Better World Showcase 2018

Demonstrating how the Faculty of Science & Engineering is Making a Difference

Love For The Streets Campaign

Initiative

Love For The Streets is an innovative homelessness campaign that uses event and content marketing to deliver the message of the Big Change campaign to a younger audience, and then mobilises that audience to support the work of the homeless charities.

It uses 3 main pillars to achieve this objective:
- **Events** - These are used to ‘break through the noise’ and allow us to engage with a segment of the student population that would normally be out of reach to voluntary groups and get the attention of potential volunteers - then by funnelling them towards our social channels (and eventually website) it becomes possible to get them involved.
- **Community** - This includes homelessness conferences, homelessness week and other cultural events that allow us to go into a lot of depth on the complexities of the issue. In particular, Big Change Ambassador training which will be a crash-course into the topics of homelessness, and then hands-on experience engaging with rough sleepers and signposting them to necessary services.
- **Media & Marketing** - The campaign will also use a consistent marketing campaign that allows us to amplify the message and by creating original content & targeted ad campaigns, we can reach younger audiences on platforms where they pay the most attention – social media.

How Jonah has Made a Difference

This nominee has made a difference by making the issue of homelessness a regular conversation amongst students, and getting them to really consider what they can do to make a difference. By raising awareness of the complexities of the situation, highlighting the groups trying to tackle the issue, and increasing the number of young people supporting these groups through volunteering. As things like the Big Change Ambassador Training take action, more people both within the student community and the general populous – will know exactly the best way to engage with rough sleepers, and how to best go about helping them.

https://www.facebook.com/loveforthestreetsmcr/

Vote for the person or project you feel is doing the most to Make a Difference