



## **Media release**

For immediate release

### **Avanti Encourages New Businesses to Give Back to their Community**

Businesses belonging to the prominent networking group, Avanti are celebrating raising a grand total of £17,000 in the last three years for CLIC Sargent.

This staggering amount has been raised through various fundraising activities from raffles to dog shows and from mud challenges to wearing wigs throughout the month of May.

Avanti Tax Accountants is a family run firm established in 1999 of qualified practising accountants & tax advisers which has recently launched a franchise opportunity offering qualified accountants the chance to run their own business with a unique support system in place.

In addition to operating as a distinctive, highly-recognised and already established brand, franchisees will benefit from Avanti's proven model of success, along with bespoke accounting systems, marketing support, training, ongoing business support and development.

Managing Director of The Avanti Group (UK) Ltd, a Future50 firm, Victoria Sharp said: *"We are really proud to be associated with CLIC Sargent and believe it is really important for businesses to engage in fundraising because it makes such a difference to the community."*

Each new franchisee will be supported to develop their own business networking group with corporate social responsibility at its heart. Victoria adds: *"We would encourage all our new Avanti franchisees to support a charity which is important to them: we really know the difference businesses can make to causes which desperately need support"*

Fundraising Manager at CLIC Sargent, Daisy Turner says: *"We are so grateful to have the support of these amazing local businesses that are making a real difference to the lives of families coping with childhood cancer."*

With the success of fundraising for CLIC Sargent, Avanti want to help more charities, so from 2017 each Avanti Networking group will support a different charity chosen by the members.

Daisy Turner says: "We are very pleased that CLIC Sargent will continue to be supported by Avanti in their Bury St Edmunds group. I would strongly suggest other charities consider joining Avanti's other groups and be able to benefit from the generosity of the members.

We are incredibly grateful for the support we have received from Avanti and its members. In 2015 CLIC Sargent was able to provide over £12,000 in grants to children and young people with cancer living in Suffolk which is why the support of businesses like Avanti is so important."

To find out more about CLIC Sargent visit [www.clicsargent.org.uk](http://www.clicsargent.org.uk)

For more details of Avanti's franchise opportunity please visit [www.avantitaxaccountantsfranchise.co.uk](http://www.avantitaxaccountantsfranchise.co.uk)

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*Lidl UK has raised £1million for children and young people's cancer support charity CLIC Sargent and is the lead sponsor of Childhood Cancer Awareness Month.*

## **Ends**

### **Notes to editors**

For more information, an interview or images please contact **Insert name** on **insert number** or email **insert email address**.

### **About cancer in children and young people**

Every day, 10 children and young people in the UK hear the shocking news they have cancer. Treatment normally starts immediately, is often given many miles from home and can last for up to three years. Although survival rates are over 80%, cancer remains the single largest cause of death from disease in children and young people in the UK.

### **About CLIC Sargent**

CLIC Sargent is the UK's leading cancer charity for children and young people, and their families. Its mission is to change what it means to be diagnosed with cancer when you're young. [www.clicsargent.org.uk](http://www.clicsargent.org.uk)

### **About Childhood Cancer Awareness Month**

Childhood Cancer Awareness Month (CCAM) takes place in September in the UK and many other countries around the world.

### **Note to sub editors**

Please note that the name 'CLIC Sargent' should not be abbreviated to CLIC, and that the word 'CLIC' should always appear in capitals, as above.

## **About**

## **Lidl**

Since establishing itself in the UK in 1994, Lidl has grown consistently and today has over 630 stores in England, Scotland and Wales. Voted 'Best Supermarket 2016' by readers of Good Housekeeping, Lidl has experienced continued growth with over 6 million British shoppers now flocking to the supermarket each week, half a million more per week than in 2015. The family supermarket takes pride in providing top quality products at the lowest possible prices throughout the country from Kirkwall to the Isle of Wight. Regular world food themes give customers a chance to excite their taste buds with a range of produce from all over the world including the South of France, Italy, Poland and Cornwall and in recent years Lidl's seasonal wine collection has been embraced by the British public, enabling households up and down the country to buy premium wines at incredible value. Whilst its roots may be in Germany, Lidl UK is passionate about working with British producers and two thirds of its products are sourced from the UK. In addition to food, Lidl also has bi-weekly special offer promotions on products ranging from cycling gear to hiking accessories, kitchen gadgets to BBQs. These offers change on a Monday and a Thursday and are subject to availability. For more information and a convenient store locator, please visit [www.lidl.co.uk](http://www.lidl.co.uk).



Avanti Tax Accountants is part of The Avanti Group (UK) Ltd. A firm of Qualified Practicing Accountants & Tax Advisers, Avanti provide much more than just accountancy and tax advice. We take our clients' interests to heart and strive to be proactive, recommending value added solutions. Taking care of all your routine bookkeeping, payroll, accountancy, company secretarial and taxation requirements, your valuable time and resources are freed up, allowing you to get on and do what you do best – running your business. Our vibrant, supportive business networking events only further adds value for our clients with connections to a vast array of experience and knowledge from the many industries that attend.



**Future50**  
Member

As a member of 'Future50', Funded by Round 6 of the Government's Regional Growth Fund, Avanti Tax Accountants are recognised as one of Norfolk and Suffolk's most innovative companies; creating jobs, growing at a faster rate than others and possessing the drive and ambition needed to be leaders in their sector.

For more information about Future50, visit, [www.future50.org](http://www.future50.org)

Photos:

Just a couple of the successful Avanti Business Networking Groups in action:

