



CHANGE PLEASE
COFFEE

**CHANGE PLEASE IS
WHERE SOCIAL
ENTERPRISE AND COFFEE
EXPERTISE BLEND**

OUR MISSION

**TACKLING HOMELESSNESS THROUGH THE POWER OF EMPLOYMENT,
SOCIAL ENTERPRISE, AND 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 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 the US. Our first wholesale and retail accounts opened in 2021 and our first training academy and café opened in 2023.



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

- 1) Our coffee will taste amazing (if it didn't you wouldn't buy it would you?!).
- 2) 100% our profits and your donations will support people experiencing homelessness through our award-winning training and employment program.



OUR MODEL IN THE US

100% of Change Please profits supports people experiencing homelessness.

Through our employment first model, we train people to become baristas and support them with everything they need to turn their lives around.



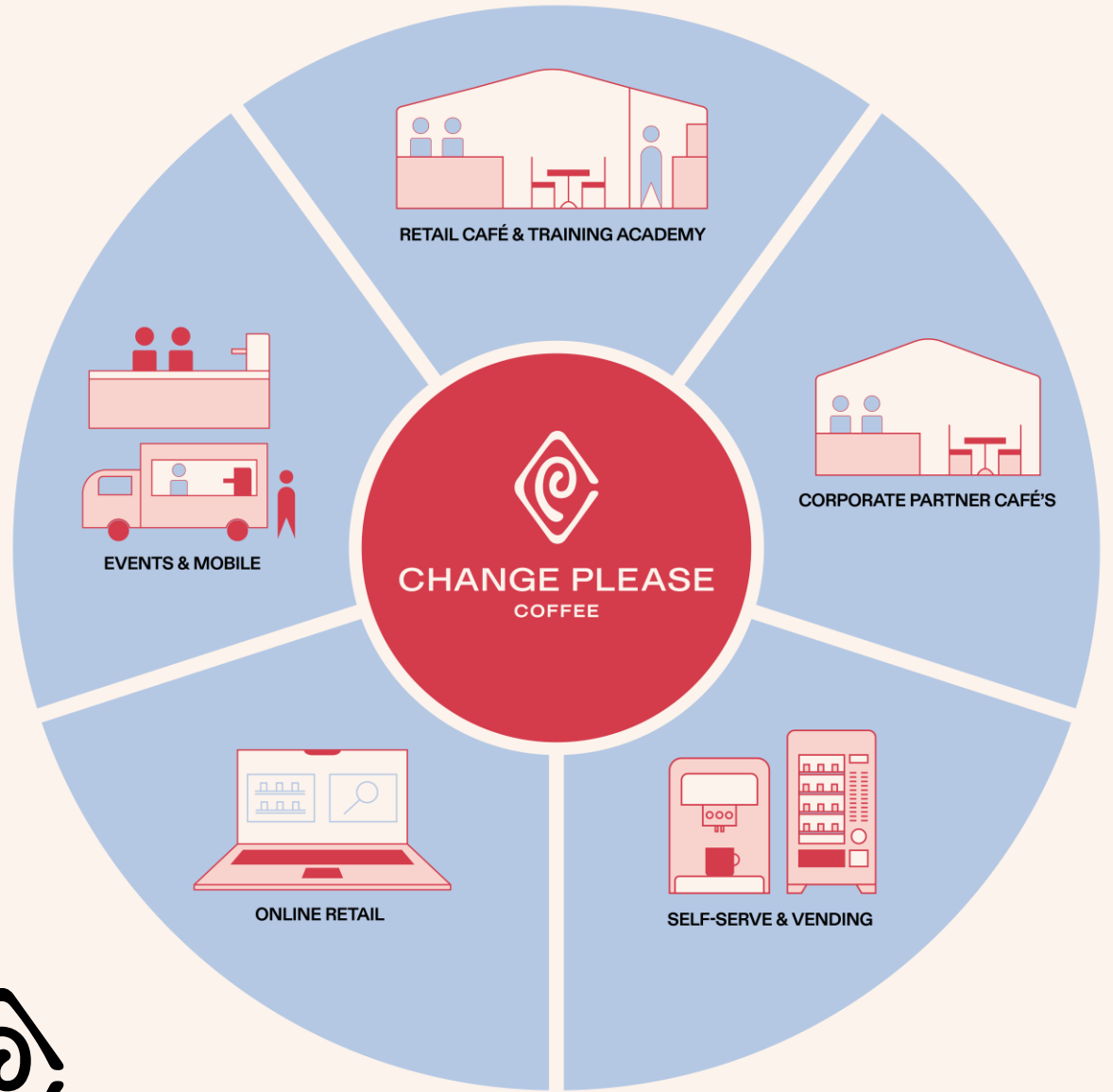
Our Impact begins and ends with our partners

Our partners and clients are essential in helping us spread our mission and setting the stage for future programs that fit the specific needs and capabilities of each country, region and area.

