



YORK VIKINGS ROTARY CLUB

PRESS RELEASE

Community Matters!

Two York based charities, Carecent and IDAS (Independent Domestic Abuse Services), were proposed by York Vikings Rotary Club and entered into the November "Community Matters" scheme run by Waitrose.

Each month, £1000 is shared between three local good causes. Customers vote by dropping tokens into the appropriate box. The Waitrose aim is to support the local community by allowing customers to decide who gets what.

Waitrose decided in the build up to Christmas that they wanted to focus on local charities in desperate need of support in the way of food. York Vikings Rotary Club suggested both IDAS and Carecent. After reviewing the needs, Waitrose agreed to include both, together with Arc Light, in their November campaign.

"We pledged to match the share of the £1000 pot, pound for pound, for our two nominated charities" said Tony Botting, President of York Vikings Rotary Club. "When we heard, half way through the month, that Waitrose were going to add a further £2000, we were just over the moon!"

Samantha Beckett of IDAS explained: "We give support to those suffering domestic abuse. We have a safe haven, a purpose-built refuge in York which houses ten affected families. Christmas is a particularly difficult time. This generous gift from Waitrose and York Vikings will be used to buy food hampers and new bedding. It couldn't have been better timed."

Nicky Gladstone, Project Leader at Carecent, added her vote of thanks. "Our volunteer staff are based at the Methodist Church in St. Saviourgate. We offer a hearty breakfast, and provide clothing and comfort to homeless and disadvantaged members of our community. We are simply overjoyed. This money will make such a difference at a critical time of the year."

The final words came from Tony: "Just look at the smiling faces. It's such an important message for all of us. Community really does matter!"

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