



YOUTH AND PHILANTHROPY INITIATIVE SCOTLAND (YPI)

FIND OUT WHO WE ARE, WHAT WE DO AND ALL THE INFO YOU NEED TO SUCCEED WITH YOUR YPI PRESENTATION.

THANK YOU FOR YOUR INTEREST AND SUPPORT!

We're incredibly grateful and excited that you want to be part of our work to support those moving on from homelessness in Edinburgh. This booklet will provide more information about what we do at **Fresh Start**, share some real life examples and information about our impact, and provide you with the info you need to succeed in the YPI program.

If you have any further questions, would like to visit our warehouse or if you'd like to organise a fundraiser on our behalf, please reach out to our Fundraising and Community Engagement Officer, Maisie Jack, at maisie@freshstartweb.org.uk.

ABOUT FRESH START:

Fresh Start is an Edinburgh-based charity, founded in 1999 in response to the ongoing challenge of homelessness in the city. Established by members of the local community and shaped from the outset by people with lived experience of homelessness, 25 years on we still operate with the same simple yet powerful core mission: **we help people who have been homeless to move into permanent accommodation with the essential items and support services they need to live with dignity and stability.**

HOW FRESH START IS DIFFERENT TO OTHER CHARITIES:

There are lots of charities and organisations out there that help support people who are actively experiencing homelessness and poverty. **Fresh Start is different from other homelessness charities because we support people when they are moving on from homelessness, when they have access to permanent accommodation. We are the only homelessness charity in Edinburgh that focuses on this.**

Many people moving into permanent accommodation after homelessness are faced with empty properties, limited financial resources and no support network. This forces them to choose between going without essentials or falling into debt that immediately threatens their ability to remain in permanent housing. We meet them where they're at, and help them start a new chapter in their lives by offering a range of support services, which you'll learn about on the next page.

On top of this, our services also work to prevent poverty and homelessness before it happens, through social and mental wellbeing programs, as well as our innovative partnership program, NESSie.



WHAT SOCIAL ISSUES DOES FRESH START ADDRESS?

HOMELESSNESS & POVERTY

Homelessness means not having a secure, permanent place to live. People experiencing homelessness may be sleeping rough, but they could also be staying with different friends or family, sleeping in their car, or staying in temporary accommodation owned by the council, such as a hostel, hotel, or furnished flat. People can live in temporary accommodation for long periods of time, often in places that aren't right for them or their families. This can mean that they have to move over and over again, which causes further instability and anxiety.

One of the main causes of homelessness is poverty – when someone cannot afford the cost of rent and bills, they are at risk of losing their home. In Edinburgh, 17% of residents live in poverty, which is why a number of our services target those living in poverty, to try and help prevent homelessness.

14,219

Number of people who are currently homeless in Edinburgh.

20%

Percentage of children living in poverty in Edinburgh.

THE CONDITION OF SOCIAL HOUSING

Social housing is permanent accommodation rented through the Council or Housing Association at a lower rate. For people moving on from homelessness, a social housing tenancy is a secure, affordable, first step towards rebuilding their lives.

Unfortunately, social housing is often provided without any household items or white goods (cookers, washing machines and fridge/freezers), and can be in varied states of repair. This means that moving into social housing can be an expensive and overwhelming process, as people moving on from homelessness may not be able to afford all of these setup costs at once.

This is where Fresh Start comes in. We help those moving on from homelessness in Edinburgh by ensuring that they have the essential items and support they need to set up their new home. The following pages will explain our services in more detail, and provide examples of the practical impact of our work.



OUR SERVICES:



Starter Packs

Packs of essential household items to help someone set up their new home or sustain their tenancy. These can include bedding and linen, crockery, pots and pans, small household appliances, cleaning items, toiletries, sanitary products and non-perishable food items.



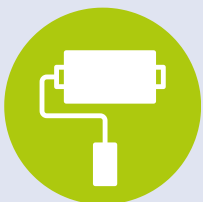
White Goods

This service supports those moving on from homelessness by providing a range of essential white goods, including cookers, washing machines, fridge/freezers and microwaves. This ensures that people have the appliances they need to maintain a healthy, hygienic and stable lifestyle.



