

Business Breakfast 2007 raises record amount

5 March 2007

Nearly 300 professionals networked at the **Norwood Business Breakfast at Claridge's** on Wednesday 28 February, and raised a record **£103,000**. The breakfast, sponsored by Investec Private Bank, was a sell out and the cream of London's business community came to listen to guest speaker, **M&S Chief Executive, Stuart Rose**, to find out how he had turned around the fortunes of M&S.

For the first time Norwood ran an appeal at the Breakfast and guests saw a moving film, highlighting the way in which the charity supports a family whose daughter, Stephanie, has severe learning and physical disabilities. After the film, Stephanie's father made an appeal for guests to pledge their support so that other families like their own could benefit from Norwood's services. Stephanie needed 24 hour care from a young age and Norwood's social workers provided support to her parents to help them cope with her care. Later on, Stephanie began to stay at Buckets & Spades Lodge – Norwood's short break service – another lifeline of support for families who have children with disabilities.

When Stephanie stays at **Buckets & Spades**, her parents get a chance to have a break from caring, recharge their batteries and spend time with the rest of the family. Meanwhile, Buckets & Spades specialist staff ensure that Stephanie enjoys herself and spends time with other young people her age. Each year Buckets & Spades provides 1500 nights of care to 60 families, but many more families like Stephanie's need this support so that they can get a vital break from constant caring.

Avron Epstein, Chief Executive of Investec Private Bank, invited Stuart Rose to speak, pointing out that, like Norwood in 1795, M&S was also founded, 100 years later, by a Jewish entrepreneur.

The M&S Chief Executive then told guests why he was delighted to be the guest speaker at the breakfast.

'Norwood and M&S share some important common values. This film we have seen today, shows how committed Norwood is to taking real action and making real change in people's lives, and that's why I'm pleased to be with you today.'

'M&S is all about value, that's price and quality. We turned things around by listening to our customers and finding out what they wanted and we will continue to be innovative and keep listening, to find out what our customers want.'

Stuart Rose went on to talk about the challenges M&S faced having made a recovery. 'We are one of the smallest of the large companies and one of the largest of the small. Our challenge as a generalist retailer is to decide where we want to be in 10 years time.'

Norma Brier, Norwood Chief Executive said, 'I'd like to thank Stuart Rose for giving us such an entertaining insight into the recovery of M&S. I'd also like to thank our sponsors Investec Private Bank and all of our guests who attended our Business Breakfast for their generous donations. The £103,000 raised will help us to continue providing a lifeline to families to help them to go on caring for their children with disabilities.'

The event was organised by **Norwood's Business Breakfast Committee**.

For further information please contact David Wosner, Public Relations Officer at Norwood on 020 8420 6942 or email david.wosner@norwood.org.uk

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