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Corporate generosity supports innovative new cookie aiming to raise \$100,000 dollars for dyslexia

Generous corporate support has seen an innovative new style of cookie developed to raise over \$100,000 dollars for dyslexia.

The Cookie Munchers Charitable Trust approached Cookie Time to assist with its fundraising efforts for dyslexia, and Cookie Time, with valuable support from its key suppliers and distributors will launch the new soft and chewy style Oatmeal Chocolate Chip cookie on April 23 as part of the inaugural Dyslexia Awareness Week.

“Cookie Time have created a unique cookie to support dyslexia fundraising that is unlike anything it has produced to date,” Guy Pope-Mayell, Managing Trustee of The Cookie Munchers Charitable Trust, said.

“The highlight of the cookie development programme has been the tremendous support that has come from Cookie Time’s suppliers and retailers for the production and distribution of this dyslexia fundraising cookie.”

“The experience of putting this cookie together and getting it out into the marketplace for Dyslexia Awareness Week has been a true reminder of New Zealand’s amazing level of corporate philanthropy,” he said.

The project to raise \$100,000 dollars for dyslexia has been made possible with support from companies like Harroways, Peter Baker Transport, & Farmer Brown Eggs and retailers such as The Warehouse, Woolworths, Foodtown, Countdown, Fresh Choice and Supervalu which have supported the cause offering ingredients, distribution support and sales space for the cookie.

The dyslexia fundraiser cookie will only be available during Dyslexia Awareness Week that will run from Monday 23 to Sunday 29 April.

The Cookie Munchers Charitable Trust was established in 2003 with the purpose of improving the educational opportunities available to children and young people throughout New Zealand. The Trust is sponsored by Cookie Time Limited and its primary focus is Dyslexia.

“The Cookie Munchers Charitable Trust gives hope and support to dyslexic children and their families throughout New Zealand. Its scholarship program provides a solution to families that simply cannot afford the help they so desperately need,” Pope-Mayell said.

The Cookie Munchers Charitable Trust is the principle sponsor of the Dyslexia Foundation of New Zealand that was launched in November last year to give a voice to the thousands of New Zealanders that are dyslexic and struggle with no specific resources or funding, and no recognition from the Government.

Advocating change to New Zealand’s education policy to recognise dyslexia is a key goal of the Dyslexia Foundation of New Zealand.

Increasing the awareness, recognition, understanding and acceptance of dyslexia as a way of thinking in New Zealand are the primary aims of The Dyslexia Foundation of New Zealand.

The Foundation’s focus is to have dyslexia recognised by the Ministry of Education so that dyslexia assessment, learning opportunities and resources can be made available to dyslexic learners throughout every school in New Zealand.

The sale of the Dyslexia Fundraising Cookie signals the start of the inaugural Dyslexia Awareness Week. The Foundation is planning a series of activities which will finish with a launch of a Dyslexia Discovery Exhibit in central Christchurch on Sunday 29 April.

The Foundation is encouraging everyone affected by dyslexia to contact friends, families, clients, customers, suppliers and others about Dyslexia Awareness Week, and are also suggesting Members send their local Member of Parliament or The Minister of Education Steve Mahary a letter to raise awareness about dyslexia.

An 0900 Dyslexia (0900 39753) fundraising phone number is available to make a \$20 donation to the Dyslexia Foundation of New Zealand.

Internationally renowned English artist Mackenzie Thorpe recently accepted a role as patron of the Cookie Munchers Charitable Trust so was delighted to supply the artwork for the packaging for the Dyslexia Fundraising Cookie. Many charities around the world have benefited from Thorpe's generosity, including Sir Elton John's Aids Foundation

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