

Title Surname

Address 1

Address 2

Address 3

Address 4

Address 5



Dear **Title Surname**,

It's no secret that times are tough. You and I hear it every day. But you may not have heard about some “forgotten faces”—who live right here in Ireland—and who struggle daily for a roof over their heads and food to eat. Who are they?

Young mothers. Grown men. Someone's brother or sister, or daughter or son. Like Sean...

“You never feel safe on the street. I was being robbed a lot. I guess they saw me as an easy target, being on my own...I knew that I wasn't healthy 'cos I'd lost all that weight and had nowhere to cook food for myself. After that I found out that I could come for my breakfast and lunch to Merchants Quay. I ended up getting my own room at the hostel and from there I managed to get a referral to transitional housing. I have an interview next week. Things are looking brighter...”

These forgotten faces are the reason I'm writing to you today.

They need your help. *Especially in these tough times.* That's why I hope you'll send a gift to make a real and immediate difference in their lives:

**Just €15 gives 10 homeless people a nutritious weekday lunch.
Or €30 provides a hot cup of tea and breakfast for 20 homeless people.
And €50 means that 25 homeless people can enjoy a Sunday roast dinner.**

Last year alone the generous support of others like you enabled Merchants Quay Ireland to serve nearly 50,000 meals. And on Sundays we're the only place the homeless can go for a nourishing breakfast or dinner.

So when I say we'll be grateful for anything you can spare, I mean that sincerely. We need to be ready to help everyone who comes to our doors.

And with people losing their jobs and their homes every day across Ireland, that help is more crucial than ever.

Under this kind of stress, some will turn to drugs or alcohol to cope — a downward spiral that can unravel the threads that connect our families and communities.

This means all communities, even yours. Hard as it is to believe, every town and every neighbourhood is affected. In fact, our residential drug treatment programme now helps people from **nearly every county in Ireland—even the most rural.**

Your gift of **€15, €30 or €50** is so important today. Because...

P.T.O.

Continued...

More than anything else people struggling with homelessness and drug addiction need somewhere to turn—no matter what situation they find themselves in. **For shelter from the cold and the rain. For a decent meal and a friendly chat. For basic health care.**

Your support of Merchants Quay Ireland can help give them that, making available programmes and services with the power to change lives...

...Because whether it's helping heal long-neglected wounds through primary health care, moving away from using drugs on the streets and into drug treatment programmes, or with counselling and assistance to find a new home, I have seen how effective rehabilitation can be in transforming people's lives for the better.

All our services are offered with a listening ear. Always free of charge to everyone who comes to our door.

And if you'd ever like to read the personal stories of others like Sean, who've found new lives through Merchants Quay Ireland, you can request a copy of our latest newsletter by calling me on 01 524 0160—or by visiting our website, at www.mqi.ie.

How can Merchants Quay Ireland do so much with your gift? I'm pleased to say we run a “no frills” operation, making cost savings at every opportunity in order to maintain the **frontline services** so critical to those we cater for:

Incredibly, 88 cents of every Euro you send today translates directly into homes for the homeless... food for the hungry... and recovery for those addicted to drugs and alcohol.

Can we count on you to send your gift of **€15, €30, or €50** today?

It's a difference that you alone can make—and we can't do it without you.

Even in these tough times, we have much to be thankful for: Food, Shelter, Support, Kindness, Compassion. So for sharing today, with those who need it most, thank you—from all of us here at Merchants Quay Ireland.

With warmest regards,

Tony Geoghegan, CEO
Merchants Quay Ireland

PS: - We realize that for some €15 is a large gift while others can comfortably give €50 or more. Please know whatever amount you give is greatly appreciated.