



## PRESS RELEASE

For immediate release – 22<sup>nd</sup> October 2019

### **Swan Group announce Shelter Scotland as its charity partner**

#### **Affordable housing developer raise £5K to help campaign for homeless people**

[Swan Group](#), which specialises in the development and delivery of affordable housing, has today (22/10/19) announced [Shelter Scotland](#) as their first charity partner. Shelter Scotland, which campaigns for and helps people struggling with bad housing or homelessness through advice, support and legal services has just received £5,000 from Swan Group after a recent fundraising drive.

Swan Group's Managing Director, Phil McGinlay, took part in the 'Valley of Fire' Challenge to raise funds in aid of Shelter Scotland. The challenge involved parachuting from a height of 15,000 ft. and landing in the Valley of Fire, State Park in the Nevada desert. Led by a trained team of UK and US instructors from military units including Special Forces, the group then hunted and navigated for food and water whilst crossing a rigorous mountain terrain.

The Swan team then hosted a fundraising lunch at their Glasgow office in aid of Shelter Scotland to support Scottish Housing Day 2019. Bringing people and businesses together to champion this year's theme of 'Housing as a Human Right', Swan's guests showed their support with a range of donations.

**Swan Group Managing Director, Phil McGinlay, said this;**

*"Since Swan Group started, with the specific aim of building more affordable homes, we have been very aware of the challenges faced by many people and families in securing a place to live. This is why we're raising funds in aid of Shelter Scotland. We're proud to support their vital work campaigning for everyone's right to a safe home."*

**Graeme Brown, Director of Shelter Scotland added;**

*“We can’t thank the team at Swan Group enough for their hard work in raising this significant amount of money for Shelter Scotland. This will go a long way in helping us support people who need our help to find a safe and long-term home.”*

*“We look forward to an ongoing partnership with Swan Group and value their support to help us achieve our vision of a safe, secure, affordable home for everyone.”*

With an exciting calendar of fundraising events taking shape for 2020, Swan Group will continue to raise funds and awareness of Shelter Scotland’s vital campaigning work.

**ENDS**

### **Further enquiries for Swan Group**

Dylan Macdonald, Spreng Thomson

**Tel:** +44 (0)141 548 5191    **Mobile:** +44 (0)774 0546030

**Email:** dylan@sprengthomson.com

**[www.swanholdinggroup.com](http://www.swanholdinggroup.com)**

### **Notes to editors**

#### **Swan Group**

- Swan Group has evolved from the launch of its Private Investment Company in 2013. Early on, the business recognised the opportunity to bring a progressive, flexible and innovative approach to the UK real estate market through specialising in the affordable housing sector.
- Swan Group combines local and national market knowledge with more than 90 years’ property development and acquisition expertise. The team back this with a proven ability to provide the necessary capital to deliver market-leading developments that maximise site potential and meet the needs of local communities.
- With one in five UK households likely to be living in rented accommodation and housing providers increasingly financially constrained, Swan Group is ideally positioned to unlock the potential of sites by using our investment and development skills to convert plans into affordable homes.

#### **Shelter Scotland**

- Shelter Scotland exists to enforce people’s right to a decent home and helps over half a million people a year struggling with bad housing or homelessness – campaigning to prevent it in the first place. Shelter Scotland are there so no-one has to fight bad housing or homelessness on their own.