Community Pantry

Providing an alternative to food bank usage for residents of Pilton, Muirhouse, Granton or Drylaw. For £5 per visit, Pantry members can choose a mixture of items equal to £25 worth of shopping, allowing them the dignity of choice and preventing food poverty in the community.



Fresh Rooms

Our volunteers work alongside service users to paint up to two rooms when they move into a new Council or Housing Association tenancy. This service helps people to feel comfortable in their new home, giving them a stable base to enter this new chapter of their lives.



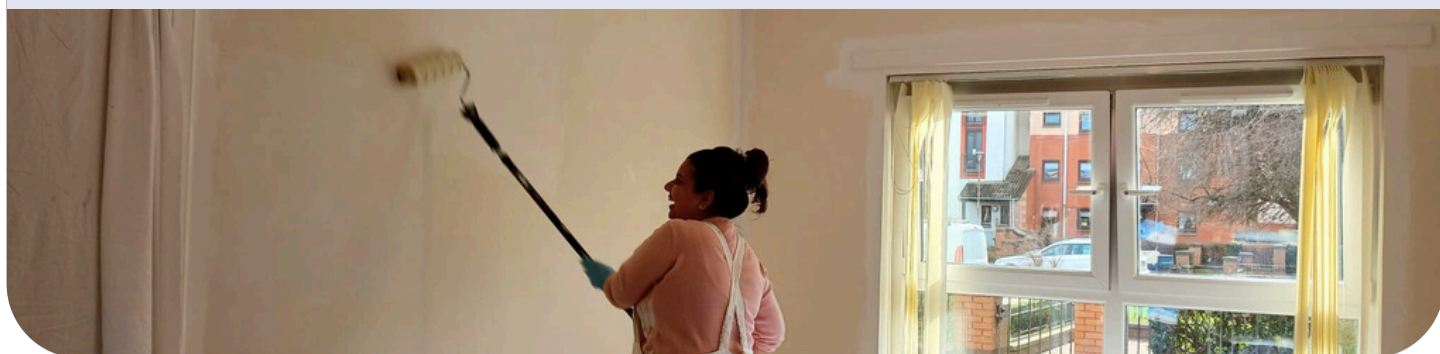
Growing Spaces

Offers the chance for those in need to grow fresh produce, gaining confidence, learning new skills, connecting with community and improving their mental and physical wellbeing. The program takes participants to our three growing spaces, located throughout North Edinburgh.



Community Hub & NESSie

Both our Community Hub and Nessie offer broader support services, including advice, information and one to one practical support on a range of housing, social and financial issues. Cooking classes are delivered in our Hub Kitchen, as well as a free Community Meal on Fridays.



FRESH START BY NUMBERS

20,020

The number of Starter Packs made and distributed in 2025.

113

Households supported across Edinburgh by our Fresh Rooms service 2025.

300+

Average number of households supported by the Community Pantry per year.

111,301

Kilograms of goods saved from landfill via Fresh Start services in 2025.

£30,126

Amount raised by the Cookers for Christmas Appeal 2025, to provide essential White Goods.

155

Number of volunteers who support Fresh Start, on average, each year.

HEAR FROM OUR SERVICE USERS

The Fresh Rooms service recently supported Max, who had experienced homelessness after leaving the care system. Max's new home was in poor condition, but he couldn't afford to hire painters and didn't know where to start with decorating by himself. Our Fresh Rooms team worked with Max to transform two rooms, using colours that he picked out.

Max said that the Fresh Rooms service was *"brilliant"* and that he had enjoyed learning the skills he needed to paint the rest of the house himself.

Max, Aged 19
Fresh Rooms Recipient

Sam accessed support from Fresh Start when he moved into his new home just before Christmas, and found that the kitchen didn't have a cooker. Our White Goods service secured a new cooker for Sam, helping him and his children get safely settled into their new home.

