

CALA Homes helps Fresh Start this Christmas



House builder CALA Homes (East) have given some practical help to charity Fresh Start this Christmas.

The charity helps former homeless people to establish themselves in new homes, so they were delighted to receive special Christmas hampers from the builders filled with treats which were collected by their staff.

CALA recently donated some furniture from their show homes to the charity too.



Philip Hogg, Sales and Marketing Director at CALA Homes (East), said: “We’re so proud of all of our colleagues for rallying together for such a good cause. The team collected a host of items including mince pies, candy canes, chocolates and cakes, as well as some children’s books.

“Everyone here at CALA really hopes the donations will make Christmas a little merrier, and support Fresh Start in their endeavours to help vulnerable people in the capital.”

Working in partnership with volunteers and organisations from a broad section of the community, Fresh Start delivers services that provide practical and social support to help people resettle successfully.

Jen McQuistan, Corporate Partnership Coordinator at Fresh Start, said: “Moving into a new home can be a stressful time for anyone but for those who have experienced homelessness it can be even harder.

“Many of the people we work with have nothing when they first receive their keys and often don’t have the social or

financial support to buy anything.

“By providing people with food hampers it relieves some of this financial pressure, particularly at this time of year, and people can relax knowing they won’t be going hungry over the festive period.

“We are delighted with the support from CALA Homes. The fantastic food hamper donations will make a real difference to the people we work with, especially at this time of year.”

