

It Takes A City (Cambridge)

Business Partnerships 2026



Together, we can end homelessness in Cambridge



It Takes A City

Homelessness is one of the most urgent issues facing Cambridge. Every night, people are sleeping rough or living in vulnerable accommodation across our city.

At It Takes A City (ITAC), we believe this is not inevitable. Our projects provide safe spaces, support and opportunities - and by working together with other charities, community groups, local authorities and businesses - we create lasting solutions.



- The Haven gives women a safe space to reconnect with services, build trust and begin their journey.
- Crossways provides safe accommodation and the stability for people to start rebuilding their lives.
- Our staff and volunteers provide meals, clothing, personal items, practical and emotional support to help our beneficiaries feel at home and thrive.
- Through partnerships, outreach and pathways development, we help people take the first steps from street to home.

This work is already changing lives and we're inviting your company to partner with us to achieve even more. Whether through fundraising, volunteering, sponsorship, or skills-based support, your involvement will make a real difference to people experiencing homelessness in Cambridge.

Why work together?

Partnering with ITAC is more than a charitable gesture – it's an opportunity to:

- Make a visible difference in Cambridge, where your staff and customers live and work.
- Inspire employees through meaningful volunteering and fundraising activities.
- Demonstrate your company's values and commitment to social responsibility.
- Build stronger connections with the Cambridge community.

We'll work with you to design a partnership that reflects your company's goals while driving lasting change for people experiencing homelessness.



10 Reasons to Support ITAC

1. **We deliver frontline services** – safe housing at Crossways and a safe gendered space at the The Haven, practical items, meals, and enrichment activities – to around 40 people sleeping rough every night in Cambridge throughout the year.
2. **We are rooted in Cambridge** – your support directly helps people experiencing homelessness in your city.
3. **Our projects work** – dozens of people housed, supported into employment, and reconnected with the community.
4. **We bring the community together** – over 130 volunteers already engaged across our projects.
5. **We make every pound count** – focusing resources on delivery, not overheads.
6. **Your staff can get involved** – through meaningful volunteering, pro bono support, or fundraising challenges.
7. **We create visible impact** – from newly decorated rooms to thriving residents, your support has tangible results.
8. **We raise awareness** – ITAC regularly delivers talks to businesses, schools, and the community, helping to change perceptions of homelessness.
9. **We celebrate partnership** – corporate supporters receive recognition, media opportunities, and dedicated relationship management.
10. **We know collaboration works** – our model connects charities, councils, businesses, and communities to tackle homelessness together, as such we are uniquely placed to make a measurable impact on homelessness in Cambridge.

Ways to support ITAC

We offer a wide range of opportunities to partner with us.

Together we'll design a package that works for your organisation.

1

Charity of the Year

Nominate ITAC as your Charity of the Year and we'll provide a tailored programme of fundraising, volunteering and awareness activities.

Volunteering

We offer individual and team opportunities across our two flagship projects, Crossways and The Haven, plus community events.

Individual volunteering:

- Preparing meals, cleaning and setting up rooms at Crossways or The Haven
- Sorting donations and preparing Christmas bags
- Providing enrichment activities (music, arts, gardening, cooking)
- Collecting and delivering food parcels or furniture

Team volunteering:

- Decorating and cleaning rooms to welcome new residents
- Developing the Crossways courtyard garden
- Hosting cooking evenings for residents
- Supporting events (for example Mill Road Winter Fair, Pride)

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Challenge Events

Take part in sporting challenges for ITAC. We have a range of excellent runs, including The Cambridge Half and thrilling challenges such as Ariel Wing Walks for the more adventurous. Opportunities for individual and team block bookings are available.

Sponsorship

Raise your profile while supporting our mission. Sponsorship opportunities include:

- ITAC's quarterly digital newsletter
- Volunteer thank-you events
- Corporate team places in challenge events

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Staff Fundraising

From bake sales and raffles to concerts, office challenges and sponsored events, we'll help your team make a difference and have fun at the same time.

Pro Bono & Skills Based Support

ITAC welcomes the donation of professional skills and expertise, including:

- HR, IT, legal, finance and property advice
- Trades (plumbing, electrics, maintenance) for Crossways
- Marketing, communications and copy and design support

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Talks and Awareness Sessions

Invite us to deliver inspiring talks at your workplace – we are ready to support meetings both in person or online. These sessions help staff understand the realities of homelessness in Cambridge, challenge stigma and find out how to support people who are experiencing homelessness or housing precarity.

Payroll Giving & Matched Funding

Encourage staff to give through payroll donations – even small monthly contributions quickly add up to make a big difference. You can amplify this by matching their fundraising efforts, doubling the impact while celebrating your team's passion.

8

The Benefits of Partnership

If you choose ITAC as your corporate partner, we will:



Provide you with a package that matches your needs



Deliver engaging presentations to your staff



Celebrate your support through our website, social media and newsletters



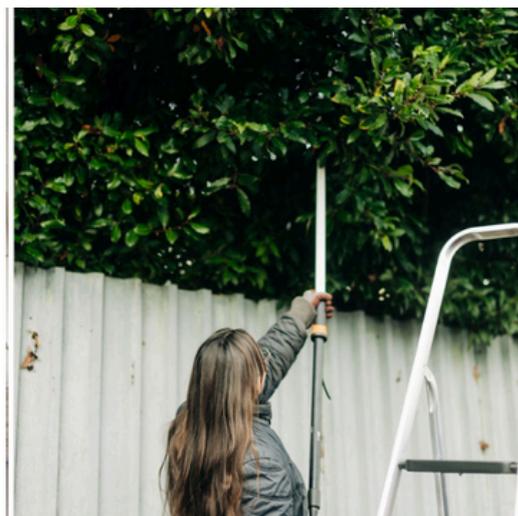
Share your impact and achievements on social media where possible



Ensure your brand is seen supporting a local cause making a real difference



Recognise your contribution at ITAC events



We know how challenging it is for charities to find financial support, so we're delighted to partner with It Takes A City, a charity which shares our core values of helping people have a home.

Carol Charter, Chief Commercial Officer, Cambridge Building Society

We're inspired by Crossways' dedication to those facing homelessness, and it's been fulfilling to provide comfort through something as simple as a meal.

Rebecca McNeillie, Cambridge Dining Co

Bidwells is always proud to support and build strong relationships with local charities that make a meaningful difference to communities in and around Cambridge. It Takes A City exemplifies this mission, providing vital support and improving lives.

Bidwells, Cambridge

Next Steps

With your support, we can:

- Provide safe spaces and accommodation for people moving off the streets.
- Supply the essentials for individuals entering housing.
- Deliver outreach and support services across Cambridge.
- Help people make the first steps to rebuild and repair their lives.



"The staff are just brilliant. They've helped me endlessly. The food here is amazing. I'm going to miss this place when I leave. It's touched me"



"I don't know what I would do without all the support you have provided. I feel so lucky to have been able to start my journey at Crossways"



"The staff are absolute diamonds. They bend over backwards to help you. I've got all my confidence back and feel that I want to live again"

We'd love to talk.
To start the conversation, please contact.

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**Thank you for
your interest in
It Takes A City
(Cambridge)**

***Together, we can end
homelessness in
Cambridge***

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