

Nottingham Building Society launches new affinity savings account to support homelessness charities

- The Nottingham has also donated £50,000 to Shelter to bolster the operations of the Sheffield based charity

05 December 2023 - [Nottingham Building Society](#) has today announced a donation of £50,000 to its partner charity, [Shelter](#), alongside the launch of its new affinity savings account – the Community Saver - in support of both Shelter and Emmanuel House.

The initial donation of £50,000 will bolster the operations of Shelter’s Sheffield-based emergency helpline, which provides free, expert advice and support to anyone facing homelessness or poor housing. Earlier this year, [Sheffield Council](#) revealed that homelessness rates had risen to their highest levels, and a significant increase in the number of people living in temporary accommodation.

The new One Year Fixed Rate Community Saver, available now, is a savings account that not only pays interest to savers but will also make a meaningful difference in the lives of those facing homelessness or housing issues. In collaboration with Shelter and Nottingham-based Emmanuel House Support Centre, The Nottingham pledges to donate the equivalent of 0.5% of customers' funds deposited into the product to its Charity partners, with a total collective donation of up to £25,000.

This initiative aims to provide crucial support to individuals navigating the challenges of homelessness, ultimately assisting them in finding a secure place to call home.

As part of The Nottingham’s further commitment to Shelter, they are launching their very own ‘Step Out for Shelter’ fundraising campaign. The Nottingham’s colleagues will come together through different activities to raise donations including steps challenges, bake offs, a festive knit day as well as supporting Shelter’s Super Santa campaign offering gifts for children, young people and adults experiencing homelessness this winter. The Nottingham will also match fund up to £5,000 of this fundraising to further the impact of their team’s efforts.

Brad Nicholls, Chief Savings Officer at Nottingham Building Society, comments: "We are deeply committed to making a positive difference in the communities we serve. Our partnerships with Shelter and Emmanuel House reflect our long-term strategy of supporting initiatives that address homelessness and housing issues. The work they do is invaluable, and we are honoured to be able to support them in their mission. From previous donations to the ongoing fundraising and the launch of our new Community Saver account, we are committed to supporting organisations who help those in our local communities in line with our mutual ethos."

Michelle Martin, Head of High Value Partnerships at Shelter comments: "Our heartfelt appreciation goes to The Nottingham for their support. Their generous donations and ongoing support enable us to make a tangible impact on the lives of those facing housing challenges. We share a common vision of providing a safe and secure place to call home for everyone, and together, we are working towards that goal."

The One Year Fixed Rate Community Saver can be opened in any of The Nottingham's 31 branches by UK residents with a minimum of £500 and is available for a limited time.

Nottingham Building Society's dedication to community wellbeing extends beyond their partnership with Shelter. The business has also provided support to other local organisations in and around Nottingham, including the Chayah Development Project, Operation Orphan, and most recently, Emmanuel House Support Centre – donating a total of £173,000 this year.

ENDS

About The Nottingham

Nottingham Building Society is a modern, mutual financial services organisation with a long and proud history of helping its members build their savings and buy their homes. Today it does that via a network of building society branches; its broker-led mortgage business, The Nottingham for Intermediaries; and Beehive Money that provides savings accounts, mortgage advice and other home-buying services, digitally through its online community. For over 170 years The Nottingham has been there to support its members and that ethos remains at its heart today, guided by a purpose-driven commitment to help people own their own home.

www.thenottingham.com

About Shelter

Shelter exists to defend the right to a safe home and fight the devastating impact the housing emergency has on people and society. Shelter believes that home is everything. Learn more at www.shelter.org.uk.

Media contact

Scarlett Lawson / Matylda Kesicka
Boldspace
nbs@boldspace.com