

## Wintercomfort

Wintercomfort provide year-round support for homeless and vulnerably housed people in Cambridge. Open every day of the year, we provide hot meals, showers, laundry services and clothing for rough sleepers alongside an extensive range of support including counselling, therapy, training and advice, all from Overstream House, in Central Cambridge.

Within our portfolio, we offer housing support, access to training and employment opportunities, counselling, support with addiction, money and debt advice, a dedicated support for homeless women, and specialist services for non-UK nationals. We also operate a social enterprise – Overstream Clean and Garden which provides a stepping stone back into employment. Alongside our practical and advisory support, we offer a wide range of activities including reading groups, sports, creative arts and outings which promote social inclusion and build self-confidence. Wintercomfort works to break the cycle of homelessness, to help people to rebuild their lives, to establish positive routines and to gain a sense of belonging within the community.

Over the past two years, demand for our services has risen by approximately 55%, as more and more people in our community face financial hardship as a result of the cost-of-living crisis, mortgage increases, a lack of social housing and record high rents. Cambridge is a particularly high area for homelessness with the second highest number of rough sleepers in the East of England (Autumn 2023). In 2022/23, 615 people in Cambridge came to Wintercomfort seeking emergency advice and support. This is an alarming 35% increase from the year before. For 2023/24, we have supported 707, a further 15% increase. The current amount of demand is staggering.

## Job description

This is a new, exciting role, as we expand our Fundraising Team, working alongside the Fundraising Manager. The role will be responsible for creating and managing all Wintercomfort communications content across social media, websites, press releases and our quarterly newsletter.

The role will lead on Wintercomfort's stewardship, building a robust thanking and stewardship programme to increase our database, in line with our fundraising and communications strategy that actively supports Wintercomfort's goals of income generation, awareness raising and brand consolidation. The role will lead on all promotional material and acknowledgments for Wintercomfort's Christmas Appeal, and all other fundraising campaigns throughout the year.