

Invaluable support for local YMCA

Friday 22 April, 2016

Shoreline's fundraising commitment provides over £10,000 of support for the YMCA and local homelessness services through annual Sleep Easy participation.

Totting up this year's fundraising sleep out total, Shoreline – the area's largest affordable housing provider – realised their cumulative fundraising at the popular event had exceeded the £10,000 mark.

Braving plummeting temperatures of -8 to gale force winds, nearly 30 willing employees have rough slept in the 12 hour overnight stay over the last five years with Shoreline even stepping in to host the event in the car park of their headquarters on a number of occasions.

Often the top fundraising team across the region, Shoreline chief executive Tony Bramley said: "I'm extremely proud of our employees, we've always shown our support and aimed to raise as much awareness and funds as we can but to exceed the £10,000 mark is really exceptional especially when this is on top of the money our employees raise each year for our nominated charity.

"There is a natural connection between ourselves and the YMCA, we know first-hand how homelessness can happen to anyone and we're proud to have been able to help support the local services that many people rely upon."

Jonathan Byrne, communications coordinator for YMCA Humber said: "Of all the organisations that support YMCA Humber through fundraising events, Shoreline has been one of our most committed and successful.

"As well as participating in the Sleep Easy event, Shoreline has supported our Community Games events, which encouraged those in deprived communities to participate in activities that would improve their health and wellbeing and also opened doors for YMCA to work in local schools on homelessness awareness and further community fundraising.

"The housing solutions that Shoreline provide are vital for the young people that YMCA work with and provide a cost-effective and secure route into independent living for many."

Shoreline's employees have raised over £70,000 for charitable causes including local charities Grimsby Neonatal Unit, RNLI - Cleethorpes, FLAG, Women's Aid and St Andrew's Children's Hospice. Shoreline's Charity of the Year 2016 is CatZero.

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