

NEWS RELEASE

What is 'Home' to you?

Cymorth Cymru launches 7th year of Life Begins at Home campaign

What is 'home' to you? This is the question being asked by Cymorth Cymru, the umbrella body for organisations working with vulnerable people, as they launch their annual awareness raising campaign 'Life Begins at Home'.

Running from World Homeless Day on 10 October until 17 October, Life Begins at Home highlights the reasons why people may face difficulty in maintaining a stable home, and raises awareness of the many services in Wales that are available to help.

Cymorth Cymru would like your help in spreading the word. To take part, simply write down what home means to you, take a snap and share on Facebook or Twitter using the hashtag #lifebeginsathome.

Cymorth Cymru Director, Auriol Miller, commented

'Having a stable home plays a crucial role in enabling people to lead independent, successful lives, and contribute positively to society. However, for many people and for many reasons, maintaining a safe, secure home is not always possible without help.'

Cymorth Cymru members and partner organisations play a crucial role in preventing homelessness in communities right across Wales. They are not always well known to the public, but the patient, painstaking and tailored support our members provide is hugely important and helps people who are marginalised or at risk of homelessness build or rebuild the kinds of lives we all want for ourselves, our friends and families.'

This is what our Life Begins at Home campaign is all about – raising awareness of these vital services and the fantastic work that they do with some of Wales' most vulnerable citizens – as well as highlighting the reasons why people may become homeless, and the importance of having a safe, secure home.'

Many of us take having a home for granted, but not everyone is that fortunate. 'Home' is a universal concept and we'd love as many people to take part in the campaign as possible. Just tell us what your home means to you, share this on social media and help get the message out. It's a simple way to show your support for those people who may not have anywhere they can really call home.'

ENDS

Notes to editor

1. [Life Begins at Home](#) is an awareness-raising campaign by Cymorth Cymru. It highlights the reasons why people may face difficulty in maintaining a stable home, and raises awareness of the many services in Wales that are available to help. [Read the campaign blog here](#)
2. For case studies and photographs please contact jodicox@cymorthcymru.org.uk
3. Cymorth Cymru is the umbrella body for organisations working with vulnerable people in Wales. Our members assist people to find and keep a home and build the life they aspire to, working with people who are vulnerable, isolated or experiencing housing crisis. www.cymorthcymru.org.uk
4. The [Supporting People Programme](#) provides housing-related support to help vulnerable people to live as independently as possible. It supports people who are homeless, or at risk of homelessness; families fleeing domestic abuse; people dealing with mental or physical health problems or learning disabilities; ex-service personnel; care leavers and other vulnerable young people; and older people in need of support.
5. We'd love your support in spreading the word about Life Begins at Home. If you and your team would like to participate, you can [download the 'Home is' template here!](#)

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