MEDIA RELEASE
[03/03/2025]

Local retailer pledges to raise £200,000 in aid of Macmillan

Lincolnshire Co-op has pledged to raise **£200,000** for Macmillan Cancer Support in **just six months**, helping to fund vital emotional, practical, physical, and financial support for local people living with cancer.

A donation of this size could support Macmillan's support line phone service for **five weeks.** In this time, the dedicated team could deal with **over 10,000 calls and web enquiries** from people in need of information or support.

To reach this ambitious target, Lincolnshire Co-op's **Community Champions** scheme will combine the efforts of its members, customers, and colleagues.

The retailer plans to host community fundraising events, such as **sponsored walks and coffee mornings**, all over Lincolnshire and the surrounding counties.

Additionally, Lincolnshire Co-op is covering costs for colleagues willing to participate in sponsored walks organised by **Macmillan** in **Cromer in Norfolk, Skipton in Yorkshire,** and **Bakewell in Derbyshire**.

Each time a member shops with their **dividend card**, the business also donates to **Community Champions**, and customers can donate their change into collection boxes in pharmacies, food stores, travel branches and post offices.

Laura Worsley, Senior Community Co-ordinator at Lincolnshire Co-op, said: *"We know that this charity has touched many people locally, and we're keen to bring people together to give back and enable them to continue delivering for our communities.*

"We've set the target of raising £200,000 in just six months, and we're going to do everything we can to achieve that! There's lots planned, so keep an eye out if you want to get involved."

Lincolnshire Co-op members chose Macmillan as a Community Champion through a vote. The local co-operative last fundraised for the charity in 2010 and raised **£90,000.**

Ellen Lusardi, Senior Relationship Fundraising Manager at Macmillan Cancer Support said: "*We are really excited to be working together with Lincolnshire Co-op*.

"*The target of £200,000 is an astonishing amount of money, that will make a huge difference to the lives of people living with cancer, and we are thrilled that Lincolnshire Co-op is so passionate about making the most impact possible during our six-month partnership.*

"It's a fantastic opportunity to reach the local community in a different way and spread awareness of the Macmillan services available to the people of Lincolnshire and surrounding counties. Watch this space!"

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Notes to editors:

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has around 300,000 members and 2,900 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.
The society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, a florist, a crematorium and community libraries. It also cares for people's **health and wellbeing** through its pharmacies and support for a network of wellbeing walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.
As well as its trading outlets, Lincolnshire Co-op owns properties, from flats and houses to commercial premises. The society brings land and buildings back into use to create attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.