



## Launchpad's guide to charity partnerships

**"A GREAT TEAM TO WORK WITH,  
CREATIVE, COMMITTED  
AND FULL OF IDEAS!"**

Andy Briggs, General Manager, The Oracle

# ABOUT LAUNCHPAD

We are Reading's leading homelessness prevention charity. We provide vital information and support for individuals, couples and families in Reading who are homeless or at risk of losing their home. Launchpad's holistic service works in three ways:

## Preventing homelessness

Our **'Drop-In service'** provides free information and support for people with a housing or homelessness problem. Absolutely anyone can visit our offices in central Reading on Monday, Wednesday and Friday from 10am to 2pm and speak one of our advisors.

Our **'Floating Support'** team work with single parents, families, couples and individuals who are at risk of homelessness. The team offer support for up to six months. During this time they work to address the root of a housing problem – such as debt, mental health or addiction - and help people remain in their home or find suitable accommodation.

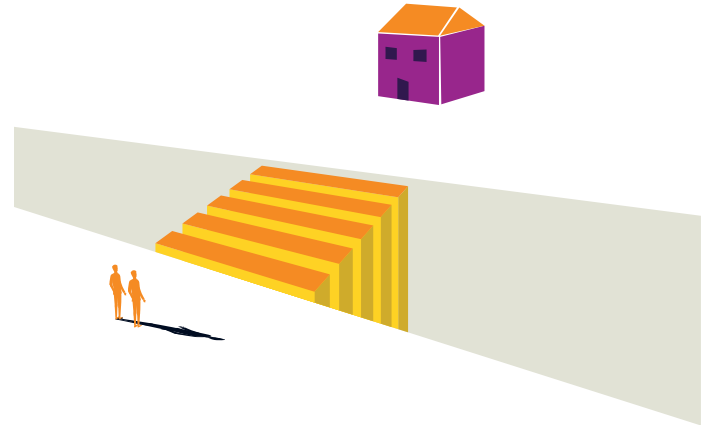
Launchpad works with Turpin Miller, a housing law firm that provides crucial housing and homelessness-related legal advice, and helps people navigate complicated legal proceedings. If necessary Turpin Miller will take legal action on behalf of people who are at risk of losing their home or who don't have a place to live.

Offering this type of support is vital, and we have helped many clients avoid unlawful evictions and remain in their home, or obtain clean, safe and stable accommodation when it's needed the most.

## Providing homes

Our **'Supported Housing'** service provides homes for up to 104 people who are homeless and we have 12 affordable long-term homes for individuals, couples and families in housing need.

Our temporary homes provide a stable place to live for periods of six to twenty four months, while clients work with our team to break the cycle of homelessness and tackle the issues that are holding people back.



## Launchpad 135

**'Launchpad 135'** is Reading's first work and life skills centre, a place where vulnerable people can learn new skills, build confidence and get back into work. This is where we rebuild lives.

We provide work-readiness skills, digital skills, DIY and cookery skills. The centre also serves as a community hub, used by other charities and partner organisations.

Launchpad 135 is just a ten minute walk from Reading town centre.

*"The counselling sessions have given me a new start; it's not easy but I can now see meaning and purpose in my life."*

**Launchpad 135 participant**

# BENEFITS OF WORKING WITH LAUNCHPAD

We know how important your day-to-day work is, but making a commitment to support Launchpad will give you a new perspective on work and life, as well as providing clear business benefits.

The biggest benefit of working with us is that you can know you are making a long-lasting difference to the lives of vulnerable people in Reading, and helping us to prevent homelessness. A partnership with us will also raise awareness of homelessness amongst both your staff and customers, and highlight your understanding of a key social issue.

## Increased staff engagement and retention

Seeing their organisation support a local charity can increase positivity amongst employees, and the pride felt of working for a philanthropic company could increase staff loyalty and retention.

Volunteering will help your staff feel more connected to the local area and partnering with a charity whose cause resonates with your team can give employees a sense of purpose and pride in their work. They also gain the opportunity to develop key soft skills in areas such as coaching and leadership.