This can mean anything from opening a training academy, a retail site, or organising training, work experience, or employment opportunities for our trainees with partner organizations or charities.



Change Please offers a solution for all coffee needs

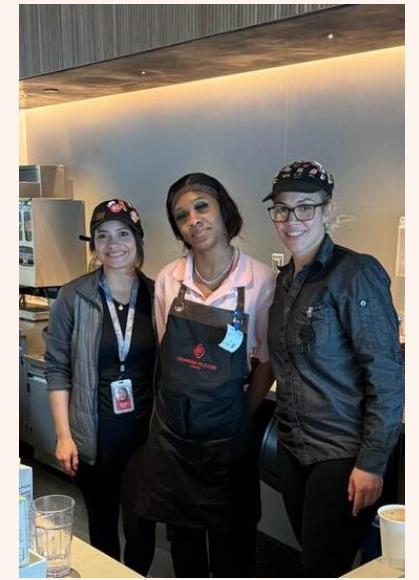




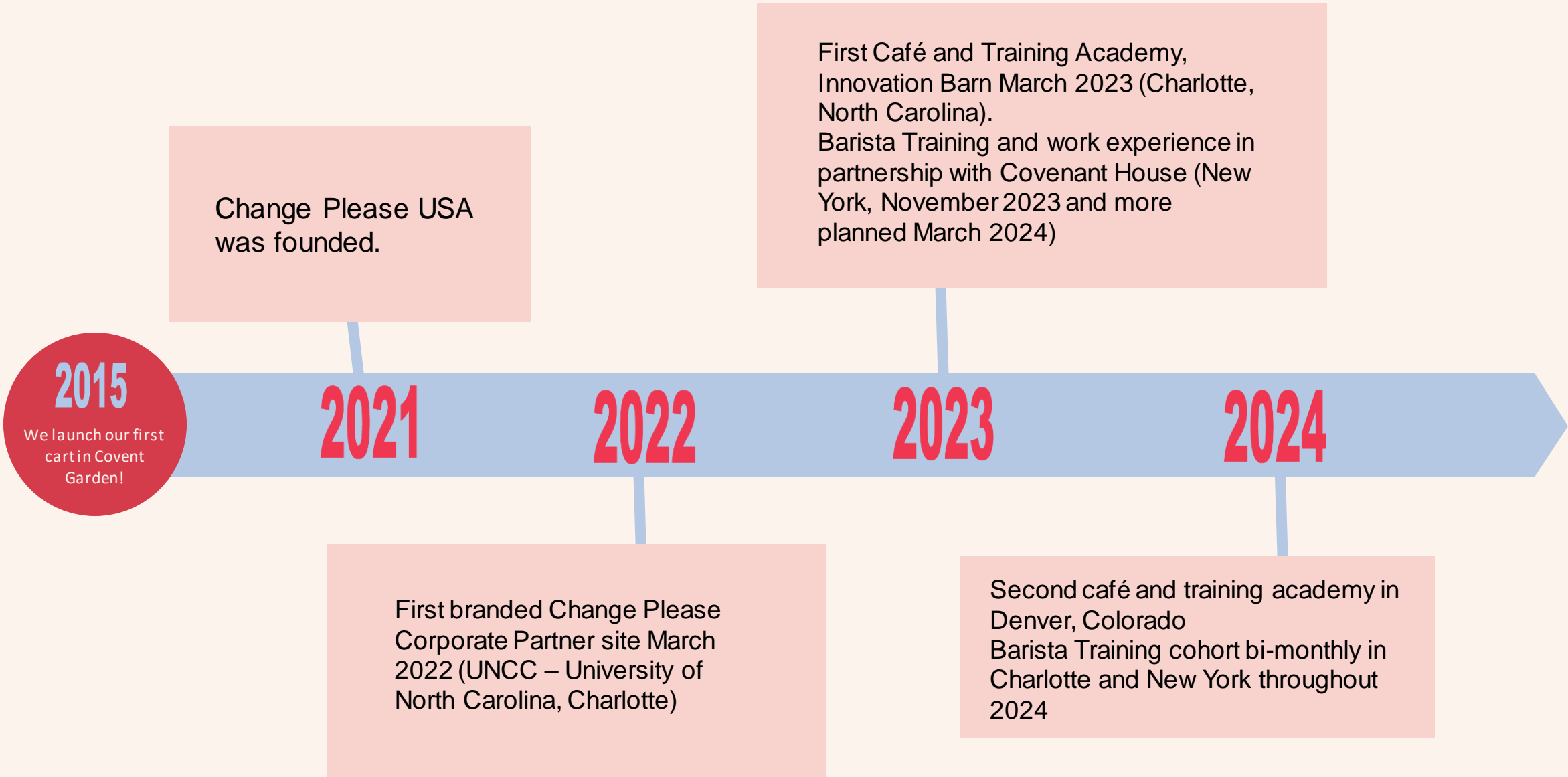
USA SUCCESSES & IMPACT

WHAT WE'VE ACHIEVED SO FAR...

- Started in the US in November 2021.
- First branded Change Please Corporate Partner site March 2022 (UNCC University of North Carolina, Charlotte).
- First Café and Training Academy, Innovation Barn March 2023 (Charlotte, North Carolina).
- Barista Training and work experience in partnership with Covenant House (New York, November 2023, March 2024).
- Second café and training academy in Denver, Colorado, Opening May 2024.
- Barista Training cohort bi-monthly in Charlotte and New York throughout 2024.



CHANGE PLEASE JOURNEY, USA



2015

We launch our first cart in Covent Garden!

2021

Change Please USA was founded.

2022

First branded Change Please Corporate Partner site March 2022 (UNCC – University of North Carolina, Charlotte)

2023

First Café and Training Academy, Innovation Barn March 2023 (Charlotte, North Carolina).
Barista Training and work experience in partnership with Covenant House (New York, November 2023 and more planned March 2024)

2024

Second café and training academy in Denver, Colorado
Barista Training cohort bi-monthly in Charlotte and New York throughout 2024

