Cashfloat Pledges Community Support, Donates £3.5k to Help Grenfell Tower Fire Victims Rebuild

Thursday 15 June, 2017

Cashfloat takes action to help the unfortunate residents of Grenfell Tower, who lost everything yesterday morning.

Western Circle Limited, an online payday lender trading as Cashfloat.co.uk, joins the community in helping the victims of the fire that devoured a block of London flats. 120 flats were completely destroyed yesterday, together with everything that was inside.

“People lost their lives in this fire. The lucky ones ‘only’ lost everything they owned. It’s an unbelievable tragedy, and we all have a social responsibility to do what we can to help out. At Cashfloat, we’re constantly trying to help people improve their financial situations. Donating money towards these people is the least we could do,” says Jeremy Lloyd, CEO of Cashfloat.

Cashfloat donated £3,500 through the Evening Standard’s Dispossessed Fund, and urge others to join in.

Being a payday lender offers Cashfloat a unique insight and understanding into the financial situation of the families such as those who lived inside Grenfell Tower. These are people who are ‘just about managing,’ and the slightest additional expense can be enough to push them over the edge of financial stability. This disaster, where over one hundred families lost everything they own, is just incomprehensible.

“These families have to start from scratch. They are suddenly left with no home, no clothes, no personal possessions – nothing. I shudder to think about what these people must be going through," says Mr Lloyd. "This tragedy has brought London together, everyone’s helping in whatever way they can. May God bless the people who have lost everything, and especially those who have lost loved ones.”

About Cashfloat

Cashfloat.co.uk is a trading style of Western Circle Limited; an FCA-fully authorised direct lender. The Cashfloat model is based on fundamentally good morals and very advanced artificial intelligence technology designed to help and protect people taking payday loans online.

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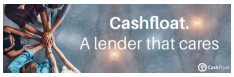
Social Media Accounts

- www.cashfloat.co.uk
- https://www.facebook.com/cashfloat
- https://twitter.com/cashfloat_kelly
- https://www.linkedin.com/company/cashfloat
- https://plus.google.com/+CashfloatUk-loans

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