

Golden Apple Appeal

The Golden Apple Appeal was organized by wealthy Chailey resident Nesta Obermer in the 1930's to raise funding for the St. George's residential accommodation. The scheme invited sponsors to donate £50 to have an apple hung from a tree outside the Chapel of Chailey Heritage, with lesser contributions meriting a leaf or a mere pip – thus allowing a wide range of sympathisers to offer financial support. The tree no longer exists, having succumbed to American Blight in 1969. This scheme raised the huge sum of £38,000.

To commemorate this achievement, an apple tree design was incorporated into the brickwork above the main entrance. Schools across the world had been invited to contribute to the fund-raising, the contributions ranging from just under £60 (Eton College) to tuppence (Barcombe School) a few miles away from the Heritage. The Prince of Wales, later Edward VIII, also contributed.

There were many other contributions from home and abroad, and the appeal was also supported by a radio broadcast (raising £918), legacies (£23,851), an article in the Times (£5,898), and a special matinee performance at the Regal Cinema, Seaford (£760). The children of Chailey also played their part, making such items as bookmarks and "The Heritage Well Gummed Luggage Labels".