CHANGE PLEASE US, PARTNERS

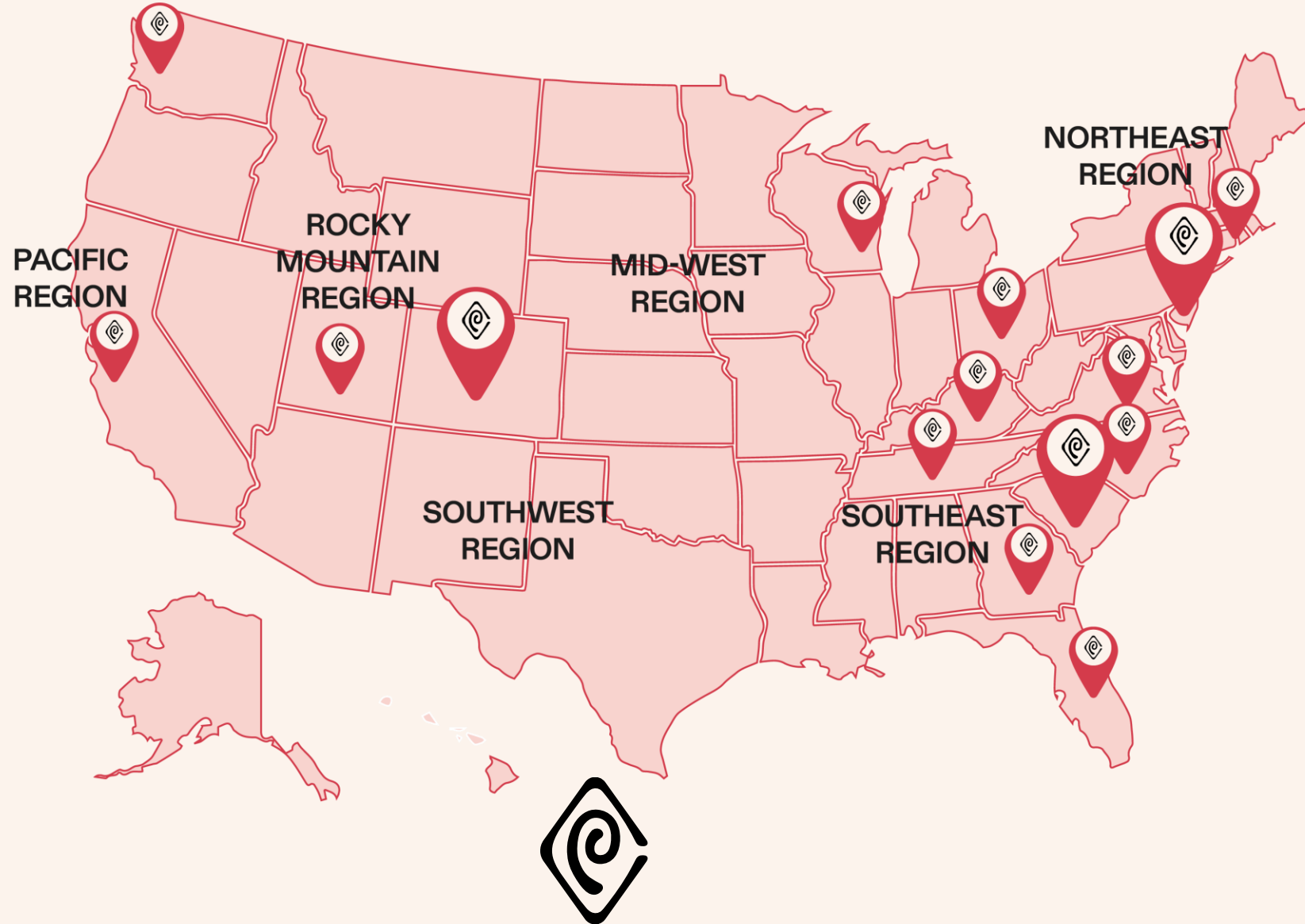


CHANGE PLEASE, ONGOING SUSTAINABILITY AND CERTIFICATION INITIATIVES



CHANGE PLEASE
COFFEE

CHANGE PLEASE, US/REGIONAL MARKET FOOTPRINT



CHANGE PLEASE USA, IN THE MEDIA



WCNC coverage of the Innovation Barn opening
[WCNCCoverage_InovvationBarn.mp4](#)



WBTV coverage of the Innovation Barn opening
[WBTVCoverage_InovvationBarn.mp4](#)



Change Please USA presenting on the QC Morning show
[ChangePlease_QCMorning.mp4](#)



The nonprofit Change Please coffee shop, which employs people who are homeless as baristas, is one of many examples of social entrepreneurship housed in the Innovation Barn in Charlotte, North Carolina.
ENVISION CHARLOTTE

CHARLOTTE

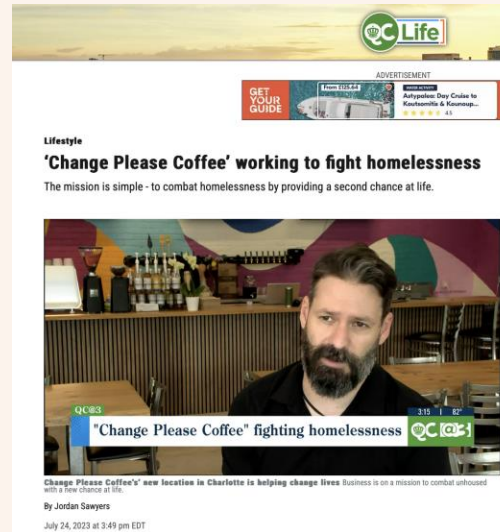
A circular economy led by small businesses

The Innovation Barn houses social enterprises, too, like Change Please, a nonprofit coffee shop that employs people who are homeless as baristas. All of the shop's proceeds are funneled to its employees, in the form of wages, transportation, housing, therapy or helping them find other job opportunities.

