

20 April 2007

There's no stopping Sodexo with charity fundraising

In just 18 months, Sodexo, a leading food and facilities management services provider, together with its employees, clients and customers, has raised a staggering £250,000 for its STOP Hunger campaign.

Since its launch in 2005, Sodexo staff have jumped out of aeroplanes, run marathons, donned pink tutus and organised a whole host of other events in order to raise cash.

The impressive £250,000, was reached after each division was given a target at the beginning of the campaign, with the company's business and industry (B&I) South, B&I Scotland, B&I Northern Ireland, Facilities Management, Independent Schools, Prestige, Purchasing, Marketing and Legal divisions all achieving a one hundred per cent score.

In addition, £60,000 came from the Sodexo Foundation dinner which has now become an annual event. Also, thanks to an additional £35,000 stumped up by Sodexo, to cover the administration and running costs, the funds raised have gone directly to the campaign's supported charities, which include FareShare, children's charity NCH and Feed the Children.

Sodexo's STOP Hunger campaign in the UK and Ireland aims to combat poor nutrition in local communities and has been developed by the company to provide a central focus for its charitable and community interests. It supports the teaching of basic life skills in relation to nutrition and well-being such as basic cooking skills or cooking on a budget. Also, it helps to feed people in disadvantaged communities e.g. breakfast clubs for vulnerable children or food for the homeless.

Tim Lucas, corporate responsibility manager said: "We are delighted that the STOP Hunger campaign has been such a success and has raised such a massive total for some very worthy causes. The amount raised is testament to the generosity of the people involved, who have gone to great lengths to raise this money in support of STOP Hunger. We will be relaunching the campaign over the coming months, intending to establish new targets and extending the campaign to incorporate employee volunteering"

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