



LandAid's Strategy 2021-2024

Our plans to bring the UK property industry together in a social movement to tackle youth homelessness

Our Vision, Mission, Values and Aims

Our vision:

Our vision describes the specific change in the world we seek to achieve. For us, this remains:

An end to youth homelessness in the UK.

Our mission:

Our mission outlines the specific role that LandAid and our supporters have in helping to achieve our vision. For us, our mission is:

Uniting the property industry to end youth homelessness

Our values:

At the heart of the way we work are five clear values. They are that:

- **We collaborate** - we're stronger in partnership
- **We enable** - we help charities to achieve real change
- **We learn** - we put learning at the heart of everything we do
- **We are responsible** - we are careful, accountable and transparent in the use of donations
- **We demand better** - we always believe there's room for improvement



AIM 1

To be recognised as **the most effective way** in which **the property industry can work together to end youth homelessness**



AIM 2

To raise **£14m for our grants programme** and to deliver **an additional £20m of social value** through our pro bono work and through social investment.



AIM 3

To provide **1,000 homes** for young people currently facing homelessness.

Delivering our strategy – Achieving lasting impact

“There is clear evidence of the need for safe, secure and affordable accommodation and our work in this area is successful and effective. There is real potential for social investment to be deployed in helping to realise LandAid’s ambition, and huge scope exists to develop the impact of our pro bono programme. We do need to demonstrate our impact better and in ways that help our corporate supporters”

Providing homes

Over the next 3 years, we will provide 1,000 homes for young people facing homelessness. We will work closely with our charity partners to agree the most urgently required provision in the areas we support and prioritise accordingly.

1. We will expand our mainstream grants programme, continuing to invest funds across the UK providing good quality, safe secure and affordable homes for young people
2. We will identify and work with an experienced fund manager to establish a dedicated and independent social investment fund committed to tackling youth homelessness

Pro Bono and community collaboration

Professionals within the industry possess valuable skills that can save charities considerable sums of money. Sharing those skills also offer powerful opportunities for property professionals to add value to LandAid’s offer, and to the work of our charity partners.

3. We will invest in and expand our pro bono programme significantly, aiming to be delivering pro bono worth £1m per annum by 2023
4. We will support and facilitate innovative collaborations between property companies and charities to deliver long-term accommodation projects within their local communities

Research, advocacy and innovation

Our work should be informed by evidence and by the voices and views of those we serve. LandAid should play a role, with others, in developing that evidence base in our mission to end youth homelessness. We should also ensure we are standing with the industry in our commitment to sustainability.

5. We will continue to invest small sums in youth homelessness research, especially where the learning will impact on or inform our own work and performance
6. We will become signatories to the Association of Charitable Trust’s Funder Commitment on Climate Change, and will introduce a new sustainability policy covering both our operations and our grant making practice

Delivering our strategy – Engaging our supporters

“Our ambition is to unite the industry in a social movement determined to help achieve our mission, and in doing so, to support and champion the best that the industry does. We want to be recognised for the role we have in enabling the property industry to demonstrate its social value, and its ability to tackle youth homelessness.”

Engaging the industry

We will be widely recognised for the unique role we have in enabling the property industry to demonstrate its social value and its ability to tackle youth homelessness:

1. We will become thought leaders for the industry with a particular focus on the social good that the industry can deliver
2. We will improve our reach across the industry, both by sector and region, understanding our audiences better, and designing tailored campaigns as necessary

Engaging the individuals which work in the industry

We will bring together individuals from every stage in their professional careers in a social movement spanning the property industry, investing their time, money and expertise in achieving our goals.

3. We will engage better with the most senior members of and influencers within the industry, highlighting the value of their partnership with LandAid and our collective impact
4. We will refine our ambassador programme, providing it with a clearer focus, and creating meaningful opportunities for its members to use the network to develop professionally

Engaging the businesses and associations who support us

We will work with businesses across the industry directly contributing to the ‘social’ component within their Environmental, Social & Governance (ESG) programmes, linking them to our mission:

5. We will improve how we communicate the distinct social value that our partnerships are delivering and link our impact more closely to the UN’s Sustainable Development Goals
6. We will continue to build an industry-wide social movement tackling youth homelessness establishing and promoting a Charter for Action underpinning our collective cause.

Delivering our strategy – Raising the funds we need

“LandAid has a unique relationship with the property industry and an unrivalled opportunity to achieve change both by bringing more companies together in common purpose with our mission, and by ‘multiplying’ the value of those companies’ support. We need to respond to the corporate drive to deliver genuine social value, to respond to new ways of fundraising and engaging staff in charitable activity, and to engage the industry across the whole UK.”

Our Partnerships

We want to provide our supporters with an unrivalled experience of charity partnership and will develop and expand deep, broad and long-term relationships with companies across the industry.

1. By 2023, we will be supported by at least 30 strategic partners, 100 foundation partners, and 200 supporter companies, and will have helped us raise a total of over £8m
2. We will invest in building long-term, high value strategic partnerships, in effective account management and in impact reporting across all our partnerships

Our national reach

Our regional fundraising boards will help us engage the industry around the UK, while also bringing local property companies and professionals together to tackle youth homelessness in their area.

