



OASIS
COMMUNITY
HOUSING
HOPE.
NOT
HOMELESSNESS.

Shared Value Awards 2021

CREATING SUSTAINABLE CORPORATE PARTNERSHIPS



A Future of Hope



Homelessness is a national crisis. It effects individuals and communities, taking personal and financial tolls. In terms of health alone, three in every four homeless people are physically unwell and average life expectancy is just 45 years old. Meanwhile, the NHS spends over 30% more on someone experiencing homelessness than their average spend on someone with a home.

Last March, for the first time ever, homelessness was given the national response it deserves as the Government announced funding to help move 'Everyone In'. In an extraordinary coordinated effort from charities, including Oasis Community Housing, councils and many others, more than 37,000 people who were either on the streets or at risk of rough sleeping were given emergency accommodation to help protect them from COVID-19. That this figure is almost ten times the official pre-pandemic UK rough sleeper estimate tells us everything we need to know about how deep and wide the true crisis of homelessness is.

As the world changed overnight, we had to rapidly re-map our services to ensure the consistent, continued delivery of critical support that thousands of vulnerable people rely on us for each and every day. Services that include our drop-ins, supported accommodation for young mothers struggling to keep their children, and practical and emotional support for women escaping domestic abuse. Services that were not funded through Everyone In.

We could not have managed to do this without the generous support of our valued corporate partners and the dedicated individuals within these businesses. From the financial support that enables us to be there and keep many of our properties running around the clock, to the gift of time – delivering advice and training to those struggling with unemployment, personal finances or wellbeing – as well as the thoughtful donations of warm clothes, Christmas trees and Easter eggs. It's the little things that enable us to offer people somewhere they feel they belong, not just a roof overhead. And it's all of these things that make us proud of our corporate partnerships; how they go above and beyond the usual charity model.

This past year has shown us the importance of our communities and the networks within those. As we move forward into the post-COVID world and re-shape our services, once again, we look forward to working with you so we can continue to give the most vulnerable people in our communities the help they need: so that they too can look forward to a hope-filled future in our 'new normal'.

A handwritten signature in black ink that reads "David Smith". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

David Smith, CEO, Oasis Community Housing

Our Impact in Numbers

A snapshot of our key results and outcomes from 2020



people helped and housed



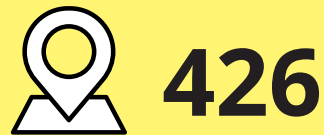
people received COVID-19 vaccinations at a clinic set up in our Basis Gateshead drop-in



advice and support sessions to help people out of homelessness



of women say they feel safer, following help from our Empower domestic abuse team

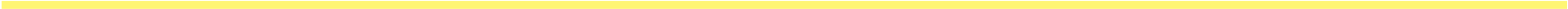


people supported as part of Everyone In, the UK Government's COVID-19 response to rough sleeping



pre-dawn mornings providing Outreach for people sleeping rough

Shared Value Awards



These awards are really a sincere thank you to our corporate partners, who do so much to support our mission. They are also an opportunity to look to the future and consider how we can continue to work together to build strong communities.

Beyond CSR - Developing Sustainable Corporate Partnerships

We have found our corporate partnerships go far above a traditional reciprocity model. Instead we have been overwhelmed by the generosity of our supporters, some of whom have been with us for many years.

Our Shared Value Awards programme recognises the successes achieved by each corporate partnership. This includes the recognition of Created Shared Value through something we call Shared Value Markers.

As a charity, we need to raise funds for our mission – to reignite a hope and a future for everyone facing homelessness. We have a reputation for offering support work of an exceptional quality, and journeying patiently with people for many years is as expensive as it is rewarding. Typically, funds we may be able to raise can be time limited and restricted to specific aspects of support provision.

People who have the skills to thrive in the commercial world make excellent partners for a charity like Oasis Community Housing – and are often pleasantly surprised by what they can learn from our work. Our mission is beset with challenge which has given us our own unique energy, vision, passion and resilience.

Very often, because of our charitable strategic positioning in some of the toughest sections of society, we can provide insights and methods that provide real and lasting social and operational solutions. These insights are not just useful for our mission, but also for our corporate partners.

Corporate Social Responsibility centres around responsible corporate enterprises giving something back to society from commercial profits that may have been made. Creating Shared Value develops charity-corporate relationships where value for all parties involved is created and can be integral to business success.

The Oasis Community Housing Shared Value Awards underpin our annual programme of Corporate Partnerships activity. In addition to income generated or donated (see table) in the previous year April to March, the assessment awards process includes any achieved Shared Value Markers.

