Press release

12th November 2026

For Immediate Release

Red Kite bake sale raises more than £660 for Breast Cancer Now

A savoury bake sale has helped Red Kite Community Housing raise more than £660 for Breast Cancer Now, as colleagues supported the charity throughout Breast Cancer Awareness Month.

The High Wycombe-based housing association raised the money through its savoury bake sale and a staff sweepstake, with colleagues also taking part in Wear It Pink Day to help raise awareness. Red Kite staff got involved by baking, or 'faking', plenty of delicious savoury treats – from sausage rolls and pastries to a range of homemade favourites.

The fundraising was inspired by colleagues who shared their personal experiences of breast cancer and suggested supporting the charity.

Sophie Field, Head of Resident and Community Engagement at Red Kite, said:

> "We're grateful to everyone who got involved. What made the fundraising particularly meaningful was seeing colleagues feel able to share their own experiences and start important conversations about breast cancer. It showed how coming together to support a charity can be about much more than raising money."

Ends

Notes to editor:

More about Red Kite:

- Red Kite Community Housing is a tenant-led, not for profit, charitable housing organisation that was formed on 12 December 2011
- Red Kite owns and manages more than 6,600 homes all within 15 miles of High Wycombe, in the south of Buckinghamshire
- Red Kite's mission is to build a strong foundation for tenants and communities centred around safe, warm and affordable homes.
- Red Kite's vision is to create homes as foundations that enable individuals and communities to thrive.



Red Kite colleagues posing next to food



Bake sale treats at the Red Kite office