

FOR IMMEDIATE RELEASE

Principality Building Society announces charity partnership with Barnardo's Cymru

Principality Building Society has partnered with one of the UK's leading children's charities. Barnardo's Cymru works to support children, young people and families facing poverty or financial instability. Their work in Wales includes supporting families experiencing homelessness, assisting young people transitioning into independence and their own accommodation, working with young carers, and children, young people and families experiencing poor mental health.

As part of an 18-month initial partnership, this will see Principality support Barnardo's Cymru, helping to maintain their vital operations so children, young people, and families can access the services they need.

The society has already committed more than £80,000 in donations to kick-start the partnership, giving the charity much-needed support to make a substantial difference to those facing the impacts of poverty or financial instability, through the provision of household items, food and fuel support. It will also enable Barnardo's Cymru to continue to provide vital services making a real difference to children and young people's lives. This incredible support enables Barnardo's to continue to Change Childhoods and Change Lives across Cymru.

In addition to this, Principality colleagues have started to develop high-impact opportunities to contribute beyond fundraising and donating, including places for Cardiff Half Marathon, and sharing tickets to Principality Stadium events throughout the partnership – providing children, young people and families supported by Barnardo's Cymru with memorable opportunities to enjoy themselves and spend family time together.

The building society will be working with Barnardo's Cymru colleagues to ensure tickets get shared with recipients across Wales.

Principality Building Society is Wales' largest – and sixth largest in the UK - has recently announced a long-term commitment to the high street and community until at least 2030.

Commenting on the partnership, **Harri Jones, Interim Head of Brand, Impact and Communications, said:** "I'm pleased to announce Barnardo's Cymru as our new charity partner – a cause chosen by our colleagues through a business-wide vote, showcasing just how strongly their mission resonates with us.

"The work Barnardo's Cymru does to support children and young people facing homelessness, helping them find safe accommodation and build the skills and confidence needed for a brighter and secure future aligns with Principality's ambitions to create a fairer society, where everyone has a place to call home.

“We look forward to working together over the next 18 months to raise funds and awareness, and to help make more possible for Wales’s children and young people.”

Sarah Crawley, Director of Barnardo’s Cymru, said: “We are incredibly excited to have formed this wonderful partnership with Principality Building Society. Their enthusiasm for our work is palpable and there is no doubt that, with their support, we will be able to raise more vital funds across Wales assisting children, young people and families to live happier, healthier, safer and more hopeful lives. With two such prominent organisations working together, we will be able to continue changing childhoods and changing lives in Wales.”

ENDS

Notes to Editors

- **Formed in 1860, Principality is Wales' largest building society.**
- **The Society is committed to supporting the communities of Wales, with 53 branches and 14 agencies in Wales and the borders.**
- **Principality is the 6th largest building society in the UK.**
- **The Society has assets of £14.1 billion**
- **Principality is committed to remaining a mutual organisation.**
- www.principality.co.uk

Media Contact

Press@Principality.co.uk

07702 817 255

Notes to Editors

- For more information, or to arrange an interview with a Barnardo’s Cymru spokesperson, please contact Media & Communications Lead, David Findlay, on **07935 603 264**, or at david.findlay@barnardos.org.uk.
- At Barnardo’s, our purpose is clear: Changing childhoods and changing lives, so that children, young people, and families are safe, happy, healthy, and hopeful. Last year, we worked with 10,000 children, young people and families across Wales through around 50 services and partnerships.
- The Barnardo’s out-of-hours Press Office contact number is **020 8498 7555**.