



news release

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KICKSTART NORFOLK RECIEVES FUNDING BOOST

Rural-based employment support charity Kickstart Norfolk which assists jobseekers or workers on low wages to hire or purchase mopeds and scooters, has received a cash boost of £1,800 as part of the ninth round of donations from The Bernard Matthews Fund.

Kickstart Norfolk is a social enterprise scheme whose aim is to help people (aged 16 to 65 years old) access work, training or education. Kickstart seeks to break the cycle faced by people needing private transport to be able to get a job or training. This is a problem prevalent in particular to rural areas of Norfolk where poor public transport creates a barrier to education and employment.

Dale Curtis, xxx at Kickstart Norfolk said:

“We receive around 600-700 applications to our scheme each year from people living in Norfolk. At least 60% of our applications are from individuals who live in rurally isolated areas who have no access to public transport which means they are unable to enter education, training or work schemes. This funding from Bernard Matthews will pay for compulsory bike training for 20 people, without the means to fund themselves, and as a result will get 20 people mobile to access work, training or education.”

Launched in October 2009 to help a wide range of rural charities and voluntary initiatives across Norfolk, north Suffolk and Lincolnshire, the Bernard Matthews fund has already provided over £60,000 in grants. It is administered by the Norfolk Community Foundation.

Andrew Sherwood, Human Resources Director at Bernard Matthews, commented: “Supporting groups located in the heart of our communities has always been important to Bernard Matthews and the fund is just one aspect of our commitment to corporate responsibility.

“The fund aims to give at a truly local level and make a real difference to community support projects such as Kickstart Norfolk. This is a worthy project fulfilling a vital role within Norfolk.”

The Bernard Matthews Fund awards grants of up to £2,000 to support community groups working in Norfolk, north Suffolk, and Lincolnshire. To find out more information about the fund or how to apply for grants, visit www.norfolkfoundation.com/Bernard-Matthews-Fund.htm.

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Notes for editors

- Details of the Bernard Matthews Fund can be found on The Norfolk Community Foundation website at: www.norfolkfoundation.com/Bernard-Matthews-Fund.htm



(L to R: Helen Tolliday and Barry Lines from Kickstart, with Andrew Sherwood, HR Director Bernard Matthews)