

### **Big business helps local charity achieve great Christmas success**

Throughout the recent festive period many local organisations including Caterpillar Peterlee, GlaxoSmithKline and Chester-le-Street Borough Council helped a local charity to make a success of its unusual Christmas card scheme, which is set to help hundreds of local people in years to come.

Many local organisations chose to send County Durham Foundation's unique Christmas cards, which also allow buyers make a donation to a good cause of their choice, within the local area of their choice. GlaxoSmithKline chose to support healthy-living projects in Teesdale, whilst Caterpillar Peterlee used their donation to fund education and learning projects in Easington.

However, it was not just larger organisations that got involved. Many smaller local companies used the Foundation's online Gift Shop as a cost effective method of making a donation to charity but also getting personalised Christmas cards produced. Ainsley Financial Management supported education and learning projects, Curtis Office Supplies chose to help people with disabilities and Wind Prospect Developments Ltd, who are currently developing a number of wind farms in the area, took the opportunity to support community environmental projects.

Local MP Helen Goodman was also amongst those to purchase cards for the second year running, choosing for hers to support children and young people in Teesdale; an area partly covered by her Bishop Auckland constituency.

Thanks to these and many other organisations County Durham Foundation sold over 4,500 cards, each one helping to improve the lives of local people who are in need of some support. Last year the foundation gave out grants to over 420 community groups and 490 individuals – they hope that the increasing success of their gift shop will eventually help raise this number substantially.

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