

NEWS

Fundraising: Opportunity for charities to raise awareness and cash at town supermarket

Charities to benefit from store initiative

By ALEX JOHNSTON

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Ackrill.news@ypn.co.uk**A Harrogate supermarket has relaunched its efforts to help provide cash for charity.**

Asda supermarket encourages shoppers to choose which one of three chosen charities should benefit from a £200 cash boost every two months.

Details of three charities are listed above boxes in the store where shoppers can drop a plastic green disk as their vote.

The initiative was launched one year ago, but now the store is keen to get the message out to more of its shoppers, and more charities.

Store Manager Darren Maxwell spoke to the *Harrogate Advertiser* series.

He said: "Harrogate Community Life has been running for the past 12 months.

"We have invited some of the organisations that have

benefitted from it over the last year to the relaunch this week.

"We are relaunching it and hope to make more customers aware.

"Every two months there are new charities put up on the board in store.

"We are talking to customers about who should be benefiting, how they can nominate someone and the process after that.

"We get over 50,000 customers each week.

"That means there is a great chance for smaller charities to get recognition by getting involved.

In the latest donation, Meningitis Trust received £200.

The other two charities, Forest School of Knaresborough and Friends of Valley gardens, each received £50.

Charities that have won in the past 12 months include Harlow Friendship Club, Our Angels, Horticap, Happy Wanderers and Lifeline.

Deputy Mayor Ian Gallo-

way attended the relaunch.

He said: I am chair of the voluntary sector, and so I always want to help charity events in the borough.

"This is a fantastic way for such groups to get recognition.

"It also gives the local population a bit of a say and feel for it.

Jane Blayney of Friends of Valley Gardens said: "Asda are very supportive of community groups which is very good.

"The more support we can get, the better.

"We are restoring the pump in the Valley Gardens which also involves cleaning and restoring the area.

"The great thing about having an opportunity to be seen in a supermarket is we can advertise events here to people who may not otherwise know they are happening."

Charities and those wishing to nominate a cause to be considered by Harrogate Community Life can register interest by going to the supermarket.



Staff and pupils of Forest School with Friends of Valley Gardens, Darren Maxwell and Deputy Mayor Ian Galloway.