



Press Release

For Immediate Release: 25th July 2018

GOAL announced as one of the 10 winners of the Community Challenge Prize

Community Challenge Prize was launched last year as a partnership between Good Things Foundation and Joseph Rowntree Foundation. Entrants were asked to answer the question 'how would you spend £2,000 to help people spend less money?' The challenge was set following the launch of JRF's groundbreaking report, 'We can solve poverty in the UK' - a comprehensive, evidence-based strategy calling for governments, businesses, services and civil society to work together to solve poverty.

The 10 winners were announced at Good Things Foundation's summer event at the House of Lords on 29th July 2018 and the awards were presented by Helen Milner from Good Things Foundation and Robb Campbell from Joseph Rowntree Foundation.

'We at Go-Woman! Alliance CIC were delighted to be one of the ten winners, amongst such amazing ideas. The whole process from submitting our initial idea; to the co-design workshop to support grassroots organisations to refine their idea into practical solutions; through to submitting a 2-minute video as the final proposal, was a unique experience. Winning the award was just the cherry on top.'

'Our idea is to raise awareness amongst the most vulnerable, particularly older people from immigrant communities who incur fines after their visits to the dentist or pharmacy because they have ticked an incorrect box on a dental or medical prescription either through lack of understanding of their situation or the lack of language skills, resulting in a fine for those that are already struggling financially, through targeted workshops with bilingual support.' Says Yasmin Akhtar (GOAL)

'It is not morally right that the most vulnerable in our community always bear the brunt of our shortcomings. Information is power and once we equip these individuals with the right information, they will be able to make the right choices, ensuring that they avoid fines in the future.'

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Notes to editor

Photos attached. For further information about Go-Woman! Alliance Community Interest Company (GOAL), please contact Yasmin Akhtar on 0121 327 2997 or email yasmin@gwacic.com or alternatively log on to www.gwacic.com