

Group Investor Case Study



Maidenhead Bridge Rotary Club works under the statement: 'Together, we bridge communities, cultures and generations.' Describing themselves as 'a vibrant, enthusiastic group of people coming together to exchange ideas and take action', their meetings take place at a local cafe every first and third Sunday to fit round the fact that many of their members are young professionals and/or parents.

Founding member, Claire Booth says: "We feel that our values are similar to those held by Shared Interest. We knew of the organisation's work through my professional role as Volunteering Development Manager at the Fairtrade Foundation.

"However, it was when Shared Interest volunteer, Richard Walker, came to talk at our Rotary Club meeting last year that we became more engaged. We were impressed with the sustainable and empowering approach of providing finance rather than donations. We could clearly see the positive and long term impact that our investment could make to the lives of farmers and producers. As a result, our club voted to open a Shared Interest Account."