

Housing association raises money for homeless charity



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A leading housing association in the West Midlands has raised almost Â£3,000 for homeless charity Shelter.

Accord Housing Association chose Shelter for its corporate charity and has so far raised a total of Â£2,650 for the charity.

The organisation has raised the money through a number of initiatives, including a Â£1 donation being made for every member of staff that completed its Staff Survey. Accord pledged that if more than 700 members of staff completed the survey it would double the amount the organisation donated to the charity. The target was reached and as a result Â£1,670 was raised from this.

Money has also been raised through various other initiatives, such as a World Cup sweepstake, cake sales and dress down days, including a Christmas Jumper Day in December. The organisation has pledged to raise a total of Â£5,000 for the charity.

Dr Chris Handy, Chief Executive for Accord said: "I am proud to see how Accord colleagues have gotten behind Shelter in supporting its important work in ending homelessness.

"Colleagues have supported initiatives to help raise funds for this very deserving charity, which is so closely aligned to what we at Accord do, but we still have money to raise and we are committed to reach our target of Â£5,000."

Shelter is a charity that aims to tackle homelessness across England. For more information about the charity and to read its full report A Vision for Social Housing, which was published last week, visit: <https://england.shelter.org.uk/>