



## Charity uses social media to highlight homelessness

A Newham charity is on a mission to turn homelessness into "homefullness" by enlisting the support of the public to raise awareness for its cause through social media networks.

Anchor House, a residential and life-skills centre for single homeless people in Barking Road, Canning Town, launched its "homefullness" campaign last month with help from its patrons, including actress Barbara Windsor, former government minister Ann Widdecombe and ITV

newsreader Julie Etchingham.

Keith Fernet, Anchor House's director, said: "The aim of the campaign is to get people to think about what homelessness is not, and most often people say a lot more than just a roof over your head.

"That is what we are trying to do at Anchor House - give people more than just a bed but a second chance at life through education, training, rehabilitation and on-going support."

As part of the campaign, which

ends in March, a live Twitter Q&A takes place every Friday for people to chat to homeless residents. Twitter postings should include the hashtag #homefullness and @anchor\_house. Facebook postings must be done at [www.facebook.com/anchorhouseuk](http://www.facebook.com/anchorhouseuk)

People are also urged to donate towards Anchor House's £9.3million appeal, which aims to raise funds to redevelop its 50-year-old centre.

Donate at [www.anchorhouseuk.org](http://www.anchorhouseuk.org) or calling 020 7476 6062.