Newsweek coverage of Change Please at the innovation barn
<https://www.newsweek.com/2023/10/06/how-these-five-cities-are-leading-way-greener-world-1829866.html>



Forbes coverage of Change Please opening at the innovation barn
<https://www.axios.com/local/charlotte/2023/03/16/new-innovation-barn-coffee-shop-will-support-homeless-mothers-317352>



QC Life coverage of Change Please opening at the innovation barn
<https://qclife.wbtv.com/2023/07/24/change-please-coffee-working-fight-homelessness/>

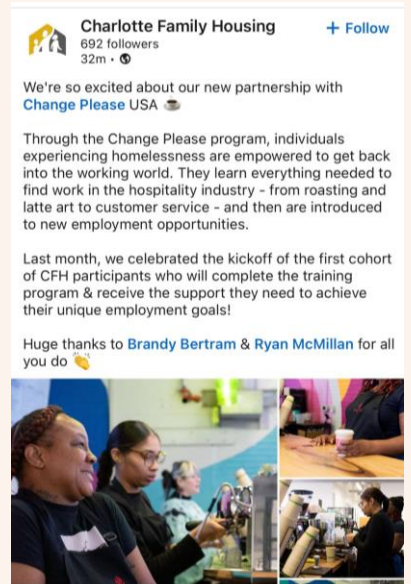
Forbes

Life-changing coffee

Coffee company [Change Please](#) is a social enterprise that capitalizes on the world's love of coffee and reinvests 100% of its profits into creating employment for those living on the streets, helping them get back on their feet by training them as baristas.

Launched in London in 2015, Change Please has since been established in France, Germany, Ireland and Australia. The scale of coffee consumption and homelessness made it a prime market for expansion. Still, as founder Cemal Ezel explains, the move was not without its challenges, not least the fact that doing business in every state is different.

Forbes coverage of Change Please in the USA
<https://www.forbes.com/sites/alisoncoleman/2023/08/18/taking-your-business-stateside-how-these-entrepreneurs-did-it/?sh=53b6b8b97ec1>



OUR GRADUATES



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 and 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





HEAR FROM OUR GRADUATES

“Being part of the training programme has enabled me to learn new skills and feel more confident pursuing a career in IT. I currently have an internship at Change Please after completing my barista training with them and they’ve presented an opportunity I never thought possible.

Previously, I’d started studying IT gaming design but my last situation prevented me completing it. At Change Please, they’ve patiently and enthusiastically taught me the basics of IT and my time here has helped me gain organisational and communication skills, allowed me to come out of my shell, encouraged me to speak to customers (which I didn’t used to do), and improved my confidence.

I’m glad I now have my sense of independence back, I’m a living testament that your life can turn around if you have the support around you and I hope other peoples’ lives can find change like mine through Change Please.”

RAPHAEL, IT INTERN

HEAR FROM OUR GRADUATES

“I was referred to Change Please by a homeless charity whilst I was living in a women’s refuge. I’m now a graduate and learning new skills allowed me to secure my current role in hospitality.

Working at Change Please was so good for me. It has enabled me to get back into work and made me feel like I had purpose, rather than being stuck in the refuge all day. I now feel like I can go anywhere. Change Please has supported me throughout my journey, when I was a trainee and beyond, making me feel like I had someone in my corner when times were really hard.

Change Please helped me transition out of homelessness into permanent accommodation, supporting me with everything I needed. I now feel the future is bright.”

MAKEDA, GRADUATE





HEAR FROM OUR GRADUATES

“I’m currently completing my Finance Accounts Assistant internship at Change Please, which is helping me attain the skills needed to pursue a career in finance. I don’t believe this learning opportunity would have been available outside this organisation.”

NAYEEM, GRADUATE

DRIVING FOR CHANGE

“A groundbreaking initiative launched in the London to provide critical and vital health, dental and pathway services to the rough sleeping, homeless and vulnerable community of London”

DRIVING FOR CHANGE, UK

Driving for Change is an award-winning initiative set up to help people experiencing homelessness. We are an all-in-one direct intervention service with access to vital services, such as oral health care, access to dentists, GP and nurse consultations, haircuts, support opening bank accounts and essential everyday items.

Our team offers help, assistance and important information through the local borough's homelessness pathways that are crucial when you are facing or experiencing homelessness.

The Change Please Foundation can offer routes to the Change Please Foundation's employment support through our Barista training program.

