



CHANGE PLEASE
COFFEE

**CHANGE PLEASE
COFFEE**

PROUD TO PARTNER



WHO WE ARE

OUR MISSION

TAKLING HOMELESSNESS BY SELLING GREAT TASTING COFFEE



"If we can just get a small proportion of coffee drinkers to simply change where they buy their coffee, we could really change the world," **Cemal Ezel, Founder of Change Please.**



WE ARE CHANGE PLEASE

Change Please is an award-winning social enterprise on a mission to end homelessness through our award winning coffee.

Change Please was founded in 2015 to address the growing issue of homelessness in the UK, and its catastrophic and draining effects on individuals and on society.

In 2020, we began leveraging existing global partnerships to fuel our programmatic and social enterprise expansion in Australia, France and in 2021 the US.



WE HELP CHANGE LIVES

We solve homelessness by training and employing people suffering from homelessness as baristas. In addition to work-based skills and stable income, we provide wrap-around support to address complex trauma issues so they can begin to truly heal.

OUR PROMISE

100% our profits and your donations will support people experiencing homelessness through our award-winning training and employment program.





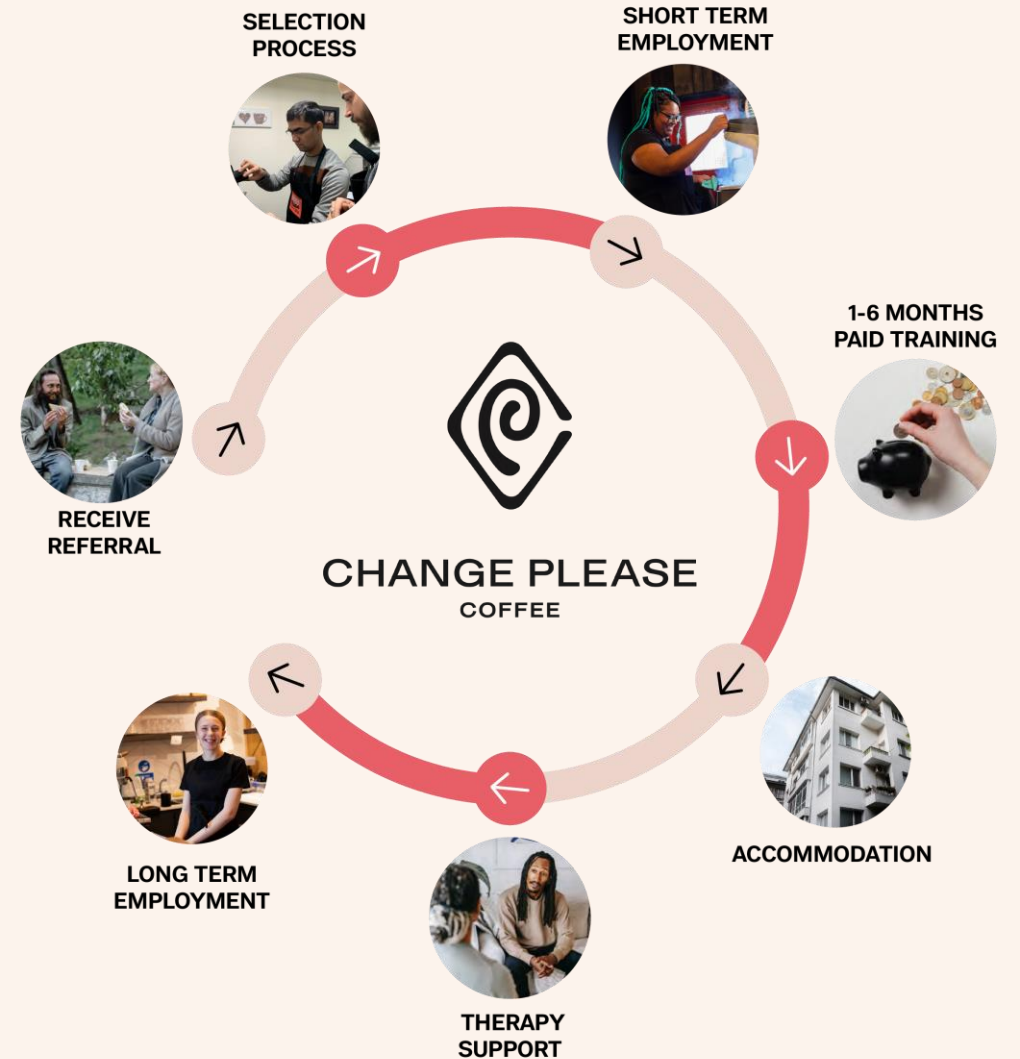
<https://youtu.be/IVMF7fhhpIU>

HOW DOES IT WORK

EVERY CUP COUNTS

100% of Change Please profits helps people experiencing homelessness by training them to become coffee baristas, supporting them with everything they need to turn their lives around – a living wage job, housing, therapy, bank account and onward employment opportunities.

