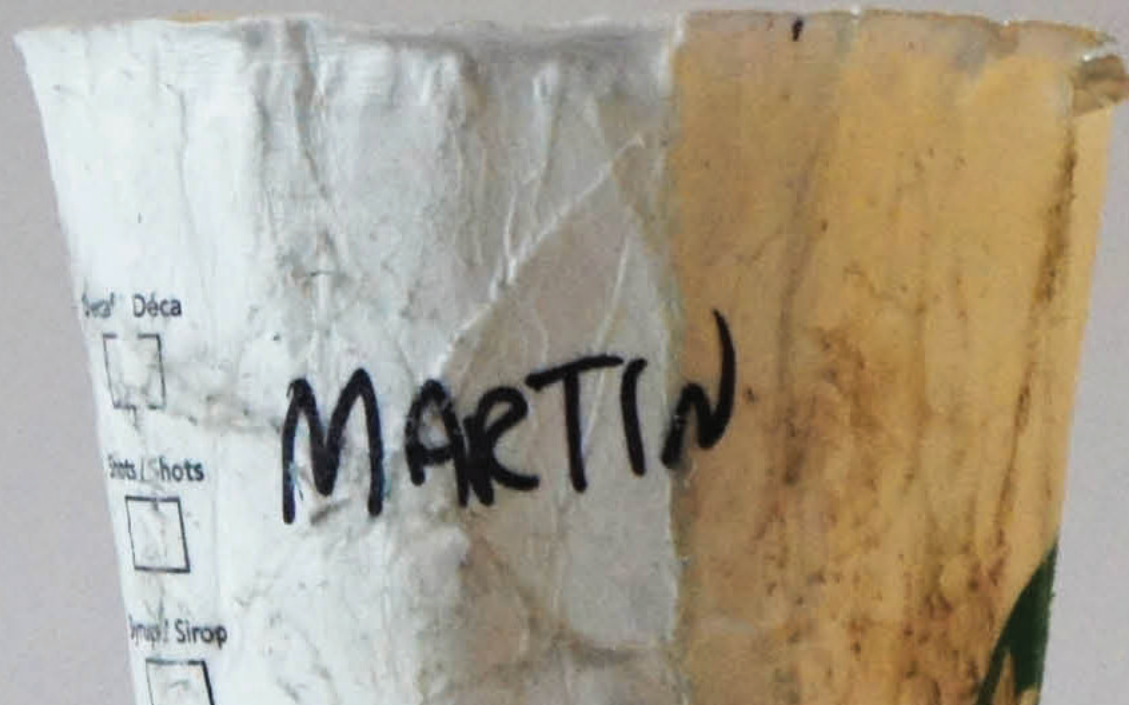
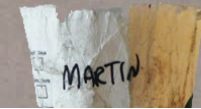


Martin's worldwide collection cup

How we crowdfunded one homeless man off the streets for good.





How it all started

In August 2014, one of Frame's young creatives, Sandy R McIntosh noticed he was regularly passing the same man having to beg on the streets of Glasgow.

One day he decided to stop and hear his story. Martin was ex-forces. He'd given up his job to care for his parents, then lost his place to stay after a break up with his girlfriend. On the streets Martin only made £2 - £3 a day.

Sandy had a thought – what if he used his advertising knowhow to promote Martin and raise enough money to get him off the streets for good.

Thus was born Martin's Worldwide Collection Cup.



[Link to original video](#)



Making it personal to make it more effective

A lot of people feel helpless in the face big issues like homelessness.
What difference can they really make? We believed that by concentrating on radically changing the life of just one person, Martin's Worldwide Collection Cup could energise more people and raise more awareness than a general appeal.



Derek Healey @Healey26 · Aug 28

See this guy all the time. It'd be great if we could do something to help him out
[indiegogo.com/projects/marti...](https://indiegogo.com/projects/martinscup/) #MartinsCup



[View photo](#)



Implementation

Sandy spoke to a number of charities and homelessness experts, to establish a realistic target and establish the best way to spend the money raised.

A target was set at £7,500. Enough to support Martin's living costs for a year, time enough to give Martin a chance to find new employment and ultimately sustain his own living again.

Deciding to raise money through crowdfunding on indiegogo, Sandy created an online video, telling Martin's story, explaining the goal and encouraging donations. The video was shared and watch all over the world.





Spreading the word worldwide

As views of the video grew, Sandy got invited onto STV's Riverside Show to tell Martin's story and raise the crazy thought of all of us clubbing together to get one man off the streets for good. This attracted interest worldwide and closer to home.

Local businesses got involved, offering Martin two jobs during the campaign, and the press got involved to tell the story.

And every time the donations reached a new milestone, we created another video, to reward the givers and recruit new followers.

[Link to update video](#)

Regular video updates



Poster



Appearance on TV



The results

The original target was met in just 2 weeks, and the donations kept coming. Eventually, the campaign raised a total of £10,928 from over 1000 contributors worldwide.

As a result of the campaign, Martin is now off the streets and living in habitable accommodation. He eats plentifully, is receiving counselling and is soon to start training to make the most of the two jobs offered to him during the campaign.

‘MWCC’ was a truly global phenomenon, and raised awareness of urban homelessness & deprivation across the world, with over 60% of funds/ support coming from outside the UK.

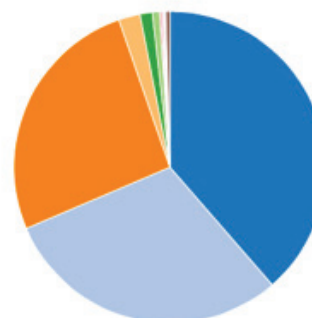
[Link to the final results video](#)

Contributions by Country

Last updated about 5 hours ago

Countries with Contributions*

*Country is determined by visitor location, not shipping location, so data may differ from contribution records. When country is not available, region (i.e., "Europe") is used instead.



All Countries

[Export as CSV](#)

Country	Amount	Contributions	Visits
United Kingdom	£4,258	432	3,728
Europe	£3,306	295	2,172
United States	£2,879	259	4,212
Netherlands	£247	32	217
Germany	£140	4	141
Australia	£81	7	192
Austria	£20	1	44
Spain	£20	3	41
Canada	£16	3	134
France	£15	2	77

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FUNDING PROGRESS

Last updated less than a minute ago

£10,928

Raised

145.71%

Funded

1,044

Contributions