

Media Release



NPA press release

June 28, 2021

YNPA Challenge 21 raises nearly £3,000 for charity – and counting

Members and supporters of the Young NPA covered more than 1,500 miles during a June charity challenge, raising nearly £3,000 - and counting - for the Farming Community Network (FCN).

The YNPA Challenge 21 ran for three weeks from the start of June, with those taking part logging their miles covered by foot, bike or, in some cases, hoof.

The initial targets to collectively cover 883 miles and raise £883 (representing the distance between the NPA 'Put British Pork on Your Fork' banners from the furthest north to south and east to west) were comfortably passed two weeks into the challenge, before a final push took the total mileage to 1,468.

Some NPA allied industry members sponsored a 'Sunday Funday', promising a donation for every mile covered by the team – which was a great incentive to get out there and pedal/run/walk further!

There were some impressive individual efforts, including Claire Scott, who covered the most miles with 116.27, followed by Jemma Stephenson with 88, Anna Longthorp 87.5, including a 20-mile bike ride with son, Richard in tow, and Kate Moore, 85.6, including a mammoth 50 miles on the first 'Sunday Funday'.

The money raised via the Just Giving website has been boosted by some generous donations from NPA allied industry members, including:

- Zoetis donated £500
- Lallemand donated £300
- Quality Equipment sponsored the first Sunday Funday, doubling the miles covered that day to the value of £319
- Zarkos Associates provided a £5 incentive for signing up on the first day, raising £120, and sponsored the final Sunday Funday raising a further £236.70

YNPA vice-chair Jack Bosworth thanked everyone who had taken part and the sponsors for their generous donations. "It has been a fantastic effort – there has been some great community spirit within YNPA," he said.

Fellow vice-chair Jon McKechnie added: "I think everyone has enjoyed it, even though it has been hard work at times, we have smashed our original targets for both miles covered and money raised!

"We still want to raise more, so, if you haven't donated yet, please support a great team and a great cause!"

About FCN

FCN is a voluntary organisation and charity that supports farmers and families within the farming community through difficult times. They have over 400 volunteers that provide prac-

tical and pastoral support and also operate a confidential helpline (03000 111 999) open 7am to 11pm every day of the year as well as an e-helpline (help@fcn.org.uk).

Alex Phillimore, marketing and communications manager at FCN, said: “We would like to thank everyone for their time and effort in raising funds for FCN. COVID has presented logistical challenges around fundraising, but we’ve been blown away by the novel and innovative ways people have found to continue supporting our work.

“The YNPA have blown past their initial fundraising target and the generous donations from allied industry members as part of this fundraiser are also very much appreciated. This will help us to continue supporting farming families across England and Wales during a challenging period for our industry.”

Notes to editors

- To see more information on the YNPA Challenge 21 and donate, go to: Go to: <https://www.justgiving.com/fundraising/ynpachallenge21>
- See the hashtag #YNPACHallenge21 on Twitter for more on the challenge.
- NPA members are currently displaying #PutBritishPorkOnYourFork banners across the country. Follow @GBPork on Twitter to find out more
- See the [PutBritishPorkOnYourFork website](#), which is highlighting to consumers the many reasons to choose British pork.

More information

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