**LandAid website narrative guidance**

Thank you so much for supporting LandAid. Together, we are making a difference for thousands of young people facing homelessness. We would love for you to highlight the fantastic support you give us on your website.

Talking about LandAid on your website sends a strong message to your stakeholders that you are joining the movement to end youth homelessness. You can demonstrate that you are part of an influential network of companies that have united behind this goal, and your support can help get more people and organisations involved. Together, we can ensure that no young person has to experience homelessness again.

**In 50 words**

LandAid is the property industry charity working to end youth homelessness across the UK. It brings together the property and wider built environment industry to fulfill ESG goals through supporting life-changing services for 16–24 year-olds experiencing homelessness. LandAid invest funding and expertise to provide secure accommodation for young people.

**In 100 words**

Every year, tens of thousands of young people become homeless. Many are forced to sleep in overcrowded hostels, on people’s sofas or even on the streets. LandAid is the property industry charity, working to end youth homelessness in the UK. It brings together remarkable businesses and individuals across the property and wider built environment industry to fulfill ESG goals through supporting projects delivering life-changing services for 16–24 year-olds experiencing homelessness. By awarding monetary grants and arranging free property expertise, LandAid enables charities to provide secure accommodation within a supportive environment for young people, helping them reach their full potential.

**In 200 words**

Every year, tens of thousands of young people become homeless. Sadly, council services are often unable to support more than half of the young people across the country that so desperately need a helping hand. Consequently, many are forced to sleep in overcrowded hostels, on people’s sofas or even on the streets.

LandAid is the property industry charity working to end youth homelessness in the UK. It brings together remarkable businesses and individuals across the property and wider built environment industry to fulfill ESG goals through supporting projects delivering life-changing services for 16–24 year-olds experiencing homelessness.

By awarding monetary grants and arranging free property expertise through their Pro Bono Programme, LandAid invests where lasting community impact can be achieved.

LandAid receives no government funding. All monetary grants are generously provided through the property and wider built environment industry*.* This includes long term partnerships, individual donations and fundraising through LandAid’s flagship sponsored events throughout the year.

The incredible support and continuing commitment from the industry enables homelessness charities across the UK to provide safe, secure accommodation within a supportive environment for young people, helping them reach their full potential and look towards a brighter future.