

NOTTINGHAM BUILDING SOCIETY DOUBLES YOUR MONEY TO END HOMELESSNESS

Nottingham, UK, 25th November 2020 - Nottingham Building Society is giving the public an extra incentive to give generously to help the growing number of people who are currently homeless and sleeping rough.

The Nottingham is making £10,000 available to match any donation to Framework between 27 November and 7 December pound for pound.

This incentive is to encourage support for Framework's current winter appeal Homeless to Home. The appeal aims to change and save lives by preventing homelessness, supporting rough sleepers and resettling people into stable accommodation.

The charity supports homeless and vulnerable people across Nottingham and Nottinghamshire and further afield in the East Midlands and South Yorkshire.

The Nottingham's Chief Executive, David Marlow, said: "We were proud to hand over £30,000 earlier this year to support our long-time charity partners Framework, its people and their magnificent services during the first Covid-19 lockdown because support for the most vulnerable in our communities is at the heart of our CSR work.

"Christmas is going to be very different for the vast majority of people this year due to the unprecedented nature of 2020, and we aren't losing sight of the fact that it presents really big challenges for those who are homeless or at risk of being so. That's why we are delighted to make a pledge to match-fund public donations to Framework up to £10,000 and hope the kind-hearted people of Nottinghamshire come forward and donate whatever they are able to."

The Nottingham's match funding offer coincides with Black Friday on 27 November, Cyber Monday and Giving Tuesday – all occasions on which Framework will be reminding the public about those in need at a time of increased retail spending.

Framework's Head of Fundraising and Communications Claire Eden said:

"For very nearly ten years, support from The Nottingham has been a significant element in the assistance we receive from the community and an exemplar of how businesses can work with charities to mutual benefit.

"The Nottingham's help this year has been particularly appreciated. This offer of £10,000 match funding to incentivise people to support our winter appeal Homeless to Home is just the latest example of that very generous support.

"We hope that The Nottingham's offer will encourage the public to donate £10,000 in the period between Friday 27 November and Monday 7 December so we can take full advantage of their generous match funding offer.

"By making this offer at a time of peak consumer spending we hope it will encourage more people to remember those less fortunate than themselves.

"As Britain enters the deepest recession since records began, the future for hundreds of thousands of people is uncertain with many losing their jobs and potentially their homes.

“Rough sleeping – the most visible and devastating form of homelessness – is on the rise: this winter more people will endure the danger and indignity of sleeping on the streets, many for the first time.”

The coronavirus pandemic has hit Framework’s income and increased expenditure. The charity urgently needs public support to continue responding effectively to increasing challenges presented by the pandemic and the resulting economic crisis.

ENDS