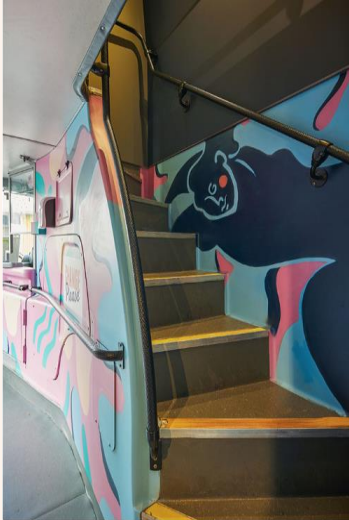
We now see hundreds of people every month across our services in London.



Supported by the Mayor of London



INSIDE THE REPURPOSED BUSES



Colgate x Change Please – Driving for Change Partnership Advertorial

Launched on Channel 4 and in cinemas in the UK in 2022, 2023 and 2024.



Change Please X Colgate Driving for Change Partnership

<https://www.youtube.com/watch?v=XPQAlqr-bNY>

Driving for Change, UK media coverage

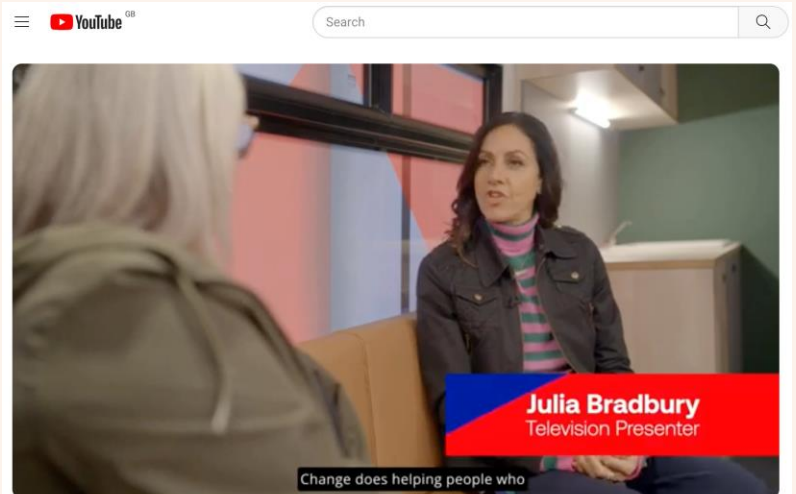
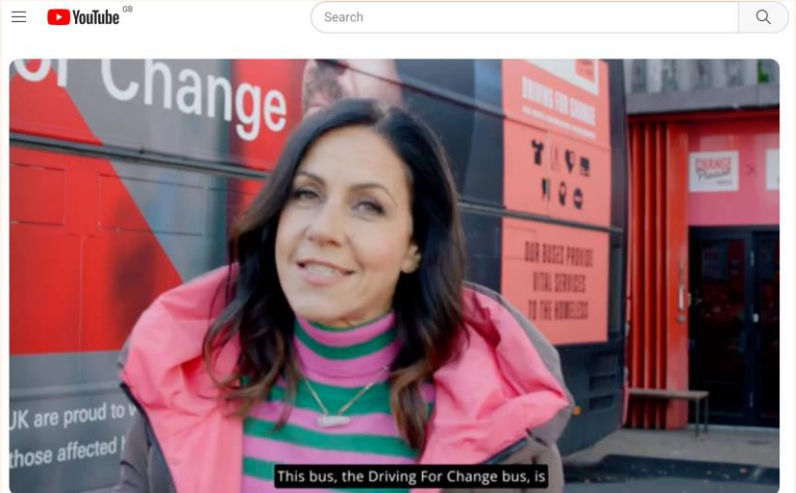


Change Please BBC Driving for Change launch

<https://www.youtube.com/watch?v=aceTP3Qbrqg&t=42s>

Driving for Change launches as National Databank with Virgin O2

<https://www.youtube.com/watch?v=sYr3vWkKvjM>



standard.co.uk

London buses fitted out to help homeless ahead of winter

NewsLondon
VIEW COMMENTS



itv.com

Refitted London buses to offer services, including haircuts and showers, for homeless

•

Thursday 7 October 2021, 4:09pm



Homeless people send a text to request a bus comes to them so they can access healthcare. Credit: PA

Two London buses have been refitted to provide essential services, including haircuts, doctors' appointments, showers and financial advice, to homeless people to help them off the streets.

standard.co.uk

London buses fitted out to help homeless ahead of winter

NewsLondon
VIEW COMMENTS



THANK YOU



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