



### **Why Paradigm Norton chose Children of the Dump**

Paradigm Norton chose to support Children of the Dump because its work closely aligns with our belief that money should be a force for good. The charity's long-standing commitment to education, dignity, and opportunity for children living in extreme poverty reflects our own values of long-term impact, compassion, and purpose-led action. By supporting Children of the Dump, we are able to contribute to meaningful, lasting change — helping young lives move beyond circumstance and towards a future shaped by hope, education, and choice.

**Paradigm Norton** is a UK-based, employee-owned financial planning and wealth management firm founded in 2001. A Certified B Corporation, the firm is driven by a clear purpose — to make a positive, lasting impact on its clients, community and team. Paradigm Norton specialises in purpose-led financial planning, helping individuals and families align their money with their values and long-term life goals, guided by the belief that *money matters, but life matters more*.

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#### **Paradigm Norton Financial Planning Limited**

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