On average every 562 cups of Change Please coffee sold generates enough money to pay for a day of barista training.



HOMELESSNESS AND HOSPITALITY LABOUR SHORTAGES

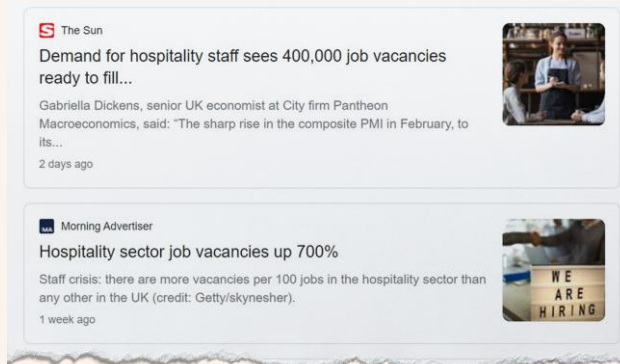
“Hospitality vacancies have now reached the 400,000 mark while there were almost 1.3 million job vacancies on offer in the three months to January, a record high according to the Office for National Statistics.” (Feb ‘22)

The Sun
Demand for hospitality staff sees 400,000 job vacancies ready to fill...

Gabriella Dickens, senior UK economist at City firm Pantheon Macroeconomics, said: “The sharp rise in the composite PMI in February, to its...”
2 days ago

Morning Advertiser
Hospitality sector job vacancies up 700%

Staff crisis: there are more vacancies per 100 jobs in the hospitality sector than any other in the UK (credit: Getty/skynesher).
1 week ago



Shelter Housing advice | Get help | Support u

[View our coronavirus \(COVID-19\) housing advice](#)

[Shelter England](#) > [Media](#) > [Press releases and statements](#) >

274,000 people in England are homeless, with thousands more likely to lose their homes

274,000 people in England are homeless, with thousands more likely to lose their homes

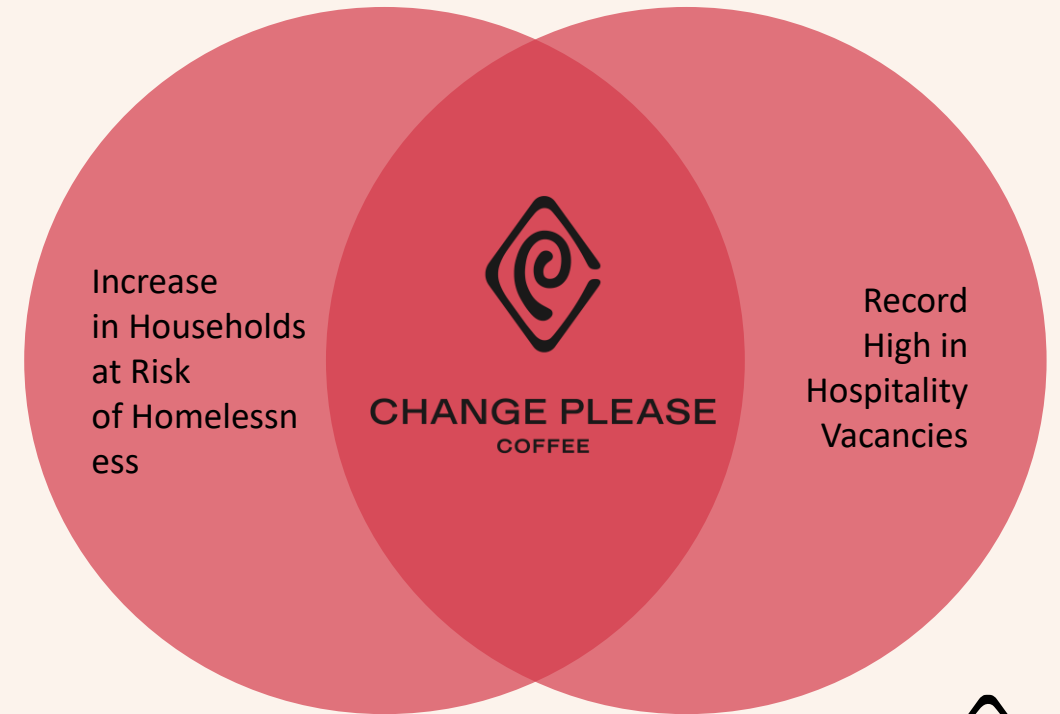
Homelessness set to soar in England amid cost of living crisis

