



trust in us

HAMPTONS INTERNATIONAL'S PATRONAGE OF THE PRINCE'S TRUST HELPS THE CHARITY CONTINUE TO DO ITS INVALUABLE WORK, SAYS VICTORIA PERROT

Hamptons International has always taken its charity commitments seriously. In May this year, it took that commitment one step further by becoming a patron of The Prince's Trust. Founded in 1976 by HRH the Prince of Wales, The Trust helps young people overcome barriers and get their lives on track.

Over the next four years, Hamptons will donate £100,000 to The Trust. The company also aims to supplement this corporate sponsorship through various fundraising activities.

"Supporting charitable causes and the local community has always been incredibly important to Hamptons," says Mark Anderson, MD, Hamptons Residential Agency. "Our decision to become a patron of The Prince's Trust builds upon this and marks the start of a long-term, dedicated and exciting partnership."

Through practical support including training and mentoring, The Prince's Trust helps 14 to 30-year-olds realise their potential and transform their lives. Since 1976, it has helped more than 550,000 young people. In order to carry out this vital work, The Trust needs to raise £1m a week. Hamptons will help The Trust to reach its target through a combination of corporate sponsorship and fundraising initiatives.

One of the major corporate events Hamptons will be hosting to raise funds is The Midnight Garden, a magical ball where there will be fine dining, outstanding entertainment and a charity auction. It will take place this December in London's Inner Temple, a peaceful garden that will be transformed into an enchanting moonlit world. Guests will enjoy a sumptuous meal and fine wine, music from acclaimed British soul singer Beverley Knight and string quartet String Fever, and the chance to bid for a variety of luxury goods and unique experiences – all in aid of The Prince's Trust.

Staff undertook a variety of sponsored activities during the Trust's Sport United fundraising drive in September. They organized sponsored swims, completed triathlons, ran Rugby World Cup sweepstakes and even parachuted out of planes, all in the name of charity. The Hamptons team comprised 20 per cent of the field in the Trust's Palace to Palace bike ride on 16 September, where cyclists journeyed from Buckingham Palace to Windsor Castle. And it



doesn't stop there, with the much-anticipated Hamptons Kite Festival coming up at Alexandra Park in London on 20 October.

In addition to financial support, Hamptons is also providing practical assistance with some of The Trust's schemes. The HR department recently ran a workshop on writing a CV and making a positive first impression at interview stage, providing participants with valuable advice and insight.

Martina Milburn, chief executive of The Prince's Trust, says: "We are very fortunate to have fantastic support from organisations such as Hamptons. Their kind support will help improve the lives of many

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disadvantaged young people by developing skills to help them gain employment."

Hamptons is extremely proud to be supporting a charity that makes such an important contribution to the next generation. As Anderson says: "Their work with young people is inspirational. The Trust is about giving young people the means to regain control of their lives." That, surely, is a chance that every young person deserves. ■

To find out more about Hamptons International's involvement with The Prince's Trust, contact Nicola Morgan at morgann@hamptons-int.com or go to www.princes-trust.org.uk

Top left: Cyclists raise funds on The Trust's Palace to Palace charity cycle from Buckingham Palace to Windsor Castle.

Above left: This landscape gardening business start-up took shape after the owner received mentoring from The Trust.

Above: Young people involved in a personal development scheme.