

Edinburgh diners ‘Take Time To Be Kind’

Wristband campaign supports The Salvation Army’s Pleasance Lifehouse.

Edinburgh05 Diners at an Edinburgh restaurant raised money to help [The Salvation Army](#) tackle homelessness in Scotland’s capital city.

The Hard Rock Café supported the Army’s Pleasance Lifehouse (center for people experiencing homelessness) by selling wristbands as part of its Take Time To Be Kind campaign. The restaurant sold the wristbands during the winter months for \$1.50, with all proceeds going to The Salvation Army.



Edinburgh03 “We’re delighted to continue supporting the homelessness work of The Salvation Army here in Edinburgh,” said Lesley Ross, sales and marketing manager at Edinburgh’s Hard Rock Cafe. “Our relationship with the church and charity goes back a few years, with our staff donating a lot of their time to help out at the Pleasance Lifehouse. As a result, the perception of homelessness among my colleagues and I has changed greatly. We have come to realize that homelessness is not just about people living on the street but also about vulnerable people who have fallen on hard times and who need a bit of extra support.”

Ross acknowledged the Army’s sesquicentennial anniversary.

“We are delighted to be supporting The Salvation Army as it celebrates its landmark 150th year,” she said. “We have 2,000 wristbands to sell in January and February, and we’ll order more if the demand is high.”

Iain Wilson, service manager at the Pleasance Lifehouse said, “We are honored that the Hard Rock Cafe has decided to support our work in this way. The money raised will help enable us to continue offering compassionate support, a listening ear and practical help to many homeless men and women in the city.

Edinburgh02 “Like all Salvation Army lifehouses around the U.K., the Pleasance Lifehouse offers people more than just a bed for the night. It provides a safe space for people to take control of their lives and make positive choices.”

According to a [report from the Scottish government](#), homelessness in Scotland has decreased in recent years, despite economic factors that might indicate an increase. The report states: “It is...likely

that the reductions are a consequence of a major Scotland-wide approach to prevent homelessness. Through this, councils have been developing services, generally described as 'housing options services' in which staff assist households to consider the range of options available to address their housing needs."

Wilson added, "I'd like to thank the staff at the Hard Rock Cafe for all their help over the past few years, and hopefully we can count on their help for many more years to come."

From salvationarmy.org.uk