Love For The Streets Initiative

Love For The Streets is a registered CIC and non-profit purpose-driven marketing agency. We use events and social media marketing to inspire students to begin volunteering with local homeless charities in Manchester. We also offer digital marketing and creative agency services commercially to businesses, charities and social enterprises.

Our vision is to be a catalyst for social change; revolutionising the way we tackle social issues as a society and embedding volunteering into student culture. To embed volunteering into student culture we use a 5-step strategy:

1. **Immerse** – Working with local homeless charities to identify volunteer requirements. Then co-creating new, educational, creative and skill-based volunteer programmes.
2. **Emote** – Engaging students with issues of poverty through social media platforms; as well as education, music and technology-based events.
3. **Educate** – Use content to educate students about poverty and homelessness, so they are educated and inspired on an issue they care about.
4. **Community** – Creating online communities of students interested in tackling poverty and homelessness (allowing us to reach students throughout Manchester, the UK & beyond.
5. **Action** – Guiding students up a commitment curve: from engaging with an event, to joining an online community, to being mobilised to volunteer.

How the Love For The Streets Team have made a difference

Since the beginning as a student homelessness campaign last year, they have:

- Raised over £4000 for the Big Change Campaign
- Through a single event they collected 875kg of food (2,100 meals) and £1k for MCR Central Foodbank
- Delivered 24 art workshops for 2 homeless shelters, with the support of 35 student volunteers from MSOA
- Displayed the artwork created in these volunteering sessions at the Whitworth Art Gallery to an audience of 1,425 people – with the aim of empowering the beneficiaries and tackling stereotypes of homelessness
- Supported 31 students to volunteer regularly at Barnabus & WDAC; and 50-70 ad-hoc student volunteers.

Jonah Ogbuneke, founder of Love For The Streets, has also received a Point of Light Award from the Prime Minister for his dedication to this important cause.