

### Article 13's Regional Support Strategy

As part of our commitment to respect human rights (UNGC principle 1, [http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)) and contribute to the alleviation of poverty and hunger (Millennium Development Goal 1) we are supporting [West London Missions Day Centre \(WLDC\)](http://www.wlm.org.uk/wldcent.htm) (<http://www.wlm.org.uk/wldcent.htm>) as our regional charity of choice.

WLDC is based in Seymour Place, Marylebone, and provides a valuable service for people who are homeless by providing the services that meet their basic needs – e.g. food, clothing and showers – and specialist support services in the areas of mental health, substance misuse, benefits and rehousing. WLDC has a variety of activity rooms, including computer labs and workshops, in order to help the homeless visitors with their personal development and skills development.

Article 13 has set the aim of supporting WLDC for a period of 12 months (June 2009-July 2010) by carrying out a number of activities including:

- Including the WLDC logo and link, as well as a brief descriptor on our email signatures to disseminate information to our network of clients, associates and in-house team.
- Publishing a [Case Study](#) on our website about the WLDC's aims, actions and challenges. It also explains options on how to support their charity work.

An Article 13 resource on this subject is:

- Poverty, governance and individual action  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1038](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1038)

Article 13 case studies:

- Centrica: HELP programme  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1329](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1329)
- Diageo plc: A long standing commitment to Tomorrow's People  
[http://www.article13.com/A13\\_ContentList.asp?strAction=GetPublication&PNID=1332](http://www.article13.com/A13_ContentList.asp?strAction=GetPublication&PNID=1332)

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