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## MJ Hudson raises over £5,000 for North London Action for the Homeless

In 2017, MJ Hudson proudly chose North London Action for the Homeless (NLAH) as its Charity of The Year. The charity was agreed on via a firm wide vote.

The Hudson's Heroes team met with the charity early in 2017 to discuss fundraising opportunities. Through meeting with NLAH, we found that, being such a small charity, their needs were directed towards their drop in kitchen, which provides a three-course vegetarian meal twice a week for their clients – all free of charge. Our target for the year was £5,000.00, which we would aim to reach through cash, food and clothing donations.

Throughout the year, MJ Hudson has taken part in some exciting food drives, notably the very well received Harvest Festival - A week long incentive to drop off of clothes, toiletries and food. The festival was met with such enthusiasm by that we extended it for remainder of the year, with a special mince pie and cake drive taking place around Christmas time. Alongside our food drives, we hosted a handful of popular seasonal bake sales.

The Partner Challenge also boosted funds this year, with Karma Samdup winning the race to raising over £250 in the quickest possible time, close contenders included Chris Dearie and Eamon Devlin. The partners didn't stop there, however, and as the year began to draw to a close, we saw Eamon Devlin sleeping out on the streets in aid of CentrePoint and NLAH where he both raised in excess of £3,500.00 Meanwhile, the rest of the team also undertook the tasks of a running a Triathlon and solving the mystery of the MJH Treasure Hunt, raising an enviable figure towards our final target.

The Hudson's Heroes team have had a busy year, but we are pleased to announce that we have reached our target of £5000, raising a grand total of £5149.92 for NLAH!

See below the final haul for our food drives:

Read more about the Hudson's Heroes initiative and our plans for next year [here](#).