

coop



Community Celebration guide for support centre

25 November - 1 December

What a fantastic achievement

The Local Community Fund is our way of giving back to local communities. By choosing Co-op branded products and services our members have now raised an amazing **£20 million** for local causes.

This is a fantastic achievement. We'd love it if all our support centre colleagues could visit their local Food store on Saturday 25 November and join in the celebrations.

There'll be an opportunity to continue the celebrations until 1 December with our Funeralcare colleagues who'll be visiting their local causes throughout the week.



£20 million

Together, **Co-op Members** helped raise an amazing **£20 million** for local causes

To choose a new cause go to coop.co.uk/membership

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#TheCoopWay

The amount raised and given to local causes has been generated from the 1% our Members earn for local causes when they buy selected Co-op branded products and services from selected Co-op Group businesses, proceeds from the carrier bag levy and profits from the sales of our reusable bags. This doesn't include independent co-operatives including Midcounties, Central England, Southern or Chelmsford Star co-operatives. See coop.co.uk/membership for more details.

So, it's time to celebrate

We'd like everyone to come together and celebrate how the Local Community Fund is making a difference.

Celebration day is important because it's an opportunity:

- For Co-op to thank members for choosing own brand products and services and raising £20 million for over 8,000 causes since September 2016
- For causes to meet members and customers and let them how their money is being spent to benefit their community
- For us to build ongoing relationships within our communities and with other colleagues

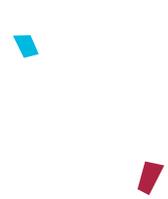
To do this, we'll need your help.



Celebration day checklist

- Save the date 25 November - 1 December
- Contact your local Food store and funeral home to ask what you can do to help on the day
- Speak to your local funeral home to see if you can go along with them to visit a local cause from 27 November to 1 December
- Upload your photos from the day to social media using [#TheCoopWay](#)





Get social



Before the big day

- Add our Twibbon to your Facebook and Twitter profile images. Join at coop.uk/twibbon
- Join our Thunderclap and we'll post a tweet or Facebook post at the same time as everyone else on your behalf. Join at coop.uk/thunderclap
- Join our Co-op Communities Facebook Group [@coopukcommunities](https://www.facebook.com/coopukcommunities)

Celebrating on social media

- Post your photos and videos on your social media accounts using #TheCoopWay
- Mention us in your posts by tagging @coopuk on Twitter, Instagram and Facebook
- If you've joined our Co-op Communities Facebook Group, share your images and videos there too