£20,000 plus	Diamond Corporate Partner
£10,000 to £19,999	Platinum Corporate Partner
£5,000 to £9,999	Gold Corporate Partner
£1,000 to £4,999	Silver Corporate Partner

2021 Shared Value Award Winners

DIAMOND

Shared Value Award 2021



PLATINUM

Shared Value Award 2021



GOLD

Shared Value Award 2021



SILVER

Shared Value Award 2021



For Intermediaries

Tolent



BUSINESS

Shared Value Award 2021



Shining a Light on Success

DIAMOND
Shared Value Award 2021



Founded in 1924, MFS is a global, active investment manager guided by a single purpose: to create value responsibly for clients. Through their sustainable investing approach, MFS combines collective expertise, long-term discipline and thoughtful risk management to uncover what they believe are the best investment opportunities in the market.

At MFS, sustainability is a core tenet of their corporate culture. They believe that corporate citizenship is critical to the success of their business. Creating value for their employees, communities and environment is not just a fundamental responsibility, it is foundational to their ability to create long-term value for clients.

Corporate citizenship is in their culture, and it is a true passion for their employees. They are proud of the work they do each day to help millions of investors achieve their financial goals. They are equally proud of the investments they make in their communities through the charitable organisations working to make them better places to work and live. Across the firm and around the globe, MFS participates in programmes to empower communities, whether it is promoting better health, creating opportunities for education, enhancing self-sufficiency or increasing civic engagement. The philanthropic portion of their corporate citizenship programme supports organisations through both monetary donations and the volunteer efforts of employees. They have built this programme globally based on input from their employees, and concentrate their efforts on the causes most important to them.

Oasis Community Housing was nominated for support by an employee of MFS who has directly benefitted from the work the charity is doing to help young people, who have been affected by homelessness, become independent and regain their confidence.

"I have experienced the work of the charity first-hand having received help from Oasis @ No.3 10 years ago. It helped me to become a strong independent young woman and to continue working towards my life goals. Working at MFS has given me the option to give back and by doing this I hope that many other young people receive the help they need."

Katerin Quebrada, MFS Investment Management

MFS believes that investing to help the underserved in our communities is not only their responsibility as a corporate citizen but also essential to the economic well-being and global competitiveness of our economies and thus benefits us all.



Kathleen Versland, Zonta and Katerin Quebrada with Oasis Community Housing Patron, Anthea Turner

Shining a Light on Success

PLATINUM
Shared Value Award 2021



Award winning Youtuber, Blogger, Podcaster and Author, Jennifer Kempson set up Mamafur in 2018 to share her passion for helping others to manage their personal finances like any other relationship in their lives and create a life of financial and time freedom. The focus is on financial education involving everything from budgeting skills, investing in the stock market down to starting your own business and entrepreneurship.

"I know that other parents and individuals might be struggling to balance family commitments and put food on the table. I want to give them as much information as possible to create financial security and freedom, so that they can create the life they truly want without those stresses and pain."

Jennifer became aware of our work in December, via one of her Instagram followers who works for the charity. Since then we have received a number of generous donations from Mamafur who have set themselves a goal to support another four people facing homelessness in 2021.

"Our company ethos is serving others either through education resources and media or in giving our resources further, and part of our business strategy is to give and share with others to allow them the building blocks of creating independence in their lives. It's incredible to see the impact my contributions are making to people's lives, Oasis Community Housing really struck a chord with me and my family and we are very thankful to have donated at the start of 2021 to such a worthy cause and to see the ripple effect of our donations making a difference."



Jennifer Kempson, Mamafur

Shining a Light on Success

GOLD
Shared Value Award 2021



OutsideIn is a clothing company that gives back. Donating an item for every item bought with their 'Wear One, Share One' Scheme. Since January 2021, this socially conscious company has donated over 600 items including hats, socks and fleeces to our Basis Gateshead and Basis Sunderland projects.

As the world re opens, it's easy to forget that things are not really changing for some people within our communities. Many people facing homelessness don't have the financial stability to pop to the shops for a long-awaited outing. And for the people accessing our drop-ins, just buying the necessary basics can be a source of huge stress.

David Johnson, founder of OutsideIn, is keenly aware of the complexities of life for those experiencing homelessness. During University David got involved with 'Humans of Edinburgh', a project telling the stories of individuals from the city, and through his photography got to know the people behind the homelessness. It was this work which inspired him to set up a company that gives something back.

The online retailer firmly believes that people facing the stress of homelessness deserve new, high quality items; in keeping with our values at Oasis Community Housing where we strive to see the person, the story behind every situation and to reignite people's value and God-given worth.

The products donated have been so well received by our projects.

"It's nice to have some things that allow people to express their characters; Richie liked the fact that there are options, he took a yellow beanie and the next week came back for a pale blue one."*
Dave Cawley, Project Team Leader, Basis Sunderland

It is fantastic working with OutsideIn, we have been overwhelmed by their energy, passion and commitment to supporting our work and helping to bridge the gap between society and people facing homelessness. We are working on some exciting plans for new projects together in 2021.



