

## **Financial Adviser, 21 April 2011**

### **Almary Green unveils charitable awards**

Story by: Simoney Girard

IFA firm Almary Green Investments has launched a local charitable awards scheme to mark its 10th anniversary.

According to Carl Lamb, founder and managing director of the Norwich-based IFA, the Almary Green Awards will be structured as a charitable fund of £10,000 that will be split between various causes in East Anglia.

He said: "Those who have success in their lives should do their bit to help those less fortunate so we are celebrating our anniversary by inviting others to share in our success.

"Many IFAs are segmenting their client banks and discarding their less-profitable clients. However we take the view that if we cannot spare someone half-an-hour to talk through their finances then the world has come to sad state of affairs."

The causes chosen for the awards will receive between £100 and £2000. The closing date is 30 June 2011.

Projects and causes that are eligible include those that contribute to the quality of life for a community, helping the disadvantaged to achieve their potential, improve significantly the facilities available to groups dependent on voluntary help and funding, and mark a significant event or milestone.

The selection of the successful projects and causes will be carried out by a panel chosen and headed by Mr Lamb and the awards will be made on 31 August 2011.

Almary Green was established by Mr Lamb in April 2001. He said the name was taken from an historic area in the centre of Norwich. The firm has 27 staff, including 13 registered individuals, based in offices across East Anglia.