

Employment key to reducing homelessness

A new report argues that employment is the key to significantly reducing homelessness in the UK and that for the cost of a season ticket* to a Premier League London club, donors can use football to get a homeless person a permanent job.

New Philanthropy Capital's (NPC) latest report, *Lost Property*, argues that with 95% of people living in hostels currently unemployed, charities offering innovative ways of helping them find and secure a job provide people with a route out of homelessness.

One such charity is Street League, which runs over 40 football coaching sessions for 400 people in London and Glasgow every week. The football sessions, aimed at homeless people, refugees and young offenders, use football as a hook to get people to sign up to the charity's training programmes.

NPC, which aims to improve the effectiveness of charities, argues that for the cost of a season ticket to a Premier League London club, donors could get a homeless person a long-term job. Street League's Directions 2 Work programme focuses on areas such as developing basic job skills, CV writing, communication and teamwork for people who have been out of work for a long time. They have proved incredibly successful, with over 90% of people who completed three courses securing long-term employment.

Martin Brookes, Chief Executive of NPC, commented:

"Helping homeless people to secure a job is vital if we are serious about reducing the problem. Our report shows that for a relatively small amount – the price of a football season ticket – you can help get a person a job which could help lift them out of homelessness. Donors should support charities who work with homeless people in innovative ways that make a real difference."

Another NPC recommended charity generates a 112% social return within two years. Thames Reach trains homeless people in the care and housing sectors, recognising the positive contribution people who have been homeless can make in these areas. The charity's success rate is high with more than four out of five people who complete the course securing a job. Based on the training cost and success rate, NPC calculates that if the person is paid minimum wage, after one year this represents a 6% return which goes up to 112% after two years.

The report highlights that donors need to tackle the causes of homelessness, like unemployment, rather than the symptoms. NPC argues that while public and private

funding has prioritised housing in the past, donors can play an important role in redirecting attention towards the root causes of the problem, which also include lack of social skills low confidence and poor mental health.

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For further information about NPC, its research reports and charity recommendations, or to arrange an interview please contact:

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Notes to Editors

1. New Philanthropy Capital advises all types of donors on how to give more effectively. It identifies examples of charities with highly effective approaches to tackling problems in the sector. By recommending these charities to potential donors, NPC aims to increase the quantity and quality of resources available to the charitable sector.
2. NPC focuses on human welfare, including problems in communities and families, education, and health and disability in the UK. NPC has published research on sectors ranging from cancer to older people, and the environment to special educational needs.
3. NPC develops a detailed understanding of social problems by talking to policy-makers, practitioners, academics and other experts. Its charity recommendations are arrived at after visiting and analysing charities across the sector. Assessments are made of the achievements, the need for additional funding, the financial structure and fundraising potential, as well as the risks.
4. NPC uses its research and experience to help donors ensure they have high impact and a rewarding experience. This can involve developing a tailored giving strategy to meet specific goals, selecting which charities to support and reporting on impact. Donors can also access NPC's research and some of its recommendations at no cost on NPC's website.
5. The total cost of Street League's Directions 2 Work course 2007/08 was £110,000. 80 of the 88 people who completed three courses through this scheme went into long term employment, meaning cost per success was £1,375.
6. Thames Reach trains homeless people to work in the care and housing sector at a cost of £6,253 for each nine-month traineeship. More than four out of five people who have completed the course have gone on to find jobs. Given the success rate, it costs £10,480 for Thames Reach to help someone into work. On minimum wage, a year's earnings equal £11,500. After one year this represents a 6% return on money invested in Thames Reach. The next year there are no training costs but earnings continue so return rises to 112%.

* This cost is based on an average top-price season ticket of four London Premier League clubs. (Arsenal, Chelsea, Tottenham Hotspurs and West Ham)



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