

Alzheimer's Research UK and Yorkshire Air Ambulance amongst charities partnering with new investment platform

28 June 2018, London – [Alzheimer's Research UK](#), [Blue Cross](#), [DEBRA](#) and [Yorkshire Air Ambulance](#), have each partnered with [Greenfinch](#), a new non-advised investment platform providing charity members with access to expertly managed investment portfolios – whilst also giving them the opportunity to benefit their chosen charity in the process. The new charities join existing partners; The Archway Project, Bobath Scotland, HEART UK - The Cholesterol Charity and Willow.

Greenfinch allows charity members to invest in a range of mainstream and ethical portfolios, either directly via a general investment account (GIA) or via an individual savings account (ISA). Each portfolio is part of the patented 'You Give We Give' (YGWG) donation scheme, which presents socially responsible investors with the opportunity to donate a percentage of their annual profits to a charity of their choice. Investors are also given the opportunity to make an initial donation upon opening their accounts.

The investment management company behind Greenfinch, TAM Asset Management, matches the donation with an equal percentage from their annual fee, and manages the portfolios and products.

Vicky Lake, Corporate Partnerships Manager at Alzheimer's Research UK, says: "We're delighted to be partnered with Greenfinch, as this is an excellent opportunity to raise awareness of our cause, while also generating the funds we need to invest into pioneering dementia research. We look forward to working with Greenfinch, and its investors, so we can defeat dementia."

Garry Wilkinson, Director of Fundraising at Yorkshire Air Ambulance, says: "It costs over £12,000 every day for Yorkshire Air Ambulance to keep its helicopters in the air and we rely entirely on the generosity of our supporters to achieve this, as we receive no central funding. Last year we flew over 4 missions every day, saving lives across Yorkshire. We are very excited to be part of Greenfinch and You Give We Give, the donations we receive will help us to ensure that we continue to be available in someone's time of need, 365 days of the year."

The rise of online wealth management has opened up the market to a new generation of investors and unlike a typical online platform, Greenfinch is 100 percent non-advised which means minimal regulatory risk. Commenting on the additional charity partners, CEO of TAM Asset Management, Lester Petch says, "YGWG is a unique way for charities to engage with their supporters and raise funds". He adds, "It allows investors to combine their environmental and social considerations with strategies designed to deliver long-term capital growth. We are confident that this approach will provide ethically minded investors with the investment solutions they have been looking for, while also opening up fruitful new fundraising opportunities for our charity partners – which they are naturally keen to explore."

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For more information and/or interview opportunities please contact:

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About TAM Asset Management:

TAM is an award-winning specialist in discretionary investment management and can trace its company roots back to the 1930s. Today, TAM is majority owned by its management team who are committed to preserving the values of transparency and honesty to client services, which has allowed TAM to build its reputation as a forward-thinking provider of pioneering investment solutions.

TAM manages assets for: private clients, insurance companies, pension schemes, trust companies, charities and other financial institutions, utilising the next generation of interactive portfolio management systems to present a unique investment offering. From its head office in London and international office in Mauritius, TAM offers the flexibility of both onshore and offshore investment management.

For more information [click here](#).

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