

Dear Santa appeal gets boost from Accent

A city-based housing association is the latest organisation to show its support for our Dear Santa 2020 campaign - with a £500 donation.

Accent's regional office for the East, which is based at Stuart House, St John's Street, Peterborough has also adopted Dear Santa as its Christmas appeal this year and encouraged staff to support it.

Accent provides 1,800 homes for people in Peterborough.

The Peterborough Telegraph is working with Peterborough-based charity Embrace Child Victims of Crime (Embrace CVOC) to support its Dear Santa 2020 campaign to make Christmas magical for children who have suffered through serious crime.

Damian Roche, Accent's director of customer experience (East) said: "When we heard about the Dear Santa appeal 2020 we wanted to get involved and help vulnerable children in Peterborough and

Christmas.

"We have provided our staff in the eastern region with information about the appeal and have circulated it to the wider organisation. We hope we can contribute to making Christmas special for lots of the children Embrace support."

Every child who is referred to the Dear Santa campaign gets to choose a gift they would like to receive from Santa this year.

All of those gifts are available to buy through Embrace's website and when you make a purchase Santa's elves will gift wrap it and send it to the child who wished for it.

Anne Campbell, chief executive of Embrace CVOC, said: "We are really grateful to staff at Accent for their support for our Dear Santa appeal. Their actions will ensure some of Peterborough's most vulnerable children have a reason to smile and believe in Santa this year."

For more information visit www.embracecvoc.org.uk.

British Sugar has donated £350 to Dear Santa to help children affected by serious crime in Peterborough.

The donation was made from the One Team One Community programme which was set up to help employees support charities, local community groups, schools, sports teams and other good causes within the communities in which the company's sites are based.

In the past five years the company has donated £150,000 to causes across East Anglia and the East Midlands.

Claire Hargreaves, from British Sugar, said: "We are pleased to have been able to help the

Embrace Child Victims of Crime's Dear Santa appeal supporting vulnerable families in Peterborough this Christmas."

Anne Campbell, chief executive of Embrace CVOC said: "Thank you to British Sugar for supporting our appeal.

"It's great to see another well-known and established business helping us to make Christmas special for children in the area who have suffered so much."

British Sugar employs 200 people at its site in Hampton, Peterborough.

It is the sole processor of the UK's beet sugar crop, working in partnership with around 3,000 growers.

Staff from Airwave, which provides communications networks for the emergency services, have supported the Dear Santa campaign.

The team visited Embrace CVOC's headoffice in Peterborough to wrap gifts for children benefiting from this year's campaign. Airwave is part of Embrace CVOC's corporate sponsorship 100 club which helps fund services.

Airwave National Business Relationship Manager Teresa Latimer said: "Airwave was happy to support Dear Santa. We wrapped gifts and helped in the call centre speaking to families to find out their children's chosen gifts from Santa. It was a really humbling experience and good to see in person the positive way Embrace is spreading smiles and rebuilding children's lives."

Embrace CVOC's chief executive Anne Campbell said: "We were really grateful to Airwave for giving their time to provide practical assistance to our appeal and get a greater understanding of our work.

How you can help Dear Santa appeal

You can purchase a gift for a child harmed by crime directly from our Dear Santa Wish List.

To buy a gift for a child who has been harmed by crime visit <https://embracecvoc.org.uk/dear-santa/>

Here you'll find a list of gifts with the recipient's age, region they're from and the crime they've been affected by.

Every gift has been chosen by a child who has suffered trauma and it is a gift they would really, really like from Santa this year.

You can also donate cash to <http://virginmoneygiving.com/fund/dearsanta2020>

To find out more about Embrace CVOC visit www.embracecvoc.org.uk

WINNER ANNOUNCED

Thank you to all our readers who entered our special competition to win a video call with Santa and a whole host of other goodies.

Lucy Anesi and her family were our lucky winners. We hope you and your children enjoy your call with the big man in the red suit!

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