

# NSPCC

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Alex Mihai  
Cool Milk  
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10 September 2020

Dear Alex,

We want to say an enormous thank you for your incredible donation of £143,000.

When lockdown happened and schools were closed, you as a business made the bold decision to ask your customer base if parents and carers would consider donating the amounts they had pre-paid for their child's milk for the spring term to us. It is staggering to see the positive impact that action resulted in.

From the minute we met Cool Milk we could tell your business screamed with authentic ethical values and that you had a deep sense of really understanding your customers. We were thrilled when you decided to work in partnership with us as we knew there was a real synergy with our core mission in helping vulnerable children and your excellent relationship with schools and parents. We have been really moved by the fact your customers have been so compassionate. They have demonstrated that even the smallest donation when made by thousands of people can bring an outstanding result.

Our Still Here for Children appeal continues and we know that this donation will mean hundreds of children's lives across the country stand to be improved – due to your help.

Your support is the reason why our life-saving work doesn't grind to a halt. It is our heartbeat, because almost 90% of our funding comes from people like you, and without it we would have to start closing our services within 6 months. The children we work with will never be able to thank you personally for your contribution, so on their behalf please accept the grateful thanks of everyone at the NSPCC.

Yours sincerely



Claire Campbell  
NSPCC Supporter Fundraising Manager

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

National Society for the Prevention of Cruelty to Children (NSPCC). Royal Patron: HRH The Countess of Wessex.  
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