

National charity and social enterprise working together to generate valuable funds to support services

Thursday 12 September, 2013

advant~age is delighted to announce that they will now be working with Mind, the mental health charity.

advant~age will be working with Mind to enable them to offer products and services to the general public, their supporters and service users through their national network of charity shops and also via their website; www.mind.org.uk. The aim behind the advant~age concept is that supporters will choose to buy their everyday products and services via the charity partner, in this case Mind, thus purchasing a good value, quality product and helping the charity at the same time.

For example travel insurance* is one of the products available. The message to supporters would be "Next time you go on holiday why not try www.mind.org.uk for your insurance? The product we offer is competitive and high quality and if you are happy and decide to take it out you are further helping the charity at no extra cost to yourself as the provider will make a donation to us for any sales made!" To find out more about the products and services that Mind now offer via advant~age please visit www.advant-age.co.uk/mind.

advant~age is a social enterprise that was created to enable its founder charities to generate unrestricted income through offering a range of products and services to their supporters and service users. From an initial starting point of its four founder charities, advant~age has since grown the number of organisations that it works with and now helps numerous charities and not for profit organisations across England and Wales to generate income to help them continue to deliver their philanthropic aims.

advant~age's mission for the coming year is to support existing partners like Mind to the best of its ability and to continue to expand the number of not for profit organisations that it works with.

Jenni Brighton, Chief Operating Officer of advant~age, is thrilled that advant~age are now working with Mind. "We know that Mind is a fantastic charity and the work that it does is invaluable. We look forward to working with Mind to help them generate further income to support their work. The aim for all of us is to increase awareness in the general public that they can buy everyday items from social enterprises that meet their needs, are affordable, great quality but also support fantastic causes such as Mind!"

To find out more about advant~age and how it helps charities and not for profit organisations please visit www.advant-age.co.uk/prospectus/

*Interhelp Ltd (t/a advant~age) is an Appointed Representative of Lovat Insurance Brokers Limited which is authorised and regulated by the Financial Conduct Authority, company reference number 305302; this may be verified by checking on the FCA website or by contacting the FCA on 0845 606 9966. The FCA is an independent body which regulates General Insurance, Mortgages and the Financial Services Industry.

Notes to Editors:

Who are advant~age?

advant~age is a social enterprise offering a new fundraising model for charities and social purpose businesses across the UK.

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Who are Mind?

Mind is a national mental health charity providing advice and support to empower anyone experiencing a mental health problem. Mind campaigns to improve services, raise awareness and promote understanding.

www.mind.org.uk

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