

Part A - General Information

Charity Name

Standing Tall

Charity Type/Structure

Charitable Incorporated Organisation (CIO)

Charity Registration Number

1185476

Project Name (if same as Charity Name, please leave this blank)

Standing Tall

Lead Contact

Christy Acton

Email

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Website

<http://www.standingtall.org.uk>

Social media handles (Twitter, Facebook, LinkedIn, Instagram etc):

Twitter - @standingtallorg
Facebook - @standingtallorg
LinkedIn - @standingtall
Instagram - @standingtallorg

Part B - Project Proposal

Project Mission: A snapshot of the project's intention (50 words max)

Standing Tall matches individuals experiencing homelessness into stable jobs in local businesses. Alongside this, the charity ensures these individuals have a safe home to come back to through our 'Amici' hosting accommodation service enabling these individuals to move away from the streets for good.

Situation (250 words)

Homelessness is a horrendous experience to go through. According to Crisis, the life expectancy of individuals experiencing homelessness is 45, more than 30 years lower than the national average. Homelessness leads to individuals experiencing poor physical and mental health and at risk of being a victim of crime. The number of individuals experiencing homelessness in the UK decreased in 2020 predominantly due to the 'Everyone in' government policy, numbers are now back on the increase. Many of these individuals have many skills and experiences to offer to wider society but their situation means they are not able to do this. Because they do not have a safe home, they are not able to sustain work so they are unable to earn money so they cannot secure a safe home. They find themselves stuck in a situation which is difficult to change.

Complication (250 words)

In many urban areas of the UK, individuals find themselves with no choice but to experience homelessness on the streets. As days become weeks and weeks become months, the experience destroys lives at high speed and a chance to remove yourself becomes more and more difficult. Unfortunately there are individuals experiencing homelessness who are not ready and capable of securing a stable job to exit the streets. There are, however, individuals who are ready and capable of securing and sustaining a stable job as a realistic way to move themselves away from the streets for good. Though some of these individuals may be ready and capable of securing a stable job, there are many obstacles for that individual to sustain a stable job. How can the individual sustain a stable job if he or she does not have a stable home to come back to at the end of the day? How can the individual secure a tenancy in a safe home if they have no deposit or references? The individual finds him or herself in a system that is enabling mobility out of the situation he or she is in.

Solution (250 words)

In our current financial year Standing Tall is matching 20 individuals experiencing homelessness in Birmingham into stable jobs in local businesses. Alongside this, we are ensuring the individuals have a

safe home to come back to through our 'Amici' hosting accommodation service. This package is enabling these individuals to move away from the streets for good. Since April, we have enabled 6 people into stable work.

Standing Tall partners with businesses in different sectors including construction, hospitality and manufacturing. Standing Tall employs the individual on behalf of our partner businesses for the initial 3 months. If there are no significant problems, the expectation is that the partner business will then provide an employment contract for the individual. We are an accredited real living wage employer.

Alongside this, we recruit, pay, train and support individuals with a spare room and empathy to welcome the individual into their home for 6 months. These 'Amici' hosts are trained to support the individuals and measure the progress the individual is making via monthly recorded conversations. After 6 months, the individual has a legitimate reference and deposit and prepared to secure their independent tenancy.

Standing Tall has provided a tailored package to enable the individual to transition away from the streets for good.

We believe we have an operating model that can be delivered in any large urban area in the UK. We have ambition to be operating in at least 10 UK cities in the next 3 years, enabling 200 people each year to move away from the streets for good.

Part C - Wider Support

How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)

We would be really interested to explore a range of ways the network of partners could support the development of Standing Tall. We are a new organisation and so there is a range of areas that we could benefit from support. A key audience for the charity is business owners who are interested in participating in reducing homelessness. It would be advantageous if we could benefit from partners who may give us some access to business owners interested in working with Standing Tall. We would also be keen to benefit from legal advice that may be provided.

Part D - Financial Justification

In general terms, please explain how the funding would be used to carry out your project. (50 words max)

The funding would enable us to begin operating in a second city, likely to be Bristol. This would enable the organisation to test our operating model in a city we have had no pre-existing links in and double our annual impact to enable 40 people each year to move away from the streets for good.

Part E - Supporting Information

Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.

- [2020-2021-end-of-year.pdf](#)

Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)

Christy Acton, the Founder and CEO, set up and managed a night shelter in Birmingham for 4 years. He learned that some individuals coming off the streets were ready and capable of sustaining full-time work. He also learned that businesses wanted to reduce homelessness by providing a job. This is where Standing Tall began and Christy set about bringing Mark Ashfield, Mark Porter and Matt Davies on board as trustees.

YouTube Video

<https://www.youtube.com/watch?v=Ud7PB5AAkKc&t=7s>