Rise in number of sofa surfers expected to drive the increase as councils warn of 'tidal wave' of need



More than 66,000 more people will become homeless by 2024, according to the housing charity Crisis. Photograph: Maureen McLean/REX/Shutterstock

The number of people homeless in England is predicted to jump by a third by



CHANGE PLEASE – SODEXO PARTNERSHIP

*“**Change Please** has been a **key partner** to Sodexo since 2019 and their mission to **end homelessness** through selling great coffee is one which Sodexo is proud to support.*

*Over the past 12 months we have worked together on some key initiatives including: surpassing the key milestone of **supporting 50 people who are experiencing homelessness** by providing barista training and an employment opportunity and **implementing Change Please and Stop Hunger CollecTins at our sites**, with donations going to both foundations.”*

Angela Halliday, Director, Social Impact UK&I.





HEAR FROM OUR GRADUATES

“I had an interview with Change Please and my life has changed completely.

The people, the job, it ticks all my boxes, puts a smile on my face and I actually want to wake up and go to work. The job has helped me a lot with my confidence and mental health, Change Please doesn't just give you a job, they make sure you are mentally okay in all aspects such as anxiety, depression and they make sure you have everything else you need to make you good at your job”.

KIERA, GRADUATE



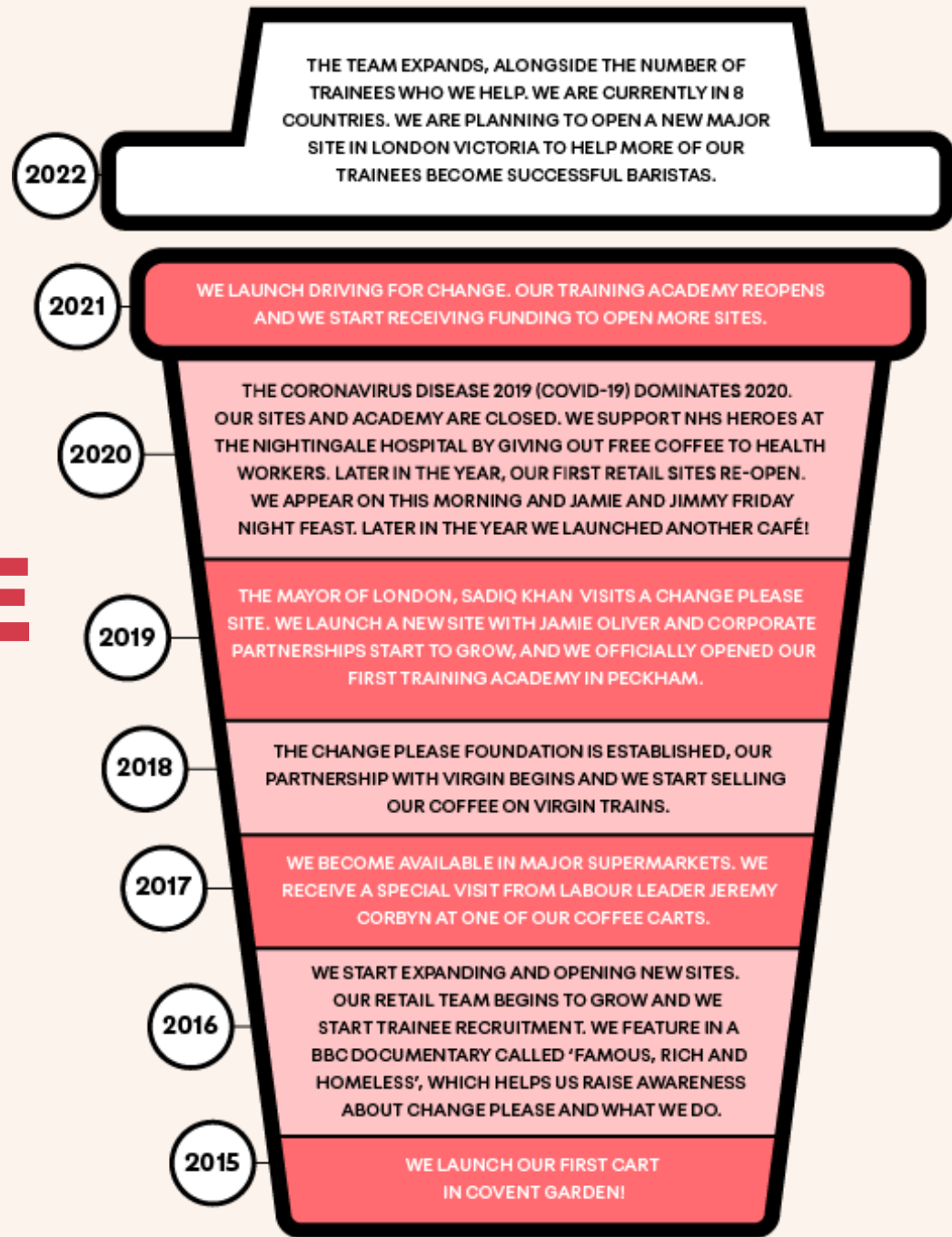
HEAR FROM OUR GRADUATES

“The initial training was fair and engaging, I highly appreciated the fun games and challenges given as this made me excited about becoming a Barista. The skills learnt during the programme are extremely transferrable as is knowledge which will be extremely useful for my future. One of the most comforting parts about Change Please is the support they provide, it’s nice to know that they are there for me whenever I need it”.

CHLOE, GRADUATE



THE CHANGE PLEASE JOURNEY

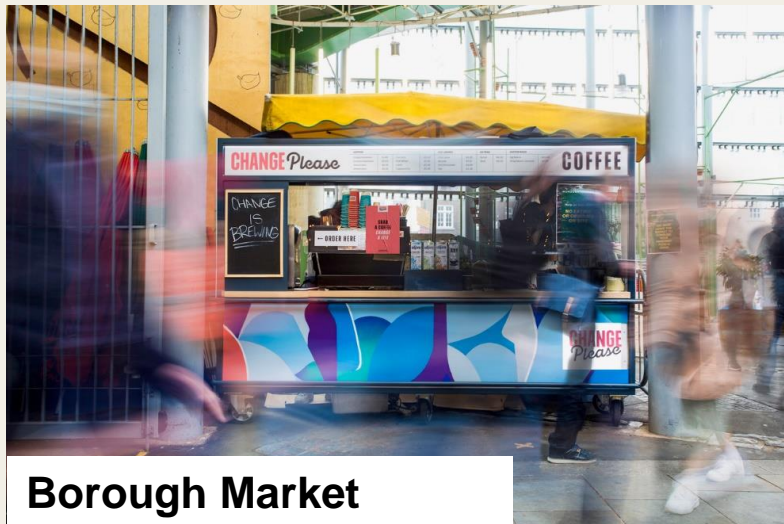




Victoria



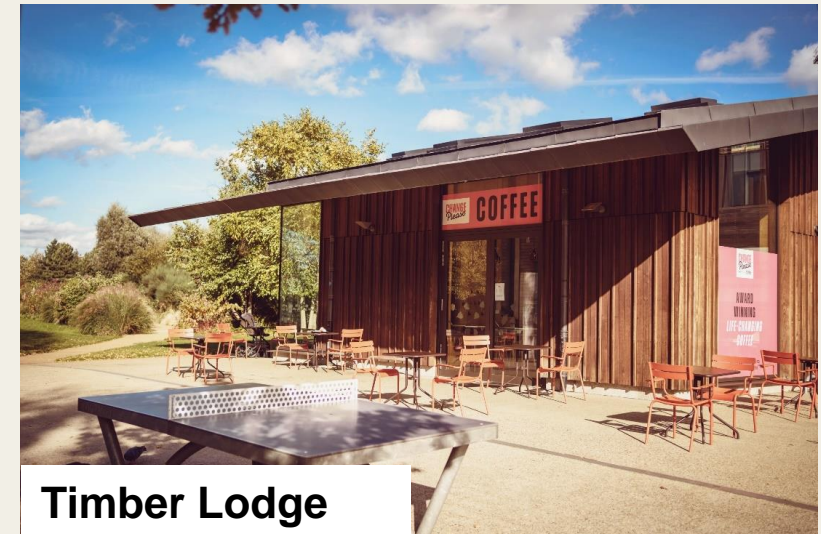
Regents Place



Borough Market



Elephant Park



Timber Lodge

OUR PARTNERS

WE HAVE FANTASTIC PARTNERS ON THIS JOURNEY SO FAR..



