



Bauer Radio Charities

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Company reg no. 06424810
Registered Charity No.
(England): 1122082
Registered Charity (Scotland): SCO 41421
Radio Clyde's Cash for Kids: SCO 03334

21st January 2019

Tracey Thorpe
CLC Finance
Unit 4 Millshaw
Leeds
LS11 8LZ

Dear Tracey

I hope 2019 has started well for you. I am writing on behalf of Cash for Kids to say a huge thank you to you and the full team at CLC Finance for the amazing support you gave us for our annual Mission Christmas campaign. As you know this is one of our biggest campaigns. Sadly the need continues to grow with families struggling to pay to warm their homes and put a hot meal on the table let alone buy gifts. As you know we believe every child deserves a little bit of magic on Christmas day and thanks to the support of you and your team we are able to help. We can't end child poverty but we can build some enduring childhood memories. We know from feedback from the Social Workers and the thank you notes we get that this is the case.

The 2018 Cash for Kids Mission Christmas appeal raised an incredible £15,820,948 in gifts and cash across the UK, enabling us to help 371,890 children. The team worked tirelessly to ensure that all gifts were distributed in time for Christmas via Social Services, women's refuges, schools and the police to the families they have identified as the most in need.

Cash for Kids were supported again this year by Bauer Media generating awareness and support for Mission Christmas. In addition Mission Christmas featured in a selection of Bauer Magazines such as Take a Break, Bella and that's Life. Collectively this activity helped to drive awareness of our Campaign across the UK.

On a local level Radio Aire's Cash for Kids raised £1,064,157 and were able to help 27, 215 children locally. Without your help this would simply not have been possible.

Cash for Kids grant all year to help sick and underprivileged children. 2018 was a record year and we were able to help 1,033,336 children. This is up 44% on 2017.

Lisa our Charity Manager at Radio Aire advised me that this was the 3rd year that CLC Finance have supported Mission Christmas and you do this by fundraising all year round, she said you are truly remarkable!



Bauer Radio Registered Office: 21 Holborn Viaduct, London, EC1A 2DY

MEDIA GROUP



I understand you broke all your previous records and raised an incredible £6,000 by offering incentives and fundraising with your staff throughout the year and in December the staff donated lots of gifts too.

Lisa informed me that she can never thank you and the team enough for your fantastic support.

We have some exciting fundraising campaigns for 2019. There are many opportunities for you to get involved. We are also repeating the hugely successful Superhero day on May 10th and of course Mission Christmas returns.

Your local team will be in touch with you soon to see if you would like to be involved in our campaigns again.

Thank you so much

Warm Regards

Sally Aitchison MBE
Managing Director
Cash for Kids