

€50,000 raised to support people who are Homeless

Denny's Home Is campaign supports the Simon Communities of Ireland

Wednesday 18th Nov: Denny has so far donated €50,000 to the Simon Communities of Ireland through its 'Home Is' campaign to help alleviate difficulties faced by those experiencing homelessness, as part of its three year commitment to the organisation.

The donation is a result of a number of activities organised by Denny to find out what home means to the people of Ireland today. Denny has made a contribution on behalf of 12,000 people nationwide who voiced what home means to them over the past two months, and on behalf of real people who will feature in their 2010 adverts to share their taste of home with the nation on TV. In addition to this, Denny is holding a silent auction this evening to raise further funds.

The campaign, which will continue until January 2010, has seen Denny tour the length and breadth of the country in a 'Home on Wheels', and create special 'homes' that have popped up throughout the country on main retail streets.

Denny has made a generous contribution of €1 to Simon on behalf of each person who shared their thoughts on home during the tour or posted comments on www.homeis.ie. So far, the support has been overwhelming with Dublin, Cork and Waterford making the biggest contributions to date! The public can continue to post comments online and Denny will make a contribution until January.

This evening Denny will auction off the all contents of its interior designed 'Homes', which is expected to raise a further €4,000 for Simon. Members of the public have been bidding for the items which range from a Smeg fridge, to a vintage dresser, two seater sofa and Cath Kidson accessories, for the past week. The winning bids will be unveiled this evening at an event in the Denny home on Grafton Street, which will be MC'd by celebrity ambassador Craig Doyle.

The money raised through Denny's 'Home Is' campaign will support a range of high quality services provided throughout the country by the individual Simon Communities, and in particular tenancy sustainment work. Tenancy sustainment involves homeless prevention work with 'at risk' households and work with people who have experienced homelessness to assist them in their 'move on' to independent living with the appropriate housing, health and social care supports thus breaking the cycle of homelessness for good..

Simon says the donation is very positive news in the current economic climate with more people at risk of homelessness. Recent research indicates that over 80% of the public believes that homelessness will increase in the current climate and 72% feel it will coincide with a decrease in government funding.*

Tricia Burke of Denny says: "Home and family have always been important to Denny. In our search to find out what home means to the people of Ireland today, we have found that everyone seems to be much more aware how important home life is to them and how difficult life would be without it. The public really empathise with the difficulties faced by those experiencing homelessness, and have therefore got behind this campaign to make their contribution. Simon is a well deserving charity, who work with some of the most marginalised and vulnerable people in Irish society - people who don't have a home to call their own. "

Patrick Burke, CEO of the Simon Communities of Ireland, said: "The Simon Communities of Ireland are delighted to be working with Denny on their exciting "Home Is" campaign. While most of us in Ireland are fortunate to have a home, for those that do not every day can be a struggle for survival. Homelessness impacts most on people who are on the margins with

fewer resources in the first place, people who may have experienced homelessness in the past, people on low incomes, and people with little job or housing security who quickly run out of options.

This corporate support is significant in the current economic climate where the Simon Communities around Ireland are at capacity and under increasing pressure in terms of funding. The moneys raised will support the eight local Communities throughout the country in their work with people who are homeless and at risk throughout Ireland. Our vision for the future is of an Ireland where no one is homeless. With the support of Denny we can continue in our work towards realising that vision.”

The public can continue to support Simon by sharing what home means to them online by logging on to www.homeis.ie, www.facebook.com/dennyhomeis, www.twitter.com/dennyhomeis, or www.postcardsfromhome.ie. Alternatively donations can be made at www.simon.ie.

For further information, please contact

Niamh Sullivan
Bespoke with Direction
Niamh.sullivan@bespokewithdirection.ie
T: 01 665 1950
M: 087 061 7705

Or

Niamh Randall
Simon Communities of Ireland Media Queries
niamh@simoncommunity.com
T: 01 671 1606

M. 087 6188650

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Notes to Editor:

Denny's "Home Is" campaign has been running since September 2009 and will continue until January 2010.

Denny has a three year commitment to Simon.

Denny, part of the Kerry Food Group, is the No. 1 brand in Ireland in sausages, rashers, cooked meats and sausage rolls. Denny's extended portfolio also includes shepherd's pie, cottage pie, frankfurters and pastry pies. The Denny name and its association with meat go back a long way to 1820.

The **Simon Communities of Ireland** is an affiliation of local Communities in Cork, Dublin, Dundalk, Galway, the Midlands, the Mid West, the North West and the South East. In addition, the National Office performs a coordinating role in terms of campaigning in the areas of housing/homeless policy and the wider poverty and social inclusion agenda; best practice in service delivery and working with people who are homeless; and in the area of full time volunteering promoting excellence and providing accredited training.

The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people

who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments.

Simon delivers support and service to almost 5,000 people who are homeless – or are at risk of – homelessness every year.

*** About the Research**

This research was undertaken by Nfp Synergy and commissioned by the Simon Communities of Ireland and Dublin Simon Community. The research, consisting of telephone interviews was undertaken with a nationally representative sample of 1,000 adults aged 16+ in the Republic of Ireland. The fieldwork took place between 27th July to 6th September 2009.