3. By 2023, we will have a further three boards in key areas across the UK who together with our existing four boards will raise over £700,000
4. We will identify strategically valuable ‘major’ regional capital fundraising projects and will grow and improve our pro bono offer within each of our regions

Fundraising Events

We will focus on fewer, and bigger LandAid events, aiming to reach more participants while creating an unrivalled experience for those that take part.

5. By 2023, we will be delivering major annual as well as a programme of high-profile one-off events, that together will raise over £5m

Diversifying our income

With growing economic uncertainty ahead, and changes in society, in giving, and in technology, we will explore new sources of income and trial new methods of fundraising.

6. We will continue to investigate the potential for individual giving, and the case for establishing a network of High Net Worth patron donors

Our Impact – 2017-2020



“Thanks to LandAid, we were able to transform our Safestop supported accommodation in Manchester into a sustainable environment that can feel like a safe and secure home, not an institution. With LandAid’s help, we will be providing truly life-changing support to some of the most marginalised young people in our society.”
Simone Newman, Depaul UK Regional Director (North)

“This housing project would never have gotten off the ground if it wasn’t for the pro-bono expertise provided by Gavin Bridge and the support from Cubex (brokered by LandAid). We had different conversations to the normal ask and we wouldn’t have had the connections to the property industry.” *David Walton of Developing Health & Independence*

LandAid’s grants primarily fund bedspaces provided by expert charities for young people facing homelessness. Our bedspace target for the three years ending in March 2020 was 450. **We funded 520**

Over a 5-year reporting period and based on average 15-month occupancy per bedspace, our directly funded bedspaces are **likely to have affected the lives of roughly 1,856 young people** across the UK.

118 pro bono projects were

brokered across the UK between April 2017 and October 2019. The **value of this pro bono work is estimated to total £790,000** (based on £6,700 average per project).

We raised nearly £8.5m over the three years to finance our impact. In April 2017, we had **75 Strategic and Foundation Partners**. At the end of January 2020, we had **89**. We set up a total of four regional fundraising boards; in Manchester, Bristol, Leeds and Birmingham.

Our Impact – 2020-2021 – The Covid Year



LandAid COVID-19
Emergency Fund

“I’d like to thank LandAid and Community Campus 87 for a great support towards my education. Since the lockdown I have been unable to complete my college work, as I had no access to a computer. But, thanks to Community Campus for supporting me with a new tablet, I am now able to connect with my tutor, family and hopefully am able to complete my course for a better future.” Byron, Community Campus 87

In April we launched an Emergency Fundraising Appeal and in four months raised just over £1m.

We used this for small scale emergency grants to 106 projects, for things such as volunteer costs, PPE provision, food parcels, basic provisions, arts and activity materials, cleaning costs, data packages, tablets and phones.

We funded some small scale renovations providing extra kitchen and shower space and helped to improve services’ data connectivity.

We launched an Emergency Pro Bono Appeal at the same time and have so far brokered 58 separate projects support homelessness charities right across the UK

And we responded to a request for help from the Government’s Rough Sleeping team, and worked with industry partners and over 20 local authorities and to source longer-term housing for people sleeping rough. So far, our partners have helped secure nearly 150 units of accommodation.

“The grant we received from the LandAid Fund has helped us ensure the young people we work with have been able to stay connected and access online support. It has increased our capacity to provide 1:1 counselling support (by phone or video chat). It has also relieved the worry faced by many around accessing and paying for essential items including electricity/gas, toiletries and cleaning products. A big thank you to LandAid.” Aberdeen Foyer

What our partners told us

Our corporate partners told us that....

1. They are keen **the property industry should have its own charity** and **LandAid's focus on tackling youth homelessness is a cause that resonates strongly**
2. Providing **accommodation is a clear and tangible way in which to achieve impact** that connects businesses and professionals positively across the sector.
3. They value the fact that **our work aligns with the 'Social' element of their developing ESG objectives** and agenda
4. We need to **improve the way we communicate the transformative social impact** our corporate partners help us to achieve
5. We need to **invest in the way we engage with our corporate supporters** to build and sustain remarkable partnerships.
6. Larger **collaborative projects, bringing businesses and their workforce together, really work.**
7. Our focus on developing **a national presence is welcome.**
8. Our **ambassador programme is an important way to engage the rising stars of the industry in our mission**, but a clear journey needs to be carved out for this programme of work.



“LandAid does a lot of important work, all building to an important goal; ending youth homelessness in the UK. The thing that really makes LandAid different is the charity's willingness – no, eagerness – to invest in capital projects. LandAid recognises the need to physically build some much-needed housing for vulnerable young people. We're incredibly proud to be supporting LandAid's work.” LandTech



Our charity partners told us that....

1. Our ambition to **increase the number of bed spaces for young people should remain central to our focus**
2. LandAid's **pro-bono programme is loved and respected** by the charities who have benefitted from it, and there is scope to extend and develop our offer
3. Community collaboration **projects such as at East Street Mews could be strategic game-changers**
4. They were interested in LandAid pursuing social investment
5. They often struggle to fund the provision of 'life-skills'
6. We should **consider the opportunities that a micro-grants initiative might offer.**
7. They **like working with LandAid** as a funder and a partner.