

New fund inspired by iconic Cumbrian brand

Monday 13 October, 2025

A new fund inspired by the inventor of one of Cumbria's most iconic brands has been created to help those in need.

The Sarah Nelson Fund, named after the woman behind the world-famous Grasmere Gingerbread® brand, will be managed by Cumbria Community Foundation. It will give out grants of up to £5,000 to local not-for-profit organisations and groups.

The fund will prioritise projects that help people who are homeless or at risk of homelessness; improve education for children and adults; encourage creative and sustainable business ideas; or tackle food poverty. These four themes reflect the life of Sarah Nelson, who overcame poverty through resilience, creativity, and community spirit.

"As making a material difference to our fellow citizens' lives in the county is part of the philanthropic ethos of Grasmere Gingerbread®, we are thrilled that Cumbria Community Foundation will now actively manage our annual charitable donation," said Andrew Hunter, co-owner of the historic 171-year-old business.

"We cannot think of a better way to honour Sarah Nelson's wonderful legacy and we hope that our contribution will help to sustain projects in areas close to our hearts in the months and years to come."

Sarah Thompson, Grants & Programmes Officer for Cumbria Community Foundation, said: "We are delighted that Grasmere Gingerbread® have chosen to create a fund with the Community Foundation. We have been the trusted philanthropic partner of businesses across Cumbria for more than 25 years and have a deep understanding of the county's needs. We look forward to receiving applications from groups supporting people in these four priority areas, and will make sure this money makes the biggest difference possible."

The fund is open to charitable organisations, not individuals. Grants will normally be £5,000 or less over one year.

For more information, contact Sarah Thompson on 01900 820821 or email sarah@cumbriafoundation.org. To apply, visit <https://www.cumbriafoundation.org/fund/the-sarah-nelson-fund/>.

Cumbria Community Foundation gives around £7million in grants a year to local charities and voluntary groups through more than 100 grant making funds set up by generous businesses, individuals and families.

To find out more about setting up a fund and supporting those in need in Cumbria, contact Development Manager Caroline Adams on 01900 820825 or email caroline@cumbriafoundation.org.

Media:



Related Sectors:

Business & Finance :: Charities & non-profits :: Food & Drink ::

Related Keywords:

Grant :: Sarah Nelson :: Charity :: Funding :: Community Foundation :: Cumbria Community Foundation :: Gingerbread :: Grasmere :: Grasmere Gingerbread ::

Scan Me:



Company Contact:

—

Cumbria Community Foundation

T. 01900825760

E. annalee@cumbriafoundation.org

W. <https://www.cumbriafoundation.org>

[View Online](#)

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.cumbria-community-foundation.pressat.co.uk>