



Why Worthing Food Foundation is good for business

You may already be aware that The Les Alden Foundation runs Worthing Food Foundation and Worthing Uniform Centre in your area.

Since we first opened our doors, we have provided 75,000 meals for 2450 people, 70% of whom were children, plus 1100 school lunches and school uniform for over 200 families. This is due entirely to local people supporting their neighbours in times of need, including a number of local businesses.

What you may not know is that 94% of consumers would switch brands to support a cause and 55% of consumers are willing to pay extra for products or services from companies seen to have a 'social purpose'. Local firms who are connected with a group serving the community would attract more income.

Obviously, as a local charity, you would expect us to agree with this idea, but they are not our figures. They come from www.workforgood.co.uk, an organisation that helps put businesses and charities in touch with each other and takes care of all the paperwork for them. We think, as we are well supported by local volunteers, with a good local reputation, we might be a good match for you.



Typically, in such a system, a café might tell its clients it pays 50p to a charity for very coffee they buy, or a hairdresser would publicise that a percentage of the cost of a new treatment they are launching would be donated. Work For Good looks after the formal agreement. When a customer responds, both parties benefit.

If you are interested in discussing this idea, please feel free to ring the numbers above or email business@lesaldenfoundation.org.uk

Thank you for your time,

Paul Eustice

Chair, Les Alden Foundation