

THE CO-OPERATIVE BANK HELPS RAISE £300K FOR CHRISTIAN AID

Co-operative Bank customers have helped turn left over holiday change into just under £300,000 for the development agency Christian Aid.

Bank customers and Christian Aid supporters have been able to hand in obsolete foreign currency over the counter at Co-operative Bank branches and the charity's area offices since last October. The amount of money raised was more than double the original target.

Nick Websdell, Business Advisor, Co-operative and Sector Development, said: "We are absolutely delighted at the response to our foreign currency appeal. There has been a degree of negative reporting that foreign currency appeals were not doing well, but we have proved that these appeals can work, despite having a much smaller branch network compared to many of our high street rivals."

Jeff Dale, Head of Marketing and Supporter Relations at Christian Aid said: "The success of this appeal has been due to both the commitment of our supporters and our ability to forge a successful partnership with The Co-operative Bank. The funds raised will be put to excellent use in over 60 countries, supporting local organisations which are best placed to understand local needs. Christian Aid works wherever the need is greatest, irrespective of religion or race, strengthening people to find their own solutions to the problems they face."

Ends

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