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**PRESS RELEASE**
**Embargoed until 20th November 2024**

***‘Many Doors’: Homelessness charity teams up with acclaimed East London rapper to support London rough sleepers***

East London homelessness charity Providence Row has released a video, ‘**Many Doors’**, featuring rapper **Ric Flo** to shine a light on the daily struggles of homelessness and call for better support for rough sleepers.

The innovative animated video features spoken words by Ric alongside drawn images of closed doors created by illustrator Brook Morgan, each representing a different barrier—shelter, employment, emotional support , access to healthcare— to portray the invisible obstacles faced by people experiencing homelessness. The full video can be viewed at **www.providencerow.org.uk/safespace**

**The video will be officially launched on Wednesday 20th November at the Alchemist, 145 City Road, Hoxton, London, EC1V 1LP from 10.30am to 12.30pm and media are invited to attend the launch (please RSVP).**

Rapper **Ric Flo** was eager to support the project due to his close ties to **East London** and his experience of growing up in the care system. Ric has never been homeless, however he recognises the challenges of homelessness and as the founder of **Mantra Music CIC**, the world’s first record label exclusively for care leavers, Ric uses his platform to empower young people to share their stories through music, inspiring change and giving a voice to the voiceless.

Ric said: ***"East London holds a special place in my heart, and I know what it’s like to feel doors close in front of you. Being part of this project allowed me to share my own journey and help highlight the challenges so many people face. I’m committed to showing that with the right support, those doors can open."***

The video is part of Providence Row’s ‘**Safe Space’ Winter Campaign** and was created in partnership with the **Jam Crunch agency** who specialises in crafting powerful, human-centred videos across social and broadcast platforms.

### **Louise Gardner from Jam Crunch said: “*We are very proud to partner with Providence Row for their Safe Spaces Campaign. Homelessness is a complex issue and Providence Row are an incredible charity, providing support where many other charities are unable to help. We hope the video raises awareness and donations.”***

Providence Row in its winter appeal highlights the urgency of improving support for people affected by homelessness. A recent report \* showed that in 2023/24 there were just under 12, 000 rough sleepers in London, the highest number ever recorded in the city and demand for support from services is expected to keep on increasing. More information about the appeal and how to donate can be found at [**www.providencerow.org.uk/safespace**](http://www.providencerow.org.uk/safespace)**.**

Tom O’Connor, Providence Row CEO said: ***‘In the cold months, the struggles faced by people experiencing homelessness become even more severe. With our video and Safe Space appeal we want to raise awareness of the issues that rough sleeper face. Support for our winter appeal will also ensure that we can continue to offer services like warm shelter, food, health support, and pathways to independence to give thousands of people affected by homelessness the chance for a better future.’***

**END**

For more information on this release please contact Fabienne Jacquet, Fjacquet@providencerow.org.uk or 07876694522, or Tammy Noble, tnoble@providencerow.org.uk or 07443186496.

**Notes to Editor:**

* \* CHAIN database report June 2024
* Providence Row has been serving the East London and the City community for over 160 years, providing comprehensive support to people experiencing homelessness
* Every year, the charity helps more than **1,500 people** through services that address both immediate needs and long-term goals, helping individuals not just survive but thrive.
* For more information on how to support the **Safe Space Winter Campaign** or to donate, visit **www.providencerow.org.uk/safespace**
* More information about Providence Row can be found on its website [**www.providencerow.org.uk**](http://www.providencerow.org.uk)
* **Ric Flo** uses the art of rap and his experience in foster care to express that you can create a successful future regardless of your past. Since the impact of his first solo album in 2013, Ric has been doing songwriting workshops within the care sector to help young people with their creative confidence and well-being. He has performed at Glastonbury, Boomtown and Lovebox and supported hip-hop music legends such as De La Soul and The Pharcyde with his rap collective Jungle Brown. In 2022 Ric set up Mantra Music CIC - the world’s first record label for care-experienced artists. In 2023, Ric's dedication to supporting care-experienced young people was recognised by the Music Producers Guild, who awarded him the Inspiration in Music Award. Recently, his rap collective Jungle Brown was featured in Guy Ritchie’s Netflix series The Gentlemen and the track ‘Keep It Movin’ features on the album ‘Full Circle’.
* **Jam Crunch** was founded in 2014 by Louise Gardner, who has experience working with major media brands like The Times and The Sunday Times, as well as established organisations such as the British Chamber of Commerce and the United Nations. Jam Crunch is to provide consultancy and content production, collaborating with a flexible and talented teams to create purpose-driven content that inspires and educates. More information about the Jam Crunch creative agency can be found on their website [**Jam Crunch – Create. Captivate. Change.**](https://jamcrunch.com/)
* **Brook Morgan** is an illustrator and animator specialising in ink drawing and 2D animation.

She studied Character Animation at Central St Martins, UAL and has since worked with a variety of clients including the National Archives, The Royal Society, the All England Lawn Tennis Club, as well as animating on TV programmes and film including the BBC’s The Story of Britain and the documentary feature film Six Inches of Soil (2024).