy he needed. We were also able to offer him a place in our night shelter, giving him immediate safety and a warm place to stay away from the streets.

At the same time, Patryk was facing significant health challenges. Whilst struggling with his mental health, he was also taking methadone to try and recover

from substance dependency. Homelessness, recovery and poor wellbeing had taken a serious toll on him. But with the stability of the shelter and ongoing support from APAP, he was able to begin addressing these issues. We supported him to attend appointments, access specialist services and work through the barriers preventing him from moving forward.

A major turning point came when Patryk received the news that his application to resolve his immigration status had been approved. APAP were then able to help him to apply for the benefits he was entitled to, giving him financial stability and a pathway towards independence. Soon after, we supported him to secure a private rented property, which was a huge milestone in his journey out of rough sleeping.

* Names have been anonymised

How your fundraising helps

Every pound you raise has a real impact on someone's life:

£15

Could give a person experiencing homelessness a warm welcome at our day centre - providing breakfast, a hot shower and laundry facilities.

£30

Could support a woman in housing crisis through our nighttime street outreach service – providing a safety pack, and support to access vital services.

£50

Could provide a night in a warm bed and a hot meal for someone at our night shelter.

£100

Could give a family facing homelessness the help of one of our skilled and dedicated caseworkers, helping them to find accommodation and let them know about vital services and benefits.

£500

Could provide a package of essentials such as white goods and bedding for a family moving out of housing crisis into new accommodation/being rehoused in unfurnished accommodation.

£1000

Could provide a year's worth of laundry services for people sleeping rough.

£3500

Could keep our breakfast service for rough sleepers running for 6 months, providing a nourishing hot meal in a safe warm space where they can access help with housing.

£5000

Could pay for a year's supply of rough sleeping care packages - including a sleeping bag, toiletries, new underwear and socks.

How your business can support APAP

There are three simple pathways for your business to get involved with supporting our local community:



1.

Yearly charity sponsorship

2.

Fundraise through your business

3.

Staff fundraising and challenge events

1.

Yearly charity sponsorship



A yearly charity sponsorship is a simple and impactful way to support APAP through a direct annual contribution.

What this looks like:

Annual donation

of **£1,000** or more to support our **core services**

Recognition

as an **APAP Community Partner** on our **website** and **social media**

Benefits

Staff engagement & learning

You will gain access to a sector insights APAP “Lunch & Learn” session, covering:

- Homelessness in Enfield and Haringey
- Immigration and housing challenges

Local impact visibility

By providing a yearly contribution, you demonstrate your long-term commitment to supporting people facing homelessness. This builds goodwill within the community and among your customer base.

Public recognition

We will feature your business on our website as an APAP Community Partner. We will also share your support with us via our social media as a collaborative post.

CSR development

By supporting APAP's life-changing work for people in Enfield and Haringey you will strengthen your CSR credentials in a meaningful, impactful and authentic way.



2.

Fundraise through your business

There's a huge variety of creative ways to turn everyday business activity into ongoing support for APAP. Here are few examples for what this could look like:

Donate sales

from a **specific product** or **service** (e.g. 50% of sales go to supporting APAP)

Donate a fixed amount

per product or **service** (e.g. £1 per sale is donated to APAP)

Donate a percentage

of **profits** made during a **specific period** (e.g. an "APAP Xmas giving day/week")

We deliver this type of fundraising via Work for Good, a platform designed to ensure that fundraising through your business is simple and compliant with fundraising regulations.

Benefits

A flexible way to give

You choose and control how much you give, when and how, making it a sustainable partnership for your business to regularly support.

Increased customer engagement and loyalty

Customers are more likely to regularly support businesses that give back, especially when the impact is local and visible.

Differentiate your brand from your competitors

Stand out from other businesses by incorporating social impact for the local community into your day-to-day operations.

Strengthen your marketing strategy

You can promote your charity partnership through in-store signage (we will provide APAP branded materials for you), social media campaigns, and customer communications.

Fully compliant method of fundraising

Work for Good provides the required Commercial Participation Agreement (CPA) in line with guidance from the Fundraising Regulator.

3.

Staff fundraising and challenge events

By hosting community fundraising events or taking part in an organised challenge event, you will not only raise vital funds for APAP's services, you'll create memorable moments and build important connections between your staff and our community.



Bring our community together

Organise a quiz night & raffle

If you're able to source free prizes and a space to host, this is a fun, low cost and accessible way to fundraise.

Host a bake sale or coffee morning

Who doesn't love cake and coffee? These are always popular, easy to run and reliable if you want to do some regular fundraising.

Take part in a challenge event

London is host to some of the world's premiere organised challenge events. From fun 5Ks, ultra walks, skyscraper climbs, and full marathons there is something for everyone. Just speak to our friendly team to find out about other upcoming events!

Santa in the City

With both walking and running options available, this fun 5K is the perfect festive team fundraising activity.

The London Walk

Starting at 7pm near Trafalgar Square, with 10K, half marathon and marathon routes, this walk is a unique opportunity for participants to get a meaningful insight into homelessness around London during the walk.

Ultra Challenge London Summer Walk

Starting by Woolwich Royal Artillery Barracks, this marathon loop route heads to Docklands and to the Olympic Park, through the City, along the Thames along the Thames to Greenwich where it joins a 25K route. A route steeped in history and capped with a BBQ and bar at the finish – and a great summer holiday weekend adventure!

Benefits

Staff team building & employee wellbeing

You will strengthen relationships between staff by creating shared goals and organising opportunities like fundraisers. Taking part in social events also boosts employee wellbeing and engagement.

Create a purpose-driven culture

Give staff the opportunity to connect with a cause and feel proud of their workplace.

Content & storytelling opportunities

Staff fundraising and challenge events are great for internal communications and soft marketing via social media. By sharing your team's journey and celebrating their achievements, you will have the chance to engage with potential customers in a different context to your business activities.

Encourage a stronger connection to your community

By taking part in and promoting a fundraiser, staff will gain a deeper understanding of local issues affecting the community and how their efforts can make a difference.

Let's work together

We'd love to build a partnership that works for your business and supports our community.

Email

fundraising@allpeopleallplaces.org

Call

0783 5323 894

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Registered with
**FUNDRAISING
REGULATOR**



a local response
to homelessness

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