

Local Hero

Vicki Goffin

Beckenham mum and business owner, Vicki Goffin, has been nominated as a Local Hero by Allison Parkinson for her inspiring commitment to helping others – from launching a bra donation campaign supporting breast cancer research to sharing free tools and advice that help people organise their lives. “She saw a need and simply got on with making a difference,” Allison explains.

Vicki, congratulations on being nominated as a local hero! How did it feel to be nominated by Allison?

I was really happy and it genuinely means a great deal to me, especially knowing that my efforts to raise awareness for the Against Breast Cancer charity were noticed and appreciated.

What inspired you to launch the bra donation campaign and why is supporting Against Breast Cancer so important to you?

I know several people who have been affected by breast cancer, including a very dear friend. Watching someone you love go through that is incredibly hard, and I wanted to do something meaningful to support research, but initially I wasn't sure how. When I came across the Against Breast Cancer charity, their bra donation campaign really resonated with me. I'm not particularly comfortable asking people for monetary donations, so this felt like a practical, accessible and positive way to support such an important cause.

Over 300 bras have already been collected – that's fantastic! What has the response been like from the community?

It has been incredible. I collected bras mainly through friends and family, and I'd like to thank Denise Meade-Hill for adopting the charity during the Ladies Who Latte events. It was lovely to see bras being brought along month after month. The 'Bring a Bra' initiative was also part of an International Women's Day event I took part in, and I was amazed to hear that some people actually bought bras specifically to donate. Whether the bras were old or new, I've been grateful for every single one.

How do the bras help the charity?

They are sold to a recycling organisation and then sent to Eastern Europe. If they're good quality, they're sold on; if not, they're used as rags. The money raised goes directly towards funding research, with the ultimate goal of identifying a vaccine to prevent breast cancer.

How can people help or get involved?

By visiting againstbreastcancer.org.uk and heading to the Recycling section, you'll find different ways to donate. If you're part of an organisation, setting up a bra bank is another great option.

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COMMUNITY



Through your work as a coach and home management expert, you help people declutter, recycle and donate. What drives your passion for helping others in this way? It comes from helping people achieve their goals and seeing the sense of relief and pride on their faces when they realise what they've accomplished. Decluttering isn't just about tidying – it's closely linked to psychology. I use my coaching skills to really listen and understand why someone may be struggling, whether that's perfectionism, feeling overwhelmed or mental fatigue. I then work alongside them to create positive change. Seeing how much lighter, happier and more confident people feel afterwards is incredibly rewarding and can make a real difference to their lives.

Are there any other projects you've been involved in?

I've been looking at other ways to support Against Breast Cancer and have now started collecting stamps for the charity. Life In... Magazines kindly promoted this and stamps can be sent directly to Against Breast Cancer to help raise additional funds.

What does community mean to you – and how important is it in the work you do?

Community means connection, support and shared values. I actively try to buy local and support other small businesses because I want my community to thrive. In my work, community plays a huge role – by encouraging donations and recycling, I help connect unused items with charities and people who need them. One person's clutter really can become someone else's treasure.



Vicki receives her bouquet from Babsela Florists



Nominate a local hero – it could be a friend, neighbour, local business or a member of your family! Email hello@lifeinmagazines.co.uk