

Fort Kinnaird and Cyrenians ask local community to help spread festive cheer

Fort Kinnaird is calling on customers to help spread festive cheer in the community this Christmas.

The centre has teamed up with Cyrenians, an Edinburgh-based charity that tackles the causes and consequences of homelessness, to launch a 'Letters of Hope' initiative, as part of the charity's winter appeal to combat social isolation.

The local community are being asked to write their warm wishes in a Christmas card or letter and post without an envelope in its 'Letters of Hope' mailbox free of charge. The initiative will then see these heartfelt Christmas cards distributed to those at risk of homelessness in and around Edinburgh.

There will also be a contactless donation point where shoppers can tap to donate £3, £5 or £10 as well as a QR code displayed on the side of the post box where visitors will be able to tap to make donations and support the charity's vital work in the city.

The initiative is part of Cyrenians' Winter Appeal which launched earlier this week to support the charity's services to stop homelessness in its tracks. The city is facing significant housing challenges, and the funds raised will help Cyrenians reach more people this winter, while providing a little light through initiatives like the Letters of Hope

mailbox.

Liam Smith, centre director at Fort Kinnaird, said: “While Christmas is the most wonderful time of the year for many of us, we know that the winter months, and especially the festive season, can be challenging for those experiencing homelessness.

“It’s our visitors who make Christmas so special for us here at Fort Kinnaird, so we know we can count on them to spread some cheer to those who need it most.

“We hope our ‘Letters of Hope’ initiative, and the fundraising support for Cyrenians, will help to bring a few more smiles over the seasonal period.”

Sophie Bell, Fundraising Manager at Cyrenians, said: “Winter is dark enough, so we are delighted to be partnering with Fort Kinnaird this season to bring a little light to those who need it most.

“Cyrenians works across the community to break the cycle of homelessness. With services across addiction recovery, family mediation, supported housing, food distribution and more, we will provide vital support to many people who are struggling this Christmas. Thanks to Fort Kinnaird and their customers, we can work to tackle homelessness together.”

Letters and cards can be posted into the special post box – located outside ODEON Cinema –from now until 20th December when they will be distributed by Cyrenians in plenty of time for Christmas.

<https://www.fortkinnaird.com/>

<https://cyrenians.scot/>

