

# esure to give £2 per Home policy to Shelter for World Homeless Day

**7<sup>th</sup> October 2024**

For World Homeless Day, and as part of its three-year partnership with the housing and homelessness charity Shelter, insurance firm esure will give £2 to the charity for every new esure Home insurance policy purchased between Monday 7<sup>th</sup> and Sunday 13<sup>th</sup> October.

For every esure and esure Flex Home insurance policy bought via esure directly or on Compare the Market, esure will give £2 to Shelter to support its fight to reduce the devastating impact of the housing emergency and defend everyone's right to a safe home.

World Homeless Day, which takes place on 10<sup>th</sup> October, serves as a platform to advocate for improved policies and funding that can help prevent and end homelessness. It also promotes work in local communities to alleviate suffering and prevent death.

Peter Martin-Simon, Chief Customer Officer at esure Group, said:

“As a home insurance provider, esure understand the importance of having a safe and secure home. We're proud to support Shelter as our corporate charity partner and look forward to seeing this initiative drive further funds to support Shelter's important work in campaigning and supporting people who are, or who are at risk of becoming, homeless.”

John Hibbert, Head of Corporate Partnerships at Shelter, said:

“Through our frontline services, we see the devastating impact of the housing emergency, from families who are homeless and stuck in grotty B&Bs and hostels, to private renters living in dire conditions but paying eye-watering sums.

As homelessness levels are at a record high, Shelter's work has never been more important. It's thanks to our dedicated partners, like esure, that we're able to continue to be there for families and individuals, providing expert advice and support, to help them find and keep a safe home.”

esure's partnership with Shelter involves fundraising through colleague, supplier and customer activities to raise funds that will support Shelter's fight to end the housing emergency and defend everyone's right to a safe home.

**ENDS**

## About esure Group

esure Group is one of the UK's leading providers of Motor and Home insurance products through the esure and Sheilas' Wheels brands. Founded in 2000, esure Group have the scale, heritage and expertise capable of inspiring the trust and confidence of their 2 million customers, combined with the entrepreneurial mindset and agility of an insurtech. esure Group are focused on using industry beating technology, insights and data, alongside fantastic customer service, to deliver more personalised experiences that meet the evolving needs and expectations of customers.

To find out more visit [www.esuregroup.com](http://www.esuregroup.com)

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