Generous Cumbrians support appeal on Giving Tuesday

Tuesday 3 December, 2024

Businesses of all sizes from across Cumbria have been digging deep to help vulnerable older people keep warm this winter.

Companies up and down the county have given generously to this year's Winter Warmth Appeal, an annual campaign run by Cumbria Community Foundation.

The Foundation is aiming to raise £500,000 to ensure older people don't have to choose between heating and eating through the coldest months.

Until 13 December, all donations to the appeal will be doubled, thanks to the generosity of the Foundation's "match fund champions" – businesses, funders and other organisations that have pledged to match, pound for pound, money given by the public. This means donors have the opportunity of making double the difference.

Today (Tuesday 3 December) is Giving Tuesday, when people around the world are encouraged to give to causes they care about, as a counterbalance to the consumerism of the holiday season, particularly Black Friday.

Dr Jenny Benson, Director of Programmes & Partnerships at Cumbria Community Foundation, said: "This Giving Tuesday, we'd like to say an enormous thank you to everyone who has chosen to donate to our Winter Warmth Appeal so far.

"We know this winter is going to be incredibly hard for many older vulnerable members of our community who cannot afford to heat their homes adequately.

"This year, our appeal is more vital than ever before and I would urge anyone who is able to give to do so today."

Businesses who are supporting the appeal include Keswick Alhambra cinema, who are once again donating the proceeds of their Christmas Day showings, and will also have collection buckets in the foyer throughout December.

Jonathan Moore and Graham King, two of the cinema's co-owners, said: "We choose to support the Winter Warmth Appeal because it is an obvious fit with our objectives in opening the cinema - it is predominantly the older population we see on Christmas Day and some of them tell us they wouldn't have seen another person, if they had not come out to the cinema. We are also pleased that the money raised is spent very directly on supporting people in Cumbria so those who pay for tickets or make a donation can see that their gift is benefiting the community of which they are a part."

On Christmas Day the cinema will be showing It's a Wonderful Life, the 70th anniversary remastered White Christmas, and the new Mufasa The Lion King, plus the King's Christmas Message at 3pm.

Sellafield Ltd have committed to donating to the Winter Warmth Appeal not just this winter but for the next three years.

Eirini Etoimou, Head of Corporate Sustainability & Supply Chain Development at Sellafield Ltd, said: "Supporting those most vulnerable in our communities is at the heart of our social impact programme which is why we have chosen to support the Winter Warmth Appeal again this year. With rising costs, winter can be a tough enough time for older people generally but especially so in more rural communities like ours. The appeal can make a huge difference to people when they really need it most and ensure that nobody has to struggle to heat their homes in the coldest months."

Other companies donating to the appeal include Ecological Building Systems, Atkins Realis, James Walker and Center Parcs.

Lorna Graham, Deputy General Manager of Ecological Building Systems, based in Carlisle, said: "Ecological Building Systems are proud to again support Cumbria Community Foundation's Winter Warmth Appeal. As a supplier of sustainable building products backed-up with full technical support for low energy retrofit and new build projects, we're passionate about supporting the local community to stay safe and warm, especially this winter."

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Glen Franklin, Village Director at Center Parcs Whinfell Forest, said: “We feel this is an extremely worthy cause, particularly this year with the changes to the winter fuel allowance.”

Many individuals, families and community groups have also given to the appeal; donations of any size will be very gratefully received.

All donations to the appeal received by Friday 13 December will be matched £1 for £1, thanks to the generosity of the Foundation’s “match fund champions”.

They are: WCF Ltd, John Laing Charitable Trust, Cumberland Council, Westmorland & Furness Council, Electricity North West, Hadfield Trust, Roseland Trust, Nuclear Waste Services, Johnson Fund, EMG Solicitors, The Rotary Club of Carlisle, Brian & Ann Clark Fund, Harvey Family Fund, and various private donors.

Last year Cumbria Community Foundation awarded more than £315,000 in grants – through delivery partners Age UK and Copeland Age & Advice Service – benefiting 1,941 vulnerable older people.

Donate online at: https://cumbriafoundation.enthuse.com/cf/cumbria-winter-warmth-appeal-2024.

To donate by cheque or phone, call 01900 825760 between 9am and 5pm, Monday to Friday.

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