



Shoplight supports Dear Santa appeal with £3,500 gift

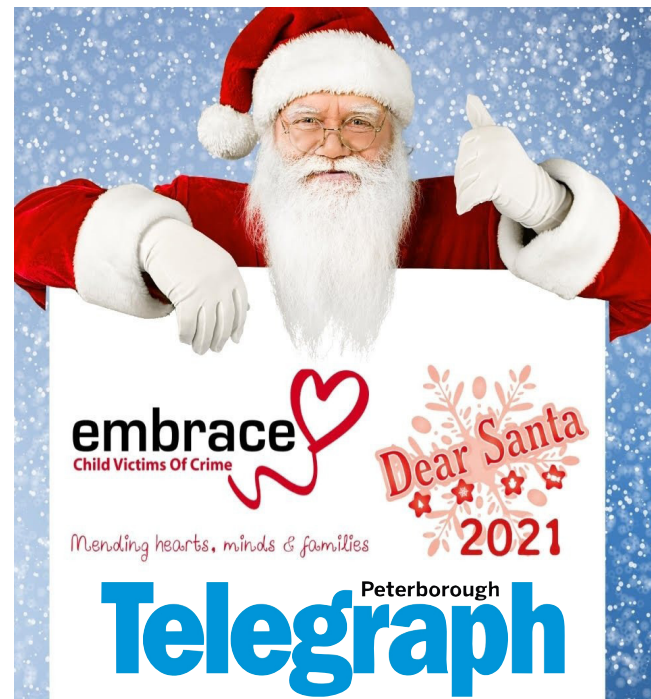
OUR CHRISTMAS APPEAL 2021

Retail lighting supplier Shoplight Ltd is showing its support for Dear Santa 2021 - with a £3,500 donation.

The Peterborough-based company heard about our Christmas appeal to buy gifts of choice for children harmed by crime and wanted to get involved.

We have teamed up with Peterborough-based charity Embrace Child Victims of Crime to support its Dear Santa 2021 appeal to buy gifts of choice for children suffering trauma because of crimes they have experienced or have been affected by.

Mel Shortland, director of Shoplight Ltd, based in Fengate, Peterborough said: "We know that Christmas can be a difficult time for many and so each year we



interested in the work they are doing to help children and young people recover from the horrible crimes they have experienced. We hope our donation will enable Embrace to support even more children this year and we would like to continue to support them after Dear Santa is over."

Shoplight's donation will buy at least 100 gifts for children harmed by crime.

Shoplight works with many of the UK and the world's biggest retailers and high street names from Lego, Skechers and Mountain Warehouse to Hotel Chocolat and Starbucks.

Anne Campbell, chief executive of Embrace Child Victims of Crime (Embrace CVoC), said: "We are really grateful to Mel and the team at Shoplight for their incredibly generous donation. Their actions will ensure some of our community's most vulnerable children have a reason to smile and

believe in Santa this year." Embrace CVoC is the only organisation in the UK that focuses all its work on supporting children and young people suffering trauma because of crime.

Some of the children are grieving the loss of a parent or sibling - killed by serious crime. Some of them have experienced sexual, physical or emotional abuse or have suffered years of neglect. Others have been living in homes torn apart by domestic violence.

These children have dealt with often unimaginable trauma in their young lives and police officers, teachers or others who work in safeguarding roles refer them to Embrace CVoC to get the help and support they need.

Embrace CVoC offers emotional support, counselling, practical support and theme park days out.

To find out more about Embrace CVoC visit www.embracecvo.org.uk



Mel Shortland who has donated

£3,500 to the appeal

TOBY'S STORY

Six-year-old Toby*, whose name has been changed to protect his identity, was so badly neglected by his parents he is now living with a new family.

He was referred for a Dear Santa gift last year and he said he'd always wanted some Lego.

When Toby found a parcel with his name on under the Christmas tree on Christmas morning he was so excited.

He ripped it open and, when he discovered Lego inside, he screamed with delight.

He'd never had a gift from Santa before.

You can help us make Christmas magical for more children like Toby.

All the children referred to Dear Santa are suffering trauma because of the crimes they have experienced.

Buy a gift from our Dear Santa wish list today and you can make their Christmas wishes come true.

How you can help the appeal

Every child who is referred to Dear Santa 2021 chooses at least one gift they'd really like to receive from Santa this Christmas up to the value of £35.

Embrace CVoC makes these gifts available for you to buy through its website.

Santa's elves will then gift wrap it for you and ensure it gets to the child who wished for it in time for Christmas.

You can purchase a gift for a child harmed by crime directly from our Dear Santa Wish List at www.embracecvo.org.uk/dear-santa-2021.

The Dear Santa Wish-list is an online

shop of gifts from dolls and Lego to gift vouchers and fidget toys.

Each item is listed with the recipient's age, region they come from and the crime that has harmed them.

If you cannot find a gift you'd like to buy you can also donate any amount to the appeal and we will buy gifts for you.

We are also looking for businesses to support our appeal. If your company would like to support our campaign contact rachael@embracecvo.org.uk.



Mending hearts, minds & families

Charity

Samaritans launch Christmas appeal

Peterborough and District Samaritans has launched its Christmas campaign to ensure volunteers are on-hand to provide emotional support throughout the festive season.

To help Samaritans carry out their life-saving work, an appeal has been made to 'Be A Samaritans Christmas Star'. To make a donation, visit samaritans.org/donate-christmas and select Peterborough at the checkout. As little as £5 could enable local Samaritans to answer a call for help from somebody struggling this Christmas.

To find out other ways you can support them, visit: <https://www.samaritans.org/branches/peterborough/>.

Samaritans can be contacted at any time by phone on 116123 or by e-mail Jo@samaritans.org



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