Volunteering together at our work and life skills centre or allotment (more about this on page 6) can help employees to collaborate and strengthen relationships.

## Build your local networks

Our events are a great place to make new business connections, and to grow brand awareness off-line and on-line through our marketing and communications by sponsoring an event. For example, our Christmas event sees nearly 600 people come together to celebrate our work.

## Increase your reach

Partnering with Launchpad raises your profile with potential customers and stakeholders, demonstrates your passion for the town and your clear commitment to your Corporate Social Responsibility aims. Launchpad is a well-known presence in the town, and has a strong brand and social media presence.

We have over 11,000 followers on Facebook, Twitter, Instagram and LinkedIn, and strong relationships with the local media, receiving regular coverage in the local press and radio, including BBC Radio Berkshire.

## Enhanced perception of your brand

Customers and staff are increasingly motivated to buy from, and work for, companies who are passionate about making a difference within society. Young people in particular are more attracted to companies who want to help solve social problems.

## Stand out from the crowd

Your partnership with us may open doors for you, helping to differentiate you from the competition and making you stand out to potential job applicants or commercial partners.



The Bowmer + Kirkland team presenting at the Launchpad 135 life and skills centre.

Photo: Launchpad

## LAUNCHPAD IN ACTION

Your support will ensure we can get more people back on their feet. To read these stories, and others, in full visit - [launchpadreading.org.uk/realstories](https://launchpadreading.org.uk/realstories)

### Meet Claire

Claire became homeless during the pandemic, having spiralled into class A drug addiction. She lived in the woods before Launchpad helped her rebuild her life.

[launchpadreading.org.uk/claire](https://launchpadreading.org.uk/claire)



### Meet Brian

Brian had an extremely difficult early family life. For a long time he was resilient to the challenges he faced, but in 2022, things became too much for Brian and he accepted that he needed help.

[launchpadreading.org.uk/brian](https://launchpadreading.org.uk/brian)



To help protect the privacy of those we help, names are changed and stock photos are used for our case studies.

## IMPACT IN THE 2022-23 FINANCIAL YEAR



901

people were supported by our **drop-in services**



213

people were supported by our **floating support service**



25

people were supported with **resettlement support\***



186

people were supported by our **supported housing and removals service**



148

people were supported by **Launchpad 135** - our work and life skills centre

**TOTAL - 1,473**

\*our resettlement support ensures people who have lived in our supported housing have the essential items and knowledge they need to manage their own homes, independent of Launchpad

## IDEAS FOR OUR PARTNERSHIP

There are so many ways that we can collaborate, here are a few ideas to get you started. If you have other ideas that you'd like to run past us please call for a chat. Our contact details are on the last page of this guide.

### Inspiring staff talks

We can provide in-person staff talks for your team, or join you virtually over Teams or Zoom. We'd love to talk to your team about homelessness and bust some of the misconceptions of who is at risk of becoming homeless. We will outline Launchpad's work and how people can get involved. We can offer a quick 15 minutes at a team meeting or something more in-depth over a lunch break.

### Choose us as your charity partner

Nominating Launchpad as your long term local charity partner is a fantastic opportunity to unite staff behind a local cause, whilst also demonstrating your company's commitment to making a real difference to people in need.

Our team can help you plan and execute fundraising and volunteering activity, supporting you every step of the way. We can provide fundraising ideas alongside materials to help brand your charity events.



Participants in a Launchpad knitathon. Photo: Launchpad

### Volunteering

**We simply couldn't run our services without our amazing volunteers.**



Launchpad volunteer at the Big Sleep Out.

Photo: Launchpad

Volunteering is a fantastic way for your staff to give back to our community and it is incredibly rewarding – but it isn't just about doing good. Giving their time to charity can help your staff develop new skills, boost their confidence and give them a chance to meet new people. It can also make your employees really feel like part of something – especially at Launchpad where we consider our volunteers as part of the team.

With the support of our volunteers, we gain specialist skills that our organisation may otherwise not be able to access.

