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Will you help kickstart 10,000 futures?

Dear <Personalised,>

<Month 2025>

Last time you heard from us, I shared our vision to end youth homelessness.
These weren't empty words.

Today, we're ready to deliver on that promise, starting with a bold, scalable housing initiative that could transform the lives of thousands of young people.

That's because young people are often those hit hardest by the housing crisis. Rising rents, high utility bills, and the cost of living crisis are all locking them out. Even when they are ready to move out and live independently, many simply can't – because there are no affordable housing options available in their local area.

For perspective, every eight minutes a young person faces homelessness in England and Wales: that's 176 young people with nowhere to go **every single day**.

For many, this kind of cycle begins with family breakdown – a leading cause of youth homelessness, and a common trigger for forms of 'hidden' homelessness like sofa-surfing, sleeping in cars, or staying in unsafe places.

Others face overwhelming obstacles that make it impossible to keep up with rent. They fall behind, leading to eviction, and without a safety net they're left with nowhere safe to go.

As the largest charitable provider of safe, supported housing for young people in England and Wales, we want to do more. Our young people deserve better.

To do so, we need the backing of our most committed supporters: people like you.

<Personalised,> will you invest in our kickstarter project with a gift of £<£XXX>/<£750>/<£1000> – and help create real homes for young people who have nowhere safe to go?

Over the next five years, we plan to create **10,000 affordable homes for young people**.

These permanent, safe homes will give young people the chance to move on from supported housing and take their next step towards independence – with space to grow, stability to plan, and the opportunity to build a brighter future.

It is an ambitious initiative – creative, sustainable and cost-effective, designed to create 10,000 new spaces for young people and open doors to brighter futures. To get started, we need kickstarter investment from our most special and most committed supporters. That's why I'm writing today – to ask if you'll help make it happen.

This is a project we're deeply committed to. We've already researched England and Wales for the most deprived areas in greatest need. Now, we need to turn that theory into practice.

A gift from you today could help us take critical next steps to transform these plans on paper into real, bricks-and-mortar housing.

With your support, we aim to:

- Find and secure pilot sites for renovation, such as former hotels, derelict offices and spaces above shops, to convert into self-contained apartments.



Denise Hatton
Chief Executive,
YMCA England & Wales

Please turn over...

- Acquire development sites for brand new homes, all for young people struggling to access safe, affordable housing.
- Complete feasibility studies to ensure every site is viable before we commit significant resources – keeping your investment cost-effective and impactful.

It's a bold plan, but it's one we know can work – if you join us today.

We're developing a comprehensive, scalable strategy to help guide us from the first affordable home to our 10,000th. In the first phase, we need to raise **£250,000** to transform these plans into places young people can call home.

A gift from you today could go towards a feasibility study on a promising site, or help fund an initial survey on a disused building, or contribute towards securing our first property.

So, <Personalised,> will you please give <£XXX>/<£750>/<£1000> to help us take these practical steps towards 10,000 affordable new homes for young people?

YMCA England & Wales has been responding to the needs of young people for over 180 years, adapting and expanding to meet each generation's challenges. We're ready to lead the next step: a future where no young person faces homelessness.

We're at the start of this journey. But it isn't just about homes – it's about futures for countless young people who need a chance to rebuild, grow independently, and fulfil their potential.

Anything you can invest in this project will get us closer to achieving these homes and futures. Over the coming months, we'll be keeping you updated on our progress, giving you exclusive insights into the work you're funding.

With heartfelt thanks,



Denise Hatton
Chief Executive, YMCA England & Wales

P.S. This is an ambitious project – we're asking for much more than we usually do. That's because a gift of £<£XXX>/<£750>/<£1000> from you today represents a real opportunity to take practical, compassionate action to end youth homelessness. Will you help us get started?

Above: Lot 154, a former care home that we've identified as a potential site for a new YMCA. It could become home to over 40 young people in need!



**EVERY
8 MINUTES**
a young person
in England and
Wales faces
homelessness.



Donate online

Visit ymca.org.uk/kickstarter or scan the QR code to kickstart 10,000 homes today.

Charity number 212810. Registered address: YMCA England & Wales, 3rd Floor, 10-11 Charterhouse Square, London EC1M 6EH. We are a central membership body across England and Wales for member YMCAs. Your donation will go towards kickstarting our housing project. If we cannot use your donation as intended due to unforeseen circumstances, such as world events, the funds will support the urgent needs of YMCA. To view our privacy policy please visit: www.ymca.org.uk/privacy-statement. <Date 2025>



**Here for young people
Here for communities
Here for you**

YMCA enables people to develop their full potential in mind, body and spirit. Inspired by and faithful to our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.