

Waitrose employees raise £40,000 for The Lord's Taverners



Total raised online in 2011: **£40,118.55** (including £6,366.91 Gift Aid)
1300 donations 158 fundraisers 19 London Waitrose branches

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A bright green specially-adapted minibus is a very welcome sight for pupils at Swiss Cottage SEN School in London. With it comes the promise of an adventure – a day making friends learning to play sport or visiting the local park. They wouldn't have this without the help of 158 people who work in Waitrose branches in the capital and fundraise through JustGiving's Company Fundraising tool.

They pulled together to raise £40,000 towards two minibuses in 2011 for The Lord's Taverners, the charity that exists to "give young people, particularly those with special needs, a sporting chance". And they're not stopping there – they will raise another £40,000 in 2012, having already achieved this total in 2010. That will amount to six new minibuses over three years being provided in their local communities.

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"The functionality meets JustGiving's usual high standard. The donor gets a clear sense of the impact they're making to our cause, and we can clearly allocate the income generated via the whole page to Waitrose's fundraising target. The tool allows Waitrose to take control of their own event creation in an online space that reflects their brand. It makes sense for everyone involved."

Tom Rigby

Head of fundraising, The Lord's Taverners