



**Bauer Radio Charities**

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(England): 1122062  
Registered Charity (Scotland): SCO 41421  
Radio Clyde's Cash for Kids: SCO 03334

22nd January 2020

Karl Stead and Lia Price  
Buttercup Lane Childminders

info@buttercuplanechildminders.co.uk

Dear Karl & Lia

It's a brand new year and a brand new decade. I hope that 2020 has been an exciting start for you. I am writing on behalf of Cash for Kids to say a huge thank you to you and the full team at Buttercup Lane Childminders for the amazing continued support you gave us once again for our annual Mission Christmas campaign. The need shows no sign of slowing down, with families still struggling to pay to warm their homes and put a hot meal on the table, gifts really are a luxury they cannot afford for their children. As you know we believe every child deserves to build lifelong memories with a little bit of magic on Christmas day and thanks to the support of you and your team we are able to help.

The case histories and feedback from the Social Workers and the thank you notes we get from families show that this simple gesture of receiving a gift makes children feel special.

The 2019 Cash for Kids Mission Christmas appeal raised an incredible £14,633,664 in gifts and cash across the UK, enabling us to help 380,054 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. We could not have done this without you.

Cash for Kids were supported again this year by Bauer Media generating awareness and support for Mission Christmas on air and in a selection of Bauer Magazines such as Take a Break, Bella and that's Life.

On a local level it is forecast for Radio Aire's Cash for Kids to have raised £918,133 and were able to help 26,144 children locally. Without your help this would simply not have been possible.

I would like to thank you for allowing your home and Nursery to be a public drop-off point and for also raising the awareness of Mission Christmas and promoting it in the local community and getting the local schools involved too.

Cash for Kids grant all year to help sick and underprivileged children. 2019 was a record year and we were able to help over one million children.



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

**MEDIA GROUP**



Mission Christmas is only one of the many campaigns we run every year. There are many opportunities for you and your teams to get involved. Our next major fundraiser will be Friday April 3<sup>rd</sup>, this year we will be asking everyone to host a Fundraiser! More exciting details to follow shortly.

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 from all of us.

Warm Regards

Sally Aitchison MBE  
Managing Director  
Cash for Kids