CHANGE PLEASE & COLGATE

Activity ran from the 2nd January - 30th March 2023

The ad featured in top UK programmes such as *Love Island*, *First Dates*, *Gogglebox*, *6 Nations Rugby*, *Premier League Football* & *The Last of Us* - running across all major UK TV channels Sky, ITVx, All4 and Channel 5.

Cinema showings included *A Man called Otto*, *Ant Man*, *Empire of Light* and *Puss n' Boots*.

<https://youtu.be/6UAwFzawals>



OUR BRAND



CHANGE PLEASE
COFFEE

NEW ICON

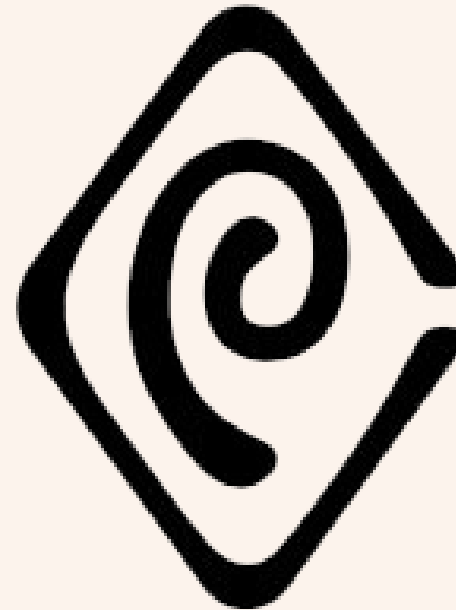
Taking inspiration from the HOBO street symbols and signs and tweaking them so they could also represent a C and a P.



A good place for a job



Generous people –
but don't expect too much



CAFÉ REBRANDS



CHANGE PLEASE COFFEE				
COFFEE		ICED DRINKS		
ESPRESSO	£0.00	£0.00	ICED LATTE	£0.00
MACCHIATO	£0.00	£0.00	ICED MOCHA	£0.00
AMERICANO		£0.00	ICED AMERICANO	£0.00
CORTADO		£0.00	ICED CHOCOLATE	£0.00
FLAT WHITE		£0.00	ICED CHAI LATTE	£0.00
LATTE		£0.00	EXTRAS	
CAPPUCCINO		£0.00	SYRUP	£0.00
MOCHA		£0.00	EXTRA SHOT	£0.00
			MILK ALTERNATIVES	£0.00
HOT DRINKS				
CHAI LATTE		£0.00		
TURMERIC LATTE		£0.00		
HOT CHOCOLATE	£0.00	£0.00		
TEA		£0.00		
Ask baristas for all available options				
COFFEE THAT FUELS CHANGE				
CHANGE.PLEASE.ORG @CHANGEPLEASE @CHANGEPLEASEFOUNDATION				
				



BRAND TOOLKIT

PROUD TO SERVE

CHANGE PLEASE COFFEE

CHANGE PLEASE COFFEE

COFFEE				HOT DRINKS	
	Am	Med	12oz	8oz	12oz
ESPRESSO	£2.00			AMERICANO	£2.00 £2.50
MACCHIATO	£2.50			HOT CHOCOLATE	£2.00 £2.50
AMERICANO	£2.00	£2.50		DECAF LATE	£2.00 £2.50
CORTADO	£2.00			TEA	£1.00
FLAT WHITE	£2.00			ARABICA TEA	£1.00
LATE	£2.00	£2.50			
CAPPUCCINO	£2.00	£2.50			
COLD DRINKS				EXTRAS	
ICE AMERICANO	£2.00	£2.50		EXTRA SHOT	50p
ICE MACCHIATO	£2.00	£2.50		SPONGEBOB	50p
ICE LATE	£2.00	£2.50		PLUMBAKE	
ICE AMERICANO	£2.00	£2.50		ALTERNATIVES AVAILABLE	50p
ICE CHOCOLATE	£2.00	£2.50		BECAF AVAILABLE	
ICE DECAF LATE	£2.00	£2.50			

For orders and allergen information, please ask a member of staff.