"The cooker has been such a massive help, I'm now able to cook hot healthy meals for me and my 3 girls and don't have to worry about how I will make them dinner. If it wasn't for this service I would have struggled and didn't have any other options...Thank you so much."

Sam,
White Goods Recipient

Paula accessed Starter Packs through Fresh Start, which provided her with essential items to begin rebuilding her life in a safe, comfortable home. Having a properly furnished home and the support of the Fresh Start team gave Paula a foundation to move forward.

"Gayle was amazing, she made me feel like I could trust her." she shared. "I felt like I could start fresh. To everyone at Fresh Start, you are doing a really good job. If it wasn't for you, what would people do?"

**Paula,
Starter Packs Recipient**

Jenny, joined the Pantry after her husband was made redundant. They budget carefully to afford the cost of rent, bills and groceries, and the Pantry membership helps her access a diverse range of items at an affordable price.

Jenny comes to the Pantry on a Friday, and goes to the Community Meal after she's done her shopping. She said that thanks to Fresh Start, *"I've made connections with people in this community, and we share information about what is going on and help each other out."*

**Jenny, Mother of 3
Pantry Member**



THE DIFFERENCE £3000 CAN MAKE:

£3000 is a significant amount of money, which would make a real difference in the lives of those we support. Your donation could be used to support one or more of our services, with your hard work directly supporting people moving on from homelessness in Edinburgh.

60x Cooking Classes

£3000 would cover the cost of 60x cooking classes, for four people.

150 Starter Packs

These cost approx. £20 each. £3000 would cover the cost of 150 Starter Packs.

60x Fresh Rooms

£3000 would support us to perform 30 Fresh Rooms visits, totalling 60 rooms painted.

Community Pantry

Here, £3000 would cover 12 weeks worth of running costs for the Pantry.

10x White Goods

£3000 could enable us to provide 1x brand new White Goods to 10 households in Edinburgh.

Community Meals

£3000 could be used to buy ingredients for a whole year of community meals!



HOW TO MAKE THE MOST OF YOUR PRESENTATION

Get Creative: think outside the box when you're preparing your YPI presentation. In the past, we've seen people make Lego animations, video presentations, and even a Fresh Start rap! Making an engaging presentation will help you to demonstrate how much you know about **Fresh Start**, and show the audience how the people we support would benefit from a £3000 donation. Don't forget to share your creative work with us after the presentation - we'd love to see what you come up with!

Use Visual Aids: sharing information is great, but your words can be made even more engaging by using good visual aids during your presentation. We'd encourage you to use the content linked below, and reach out to us if you would like pictures of anything else. Props can also be useful; consider bringing along some examples of Starter Pack items to emphasise how important it is to have them in your home!

Show a Strong Connection: being able to demonstrate that you've connected with **Fresh Start** will help you showcase your hard work to the audience. You're welcome to come down to visit our premises and get some pictures; you can also speak with a member of staff via Teams to learn more about our work and ask some questions.

Practice & Project: alongside the above, its also important to connect to the audience through good eye contact, voice projection, and confident body language. The best way to make sure you can do these things, is by practicing your presentation in advance, and preparing what you need to succeed, eg. clear cue cards. Remember to speak slowly and clearly, **breathe**, and keep in mind that your hard work is in support of a really good cause.

Remember the Criteria: Don't forget to refer back to the YPI presentation criteria as you go through the program. Checking your work against it as you go along will help you present with the best chance of success!

OTHER RESOURCES:



Image & Video Library

We've created a **folder of images and videos** that highlight our services, which you're welcome to use in your YPI presentation. You can also organise to visit our warehouse and take your own photos.



Digital Channels

Our social media is a great place to find additional images and gain insights into the day to day activities of our team. Visit our **LinkedIn, Instagram** and **Facebook** profiles for more; for further information about our services, you can also **visit our website**.

THANK YOU FOR REPRESENTING FRESH START IN THE YPI.

We would be delighted to help with your presentation - if you need any further information, please visit [our website](#) or reach out to us to discuss. You're also welcome to visit our warehouse for a tour, so please get in touch if this is something you'd like to do!

Maisie Jack

Fundraising and Community Engagement Officer

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