



Press Release

2 November 2007

LOCAL CHARITY BOSS AGREES TO SPEND A DAY AT THE DEEP END!

The Chief Executive of local housing charity Mayday Trust will be swapping her briefcase for her paintbrush when she visits the charity's Leamington & Warwick scheme next week.

Mayday Trust recently invited people to complete a questionnaire about the charity's image and proposed rebranding. In return Caroline Ward agreed to spend the day at a Mayday Trust scheme, offering her services as a Project worker for the day. Every person who completed the questionnaire was invited to vote on which scheme Caroline will visit. Eventually there was a tie between two schemes so Miss Ward has generously agreed to spend a day at both.

Caroline will begin her challenge on Friday 9 November when she rolls up her sleeves in Leamington. Her itinerary for the day will include: leading a card-making workshop, joining clients for a personal budgeting session provided by the Citizen's Advice Bureau and taking part in a nature walk organised by clients.

Caroline Ward said: *"Mayday Trust employees are committed to providing our clients with the skills they need to move forward with their lives. I am really looking forward to my challenge and can't wait to get first-hand experience of our front line work with residents"*.

Mayday Trust is a regional registered charity, which provides temporary supported accommodation and life-skills training for vulnerable people. The Trust was established as a charity in 1979 and now runs eight schemes across Bedfordshire, Northamptonshire and Warwickshire. Last year Mayday Trust supported over 500 people towards independence. The Leamington & Warwick scheme, based at William Wallsgrove House, also includes 5 dispersed properties across the two towns. The scheme, which first opened in 1993, now supports up to 27 clients at a time.

The charity is currently undergoing a number of changes in order to meet current and future demands. A new staffing structure has been introduced and job descriptions refreshed to reflect the skills, knowledge and competencies required to take the Trust forward. The rebranding, which is scheduled for completion in Spring 2008, will provide a visible display of Mayday Trust's new structure.

Caroline added: *"This is a pivotal time for Mayday Trust and a wonderful opportunity to refresh our image. The current restructure will allow the charity to develop into a, client focused organisation and we'd like an image to reflect this."*

Photo call You are invited to send a photographer and reporter to William Wallsgrove House, 26 Lillington Road, Leamington, Warwickshire, CV32 5YY between 10-11.30am on Friday 9 November 2007.

For more information please visit www.maydaytrust.org.uk or contact: Lisa Carroll, Fundraising Manager, on 01788 568176, 07872 378451 or lisa.carroll@maydaytrust.org.uk

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