

Sainsbury's fantastic fundraising for local hospice

Sainsbury's (Haywards Heath) launched its charity appeal with St Peter & St James Hospice, naming it Charity of the Year in summer 2014. For the past two years, the Hospice has been the supermarket's chosen charity and at the end of May the partnership came to an end. During this time, Sainsbury's has contributed £20,647 to St Peter & St James through a variety of activities.



The supermarket has been involved in many different fundraising activities over the two years, including book sales, Sleep Walk, cake sales, quizzes, Christmas Jumper Days, flower donations and numerous collections at the store where the customers have shown exceptional generosity and support.

The amount raised pays for three days of care. The retailer's Local Charity scheme is now in its eighth year and gives customers the chance to vote for their favourite local charity to be considered to receive a year's worth of support from their Sainsbury's store. In total, the scheme has raised over £6 million to support local charities since 2009.

Carolyn Robinson, Donor Relationship Manager, said, "I will be sad to see this partnership come to an end as it's been an absolute delight working with the members of staff at Sainsbury's. They are a great team and they've been incredibly supportive, taking part in many different initiatives to raise the money. We're so grateful to them for helping to make a difference in the local community. Officially, we appreciate that the two years have come to an end, however, we know that they will continue supporting the hospice whenever they can"

Rafe Overy, Sainsbury's Manager, said, "We at Sainsbury's, Haywards Heath, have been very proud to be in partnership with St Peter & St James Hospice for the last two years. Our customers and colleagues have really enjoyed supporting this amazing local charity and formed a real partnership between us. When we reopened from our refit in November 2014 St Peter & St James were there to help us reopen the store and it was a great event.

"We enjoyed helping to celebrate the hospice's 40th anniversary last year and will continue to support the charity whenever we can. This partnership has meant a lot to us with both parties putting in 100% of their effort making it such a success."

If you work for, or manage, a business and would like to be involved in supporting the work of the Hospice through fundraising, please email carolyn.robinson@stpeter-stjames.org.uk