OutsideIn team modelling their Giving Products at the Oi HQ

Shining a Light on Success

SILVER
Shared Value Award 2021



Formed in 2017, Karbon Homes build, manage and look after almost 30,000 affordable homes across the North East of England and Yorkshire. With a keen focus on providing good quality homes, excellent customer service and to shape strong, sustainable places for people across diverse communities, all facing different opportunities and challenges.

At the peak of the pandemic, Karbon Homes provided vital support for two of our supported accommodation projects in Low Fell: Elizabeth House, a nine bedroom property for homeless young mothers (aged 18-29) and their babies; and Naomi Project, an eight bedroom property for homeless young women (aged 18-29) with multiple needs.

COVID-19 and the associated lockdown has been very difficult for our residents who have suffered with their mental health, boredom and through restricted interactions with their support networks. In normal times our young women spend much of the day out and about – at college, work or at meetings with social workers and health professionals.

Although the whole country has had the same restrictions, most people have families who support them emotionally. The young women in the project more than often do not have family support, or if they do it is often very broken.

A grant from Karbon Homes COVID Response Fund provided PPE and hygiene equipment, televisions for resident bedrooms and items such as arts & crafts, games, activities, colouring books and puzzles.

"The TVs and games have made a huge difference in the project. Residents are able to watch programmes of their choice without having to share one communal TV at all times.

Each resident has been affected by their mental health at different stages of the pandemic and these items have given these young women the option to have personal space and quiet time in their rooms whilst focussing on an activity of their choice.

TVs and hobbies are the norm for many people in their day-to-day lives, however these luxury items are not usually included in the project budgets. As a project we are always promoting and advocating for the young women we work for and these items and your support give the young women a sense of worth, life, inclusion and hope."

Project Team Leader, Naomi Project

In November 2020, Karbon Homes kicked-started our 'Giving a Home' Christmas campaign, sponsoring the first gingerbread person to move in to the virtual gingerbread house. They led the way in encouraging other businesses to get involved with this unique construction project.

Shining a Light on Success

The final result of £33,000 raised means that we were able to move a total of 16 gingerbread people into the virtual gingerbread house. But in real life, that's 16 people who we will now be able to offer comprehensive 'wrap around' support – food, warmth, medicines, counselling and safe, secure, supported accommodation – helping them on their journey towards getting a home of their own.

"This last year has been tough on everybody, but especially for those Oasis supports, often without any family to rely on. So we were delighted to be able to support Oasis with their vital work during 2020, and we're really pleased to be amongst those recognised in the Shared Value Awards."

Paul Fiddaman, Group Chief Executive, Karbon Homes

Karbon Homes' strong social heart and core values very much align with our own. They believe in people, and creating conditions for them to succeed and unlock their own potential. Our shared values will allow us to continue work together to build a better future for the people in our communities.

"The staff at Karbon Homes are incredibly passionate and supportive of our work. They continue to be a highly valued corporate partner and we are excited to see what else we can achieve."

**Hazel Ditchburn, Corporate Relationships Manager,
Oasis Community Housing**



Paul Fiddaman and David Smith at the Giving a Home gingerbread house

Our Mission



Whenever you see or hear of someone who is affected by homelessness, or read the headlines, think of our mission and whether you could join us and be the difference.

We may have been going for 37 years but we are far from done.

There are so many people surviving instead of living and we simply cannot rest until that changes.

After three decades of serving people who are traumatised by life, we've had to get better and better at what we do and actively push forward to reach people who are deemed 'too difficult' to help by other services.

But when you have a charity that has become outstanding at picking people up, you have to question why we keep letting people fall over in the first place.

We're a Christian charity and one of the things we love about the life of Jesus is how furious he was about the way we treated each other.

He reminds us to do better – and that means all of us.

It means starting a conversation across the country about how we can strengthen our communities and campaign for systemic change.

You may well see men and women huddled asleep on the floor. Let's make that a sight that we never become complacent about. Homelessness should never be acceptable. Resolution is possible.

#BeTheDifference



Our Mission

"I would say no one expects homelessness to happen to them. But life is full of surprises and sometimes we end up in situations that we never thought we would."

"Oasis has taught me the life skills I need. Now my plan for the future is to get my own place. I'm ready."

Partner With Us



We invite your business to invest in a future where no one is homeless. Every business is unique, so together we want to develop a bespoke partnership which creates shared value and delivers real impact.

Everyone who chooses to give time, money and energy is very important to us and our enthusiastic and flexible approach will make this a positive experience for you and your colleagues.

Our relationship managers are keen to discuss how we can work together to create shared value by finding out what is important to your company and building a plan that meets your objectives.

If you would like to explore ways in which your business can partner with Oasis Community Housing, contact our Corporate Relationships Manager Hazel Ditchburn on 07869283728 or hazel.ditchburn@oasiscommunityhousing.org.



Midday Oasis – Business Networking

Join us for our bi-monthly Midday Oasis events to network and make connections with like-minded businesses and organisations, who share a passion for improving the quality of lives in our communities.

www.oasiscommunityhousing.org/events/middayoasis



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