Private Bank aims to raise £20,000 for children's literacy charity Beanstalk

Thursday 15 May, 2014

ARBUTHNOT LATHAM TAKES TO THE SKIES

As part of its social responsibility programme, Arbuthnot Latham & Co., Limited, the private banking arm of the Arbuthnot Banking Group, aims to raise £20,000 by 31 July for children's literacy charity, Beanstalk.

Staff at Arbuthnot Latham are raising money through a number of tasks, including a skydive by members of the Executive Committee and its Chief Executive, James Fleming, is competing in the open water swimming section of the 2014 London Triathlon. A number of staff have also pledged to walk the 62 miles from London to Brighton on 24 May.

Arbuthnot Latham's Chief Executive, James Fleming, said:

"Beanstalk is a wonderful charity and we are delighted to be involved in supporting them. The ambitious aim of raising £20,000 for the charity has captured staff members' imagination and the whole business is really excited about the task."

Alyce Bagge, Marketing Executive at Arbuthnot Latham, and a participant in the Brighton walk, said:

"It's really exciting to be involved in the Beanstalk challenge, especially when we are raising money for such a wonderful cause. It's also a great learning and development experience for all participants enabling them to learn new skills and challenge themselves in different ways.

"It's going to be hard work but we are looking forward to what lies ahead and are confident we can reach our fundraising target."

Sue Porto said:

"The Beanstalk Corporate Challenge is Corporate Social Responsibility with a difference. At Beanstalk, supporting learning is central to all we do so it was natural that when we came to set up the Corporate Challenge we wanted it to be a worthwhile learning and development experience for the teams involved.

"We're thrilled to have Arbuthnot Latham taking part and the team has shown real ingenuity and determination so far by winning our Dragons' Den pitch day and securing almost 50% of their original fundraising target in record timing. They have now set their sights on doubling their original target of £10,000 and we look forward to seeing what the team has in store over the final months of the Challenge. Their fantastic fundraising efforts will make a life-changing difference by providing vital literacy support to children in need."

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