

MARTIN PATTERSON, HEAD OF FUND-RAISING & PR

Martin Patterson has been working at St George's Crypt since 1999. He is the longest serving member of staff and commenced with a short term contract to raise £600k to complete the Crypt's first major fund raising appeal called More Than A Roof. Martin has run further successful capital appeals to refurbish Faith Lodge – a hostel for residents seeking to get off and stay off drink/drugs; and also raised £1.45m in 2008 to ensure that the second major redevelopment of the Crypt was successfully completed. He served initially as Fund Raising Manager, and then was promoted to Fund Raising and PR Director in 2003. He now is responsible for an even bigger capital appeal - £2 million to develop move-on housing and build a community hall in a challenging area of inner city Leeds in partnership with a large Anglo Catholic church.

Martin cut his teeth in fund raising first with Church Housing Trust from 1990 to 1998; and then successfully raised £450k to convert a church in Hove into a high profile project for homeless people.

Martin was educated in Edinburgh and Birmingham and currently lives in the Isle of Axholme.

ST. GEORGE'S CRYPT - INTERVIEW WITH MARTIN PATTERSON, HEAD OF FUND-RAISING & PR

Something of a charitable archetype in the city centre, St George's Crypt is nothing less than a life-line for many people in Leeds. "It means the alternative between sleeping rough and actually sleeping in a bed."

Having existed in some form or another since the early 1930s, the Crypt has grown to be a dependable source of support for those that need it. Though the nature of support has had to change – in recent years the focus had shifted into taking care of addiction – the people behind the Crypt are the reason behind many success stories.

Head of Fundraising and PR, Martin Patterson:

"St George's Crypt is a charity which was founded by St George's Church 83 years ago and basically the Crypt is a place where homeless and disadvantaged people are able to come in for shelter, for food, accommodation, advice, and general support on a whole myriad of social issues.



It means everything to the people it helps. The reality of the nearly 100 people who access the Crypt every single day of the year, many of them find dealing with the statutory agencies and other organisations quite difficult. They are people who are nearly always needing to be boosted in their own self-esteem and their feelings of self confidence, and often they feel as though they're not in a good place when asking for advice. When they come to the Crypt, we are used to — after 83 years — answering any questions that people may have. It actually means a life-line to people. It means being able to have a three-course meal at lunchtime, as opposed to really struggling to eat. It means they have the opportunity to learn new skills which can lead to employability. It also means a more constructive attitude towards addiction.”

What does the Crypt mean to the city of Leeds as a whole and how does it integrate into city life ?

Martin explains: “In the last 10 years or so, we've developed partnerships right across the city with businesses of all sorts, with the local authority, with government and also the NHS, so people know that we're there when they're down on their luck. They recognise that coming to the Crypt is much better alternative than one might otherwise incur, which is for example people in destitution on the street which is clearly not the best for businesses, or is it clearly a good thing for the city generally.



One of the things that we're very proud of is that we now run 3 cafes in Leeds. The great thing about that is that these cafes are all run by people who are formally clients of the Crypt. They are people who under normal circumstances wouldn't feel like they'd be given a chance to actually show what they can do. But we believe in these people, and we train them, and all people need to do is go out and come to these cafes, and they will see that the Crypt is actually providing fantastic training opportunities leading to employment.

We are about to launch the new voucher scheme. It's a constructive alternative to begging, and it means that people can, by giving a voucher to someone in need in the city centre, actually send them to the Crypt, and they not only get a meal but other issues they can talk about, and they're in our system. You can get these vouchers in our cafes, in the Crypt and others places in the city"

