

LOUGHBOROUGH BUILDING SOCIETY ANNOUNCES CHARITY OF THE YEAR 2010

The Loughborough is pleased to announce that its Charity of the Year for 2010 will be Leonard Cheshire Disability, a charity that focuses on providing local services to support disabled people within their local communities.

Leanne Nicolson, regional fundraising manger, says that the services provided are designed to offer specialist support to meet the individual needs of each disabled person. "This is achieved through a network of residential homes, community projects and resource centres where each person is encouraged to be as independent as possible," she adds.

"The partnership with Loughborough Building Society will make a real difference to our work, as we depend upon voluntary donations and fundraising to create new opportunities to improve quality of life for local disabled people," Leanne continues. "We regularly comment on a wide range of issues that effect disabled people. By raising awareness of disability on a local level, this partnership will also help us to change the way people think about, and respond to, disability."

Caroline Joyce, operations director, The Loughborough says: "We have always aimed to give as much back to the community as possible in the initiatives we support and the charitable donations we make.

"We look forward to working with Leonard Cheshire this year as they have homes in each of our branch areas and as in previous years, we will be encouraging our staff, and customers, to embrace and support the charity with their usual enthusiasm. Activities such as coffee mornings and dress-up days have already been planned, along with a sponsored skydive and Hadrians Wall walking challenge by a couple of intrepid members of staff!

"Sitting alongside our Community Matters scheme which gives cash of up to £500 to worthwhile local projects, four times a year, we feel this provides the

finest balance in supporting and making a difference in the communities that surround the branch's locations."

Staff from The Loughborough's head office and Loughborough branch will be specifically raising money for Leonard Cheshire's King Street facility. This is home to 17 residents, all of whom are living with multiple, severe disabilities acquired through illness or an accident earlier in their life. All of the residents have physical disabilities and some have associated learning disabilities.

The Derby branch will be raising funds for Newlands House in Netherseal, Derbyshire and the Long Eaton Branch will raise money for Holme Lodge in West Bridgford.

"The charity has been fundraising for a patio and outdoor area where the residents can hold BBQs and socialise outside in nice weather," says Leanne. "Work on the project is starting within the next month and we are hoping this is one of the ventures that Loughborough staff can get involved in on a very practical level through digging, planting and so on."

For more information about Leonard Cheshire please visit www.lcdisability.org

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For more information please contact Sarah Able at Dark Horse PR on 0115 9814421 or Angela Robinson at The Loughborough on 01509 610707.