



Bauer Radio Charities

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Registered Charity No.
(England): 1122062
Registered Charity (Scotland): SCO 41421
Radio Clyde's Cash for Kids: SCO 03334

22nd January 2019

Buttercup Lane Childminders

East Ardsley
Wakefield
WF3 2LU

Dear Karl & Lisa

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 Onwards and Upwards 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 not only are you great Ambassadors, you are regular proud supporters of Cash for Kids not only during Mission Christmas but throughout the year.



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

MEDIA GROUP

I understand you fundraise for every campaign we do and always do this with great passion and enthusiasm. Lisa tells me that Mission Christmas is a true mission for you and you get the whole community and network of friends/family/local businesses involved in fundraising and collecting gifts, including the local school; taking time to drop off gifts with us at least 10 times throughout the appeal, collecting and donating hundreds of gifts.

Lisa tells me you have also been great promoters of our clothing bin and we've recently had to have this emptied twice due to your clothing donations and how you proactively ask others to get involved on Social Media.

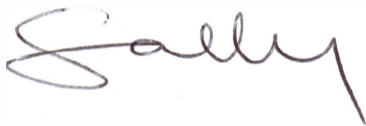
It is due to the generosity of people such as yourself with such big hearts that our campaigns are so successful, I appreciate that even one of the children you look after fundraises on our behalf by buying gifts for us by selling his toys that he no longer plays with. Your love, commitment and dedication for our charity is second to none and Lisa and the team are so proud of you.

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