

#Move52

Get moving this March and raise money to break the cycle of **homelessness**.

THE CAMPAIGN

Throughout the month of March, Evolve will be fundraising to help support more people experiencing homelessness across London.

To highlight the startling fact that 1 in 52 people in London are homeless, we're calling on people to complete an activity around the number 52. This could be running 52 miles, doing 52 press ups a day, leading a 52 minute class, writing 52 poems (whatever your thing may be!).

To help you make the biggest impact with your audience, we've included some links to graphics, facts about homelessness and what social media platforms you can tag us on below.

TAG US ONLINE

Make sure you engage with our campaign as much as you can to spread awareness. The hashtag is #Move52 and you can find us on the following social media platforms:

[Facebook](#) [@EvolveLDN](#)

[Twitter](#) [@EvolveLDN](#)

[Instagram](#) [@evolvedn](#)

[LinkedIn](#) [@Evolve Housing and Support](#)



DONATION LINK

Encourage your audience to use our donation link so we can raise money for people experiencing homelessness across London.

<https://www.justgiving.com/campaign/Move52>

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CREATE, USE OR SHARE OUR GRAPHICS

- [Download the #Move52 campaign logo and Evolve main logo](#)
- [Make your own custom graphic](#)
- [Download our campaign supporter pack](#)

CAMPAIGN BRAND COLOURS

- Green #84932F
- Grey #40424B
- Yellow #FBCD6A



FACTS ABOUT EVOLVE:

- Evolve Housing + Support is a leading homelessness charity in London, providing housing and support to over 1,300 people each year.
- We have double the accommodation space of Centrepont and Thames Reach and use it to provide shelter and support to break the cycle of homelessness.
- We believe in building on people's strengths, aspirations and goals. We do this by offering programmes of support tailored to meet people's individual needs, including housing, employment and skills training, mentoring and counselling.
- We have a collection of personal homelessness stories.

FACTS ABOUT HOMELESSNESS:

- 253,000 people in England are homeless and living in temporary accommodation during the pandemic – the highest figure for 14 years.
- More than two-thirds (68%) of all homeless people living in temporary accommodation are in London – this equates to 1 in every 52 people in the capital.
- According to the latest Government figures, collected in the autumn of 2019 and published in February 2020, 4,266 people are estimated to be sleeping rough on a single 'typical' night.
- Since 2010, the rough sleeping figure has increased by 141%.