Volunteers help right across Launchpad and in all sorts of roles. Last year volunteers gave 4022 hours, more than 536 working days! Their work makes a huge difference to the way we work and the people we support.

Some of our amazing partners are shown on the back page of this guide.

## Event or project sponsorship

Supporting a charity can enhance your business' credibility and enable you to reach new markets and customers. Sponsoring one of Launchpad's high profile events is a positive marketing investment, will boost your brand locally, and may qualify as a tax-exempt business expense.

### The Pancake Race (February)

The now legendary Launchpad Pancake Race takes place annually on Reading's Broad Street.

Held on Shrove Tuesday in front of a large crowd, the event sees teams of businesses battling it out on the high street whilst wearing fancy dress. The race always makes the headlines - 2023's event was covered online, and on local radio and TV shows.



The Davis Tate Pancake Race Team. Photo: Simon Kemp

### Christmas Carols (December)

Our Christmas event sees nearly 600 people attend our much loved 'Carols by Candlelight' at the historic Reading Concert Hall.

Previous events have featured Gospel Choirs and local school choirs providing an hour of Christmas cheer! It also has opportunities to entertain VIP guests.



Harriet Kirk singing at Launchpad Carols. Photo: Launchpad

## Team building days at the Launchpad allotment

We offer team building days at our allotment in Woodley - come and help us cultivate the space and grow fresh seasonal produce, which once picked is donated to the local foodbank, Readifood.

Volunteers can be hosted for a half or full day and refreshments are provided. We ask for a £200 donation per volunteering day (for a team of 12) which is to cover costs.



Keynight at the Launchpad allotment. Photo: Launchpad

## EVEN MORE IDEAS!

There are so many other things you could do, either with the help of established event organisers, or simply with a group of colleagues. Here's some food for thought...

### Organise a company Big Sleep Out

Launchpad's Big Sleep Out is a biennial event, where people across Reading spend the night outdoors. But you don't have to wait for the official date. Organise your own sleep out and convince your colleagues to leave their creature comforts at home and spend the night outside.

The Big Sleep Out doesn't aim to replicate homelessness, but it will give you an insight into the challenges faced by those sleeping rough. At sunrise you'll wake and return to your everyday life. Sadly for others the reality is very different.



### Host a company ball

After two lockdowns, now is a great time to give people a reason to get dressed and party the night away.

As well as having a great night, you're certain to feel great about the impact your event will have on helping some of Reading's most vulnerable people.



### Take on a (very) muddy challenge

Is this the year to see if your team has what it takes to complete a Tough Mudder or Spartan challenge?

These now legendary events will create life-time memories as well as a real sense of achievement. And you can be confident we'll be putting every penny you raise to good use.

### Arrange a company golf day

Whether you're the next Rory McIlroy or Lydia Ko, or you just enjoy spending time on the green, how about hosting a charity golf day in support of Launchpad? Do some good whilst building business relationships!



Launchpad at Huntercombe golf course. Photo: Launchpad

[This golfing guide](#) is full of ideas and tips, which you can also find here: <https://shortly.cc/EWtFk>

If you have a question about any of these fundraising ideas, or any other type of fundraising event, get in touch with the team. Our contact details are on the back page of this guide.

## SOME OF OUR FANTASTIC BUSINESS PARTNERS



ORACLE

THE  
ROSEATE

READING



P&G

THE  
ORACLE®  
READING



TIEVA  
FULCRUM IT PARTNERS

## HOW TO GET IN TOUCH WITH THE TEAM

Launchpad Reading  
The Stables  
1A Merchants Place  
Reading RG1 1DT

0118 950 7656 and press 5  
[fundraising@launchpadreading.org.uk](mailto:fundraising@launchpadreading.org.uk)  
[launchpadreading.org.uk](http://launchpadreading.org.uk)

**Facebook** @LaunchpadRdg  
 **Twitter** @Launchpad\_RDG  
 **Instagram** @launchpadreading  
 **LinkedIn** @Launchpad Reading

