

## **Objective Holds a Successful 2014 Macmillan Coffee Morning**

*The team at software development company Objective joined in on the Macmillan's World's Biggest Coffee Morning on September 26th in order to raise money for Macmillan Cancer Support.*

October 8, 2014 (FPRC) --

Businesses across the country held a coffee morning in late September in order to raise money for the millions of people across the UK who are living with the effects of cancer.

Over £20 million was raised through this fantastic fundraising event back in 2013, with over 154,000 participants doing their bit for the charity. So far in 2014, Macmillan Cancer Support has raised £4,515,100 and fully intends to break last year's record.

The team at Objective contributed their own efforts to this great cause this year, hosting an event at their offices in Great Baddow, near Chelmsford, Essex. Most of the company's staff members baked cakes for the event, ensuring there was plenty of delicious treats to choose from on arrival, and there were games and competitions running throughout the morning. A special Millennium Falcon cake, based on the fictional spacecraft from the Star Wars franchise, was awarded to one lucky winner.

After opening its doors on 26th September, Objective raised an impressive £605.06, which included donations from the staff, friends and customers. The Objective 'Just Giving' page stayed open for a following week in order to give people that couldn't make it to the coffee morning a chance to donate.

Objective's Head of Digital, Lara Fox has expressed how pleased she was that the event was a success.

"It was great to see such a good turnout," she says. "As it's the first time we have done this, we weren't sure what to expect, but we raised much more than we expected to and are incredibly proud of our staff for putting so much time and effort into the morning. It was also an excellent opportunity to catch up with local friends and clients."

The money being raised for Macmillan Cancer Support helps towards care for cancer patients, from the early stages of diagnosing the disease through to treatment and care when in remission. With over 2 million people living with cancer in the UK, the money raised helps to ensure that not one of these people needs deal with cancer alone and supports Macmillan's nurses in helping patients physically and psychologically.

The team at Objective are keen to be involved in future events involving raising money for admirable charities such as Macmillan Cancer Support and will certainly be exploring new opportunities in the coming months.

Objective is one of the leading software development companies in Essex and the South East. Based in Great Baddow, the entire team possess a passion for developing innovative mobile

Windows apps and iOS apps for small to medium sized businesses.

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**Keywords**

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[mobile Windows apps](#)

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