CHANGE PLEASE COFFEE
100% OF PROFITS GOES TOWARDS HELPING PEOPLE EXPERIENCING HOMELESSNESS

CHANGEPLEASE.ORG
@CHANGEPLEASE
#CHANGEPLEASEFOUNDATION



AWARD-WINNING COFFEE

CHANGE PLEASE COFFEE

CHANGE PLEASE IS WHERE SOCIAL ENTERPRISE & COFFEE EXPERTISE BLEND

100% of Change Please profits goes to empowering people experiencing homelessness, by training them as baristas - giving them the support, job prospects and self-esteem they need to thrive. And it all starts with a cup of coffee.

CSA
BANK OF AMERICA
QR CODE

CHANGEPLEASE.ORG
@CHANGEPLEASE #CHANGEPLEASEFOUNDATION

COFFEE THAT FUELS CHANGE

CHANGEPLEASE.ORG
@CHANGEPLEASE #CHANGEPLEASEFOUNDATION

WE PROUDLY SERVE
CHANGE PLEASE COFFEE

CHANGE PLEASE IS WHERE SOCIAL ENTERPRISE AND COFFEE EXPERTISE BLEND

100% of Change Please profits goes to giving people experiencing homelessness a living wage, job training, training, career opportunities - and a head start at life.

QR CODE

CHANGEPLEASE.ORG
@CHANGEPLEASE #CHANGEPLEASEFOUNDATION

COFFEE THAT FUELS CHANGE

AWARD-WINNING COFFEE

CHANGE PLEASE COFFEE

100% of Change Please profits from every product sold helps to provide people experiencing homelessness with:

- LIVING WAGE JOBS
- TRAINING
- HOUSING
- CHANGING OPPORTUNITIES

#CHANGE IS BREWING

CHANGEPLEASE.ORG
@CHANGEPLEASE #CHANGEPLEASEFOUNDATION



OUR COFFEE

COFFEE BORN OUT OF SUSTAINABILITY

Our mission is driven by the desire to support the homeless, but it will be done in a way that maximises our ability to comply with our **sustainability beliefs** and **CSR objectives**.



Aqueous Lined Cups

All Change Please brand cups are aqueous lined. They are Compostable, Biodegradable and Recyclable. This means they can go in recycling OR Food Waste streams.



All Recyclable Packaging

All core coffee packaging is made with LDPE 4 materials and are fully recyclable.



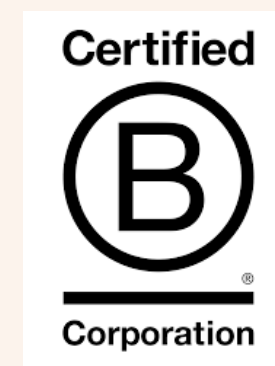
Traceability

Fully transparency and traceability throughout supply chain



100% Renewables & '0' Landfill

UK Roastery runs on 100% Renewable Energy with no waste sent to landfill



B-Corp Certification (Expected 2023)

Application submitted and expect to achieve B-Corp status in H2 2024.



Net Zero (Expected 2025)

Change Please target to achieve Carbon Net Zero status, across the business, by the end of 2025.



COFFEE – BLEND PROFILE

ADVENTUROUS ESPRESSO



CHANGE PLEASE
COFFEE

BEAN TYPE
100% Arabica

ORIGINS
Costa Rica
Guatemala
Sumatra
East Africa

**VANILLA, HAZELNUT &
TREACLE WITH A MILK
CHOCOLATE FINISH**

@CHANGEPLEASE
CHANGEPLEASE.ORG

ENDING HOMLESSNESS *ONE COFFEE AT A TIME*

VANUATU ESPRESSO



CHANGE PLEASE
COFFEE

BEAN TYPE
Arabica
Robusta

ORIGINS
Brazil
Honduras / Peru
Colombia
India

**RICH & BALANCED WITH
CAMEL SWEETNESS &
COCOA AFTERTASTE**

@CHANGEPLEASE
CHANGEPLEASE.ORG

ENDING HOMLESSNESS *ONE COFFEE AT A TIME*



EXPLORE WHAT WE DO

CHECK US OUT ON:

www.changeplease.org

For information around our mission,
Award-winning coffee, foundation work, news, blogs

WATCH US ON:

<http://bitly.ws/pxAr>

For interviews, media coverage and content around us

JOIN THE CONVERSATION

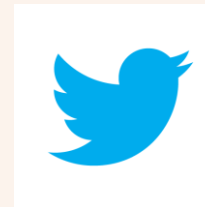
OUR SOCIAL MEDIA CHANNELS:



<https://www.instagram.com/changeplease/>



<https://www.facebook.com/changeplease15/>



<https://twitter.com/changeplease>



<https://www.linkedin.com/company/change-please>



THANK-YOU