

Swaffham: Waitrose boosts funds

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COMMUNITY projects in Swaffham will be getting a welcome boost from £12,000 of funding being made available by the town's Waitrose store over the next year.

Under the Community Matters initiative, which was launched in the Swaffham branch on August 13, Waitrose will choose three local causes each month to benefit from a share of the 1,000 donation that the supermarket will be making monthly.

The first three projects to benefit from the programme will be Swaffham and Litcham Home Hospice Support, Swaffham Rugby Union Club and Home-Start Swaffham and District.

The hospice support group offers practical support and help to long-term and seriously-ill patients and their families, the rugby club needs help to provide more equipment for use by its junior teams, and Home-Start supports families with under-fives in their own homes.

Shoppers will each be handed a green token at the checkout to put into one of the three labelled boxes at the store exit, allowing them to learn about and vote for the cause they would like to support.

A company spokesman said: "The more nominations a cause gets, the greater the share of the donation they will receive."

Shoppers will also be able to nominate causes that are important to them by filling in a Waitrose Community Matters leaflet at the welcome desk in store. "All types of causes, such as senior citizens' homes, local schools and youth projects, are poised to benefit from the scheme," the spokesman said.

Swaffham branch manager Ian Harte said: "Community Matters is a fantastic initiative that will make a huge difference to a lot of people in the area.

"We are passionate about our community and, as a team, are very proud to be working on such a worthwhile scheme. We look forward to seeing lots of nominations from our customers in the coming months."