CHOOSE YOUR CHARITY OF THE YEAR

ageUK
Love later life

Diabetes UK

Stroke association

USE THIS COURIER SPECIAL TO HELP YOU MAKE YOUR CHOICE IN THE EMPLOYEE SURVEY
Dear colleague,

I am delighted that we are launching a new Charity of the Year programme this September.

I am constantly amazed by your generosity, enthusiasm and willingness to give to good causes. Since we began our partnership with Prostate Cancer UK 18 months ago, you have helped raise more than £1.8 million for them through campaigns such as Movember and through our world record breaking payroll giving scheme.

It’s now time for you to choose a new Charity of the Year. We have again worked closely with the CWU to shortlist three charities that tackle some of the most important issues of the day. We are asking you to vote for your preferred charity as part of the employee survey.

The programme will commence in September and we will provide more details of how you can get involved in the coming months.

The charities are:

• Age UK   • Diabetes UK   • Stroke Association

We know how important it is to you that Royal Mail offers to match the funds you raise, penny for penny. We will continue to do this, up to a total of £1 million a year in each year of the partnership.

The shortlisted charities have been asked to be specific about how they will spend the money we raise for them. So, you can make a decision based on how the money you give will be spent. Each charity is a very worthy cause in its own right. So, we will be making a donation of £50,000 to the two charities that do not attract the most votes. However, it is for our members to unite behind a good cause.

It is incredible how much time our members give up and how much money they raise to help good causes in communities all around the UK.

Although CWU members do not need an incentive to do this, the support that Royal Mail provides through the Charity of the Year matched giving scheme, the Community Support matched giving scheme and the fundraising and volunteering grants helps to ensure that charities, good causes and people in every community can receive the maximum benefit from our members’ efforts.

I am pleased that Royal Mail continues to commit to providing these benefits, especially the penny for penny matched giving for your chosen Charity of the Year partner.

I encourage everyone to cast a vote for their preferred charity partner in this year’s employee survey.

From 19 March to 9 April, you can vote for your Charity of the Year choice in the employee survey. We are aiming to announce the result in June so we can start raising money and volunteering for our new Charity of the Year from September 2014.

What happens next?

We will initially focus our fundraising efforts on the charity that receives the most votes in the survey.

Once we have raised £2 million, we will aim to raise £2 million - £1 million from our members’ fundraising activity or £400 for a volunteering event. You can apply for up to £200 for a volunteering event. You can apply for up to £200 per person a year.

In addition, the business makes grants available to cover the costs of organising a fundraising or volunteering event. You can apply for up to £200 for a fundraising activity or £400 for a volunteering event.

Supporting all charities

We support your fundraising for all charities and good causes. In addition to the penny for penny matched giving scheme for our Charity of the Year, Royal Mail also offers matched giving for money raised for any registered UK charity or good cause, up to £200 per person a year.

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These grants are available for those supporting any UK charity or registered good cause, including our Charity of the Year. For more information, visit www.myroyalmail.com/community.

Fundraising

We will work with our chosen Charity of the Year to develop a range of exciting fundraising activities that you can get involved in.

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I am pleased that the CWU has again worked closely with Royal Mail to decide on the final shortlist of charities for the new Charity of the Year programme, which starts in September. I know how important it is for our members to unite behind a good cause.

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I am pleased that Royal Mail continues to commit to providing these benefits, especially the penny for penny matched giving for your chosen Charity of the Year partner.

I encourage everyone to cast a vote for their preferred charity partner in this year’s employee survey and to get involved in the opportunities the new Charity of the Year programme will bring.

Also please continue to support the current Charity of the Year partners – Prostate Cancer UK, Alzheimer’s Society and Whizz-Kidz.

Thank you for the significant contribution you make in supporting good causes. Let’s continue to make a real difference to people and communities all around the UK.

Moya Greene
Chief executive officer

Dave Ward
Deputy general secretary

CWU
You can vote for us in your annual employee survey.

**Age UK**

**Love later life**

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**What we do**

Age UK is Britain’s best known charity for older people. Our mission is simple: a society in which everyone can enjoy later life.

We are here for the older people who are forgotten every day, living lonely and isolated lives. We work on your doorstep to support older people to make sure that they have the care and support they need and deserve.

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**Why we do it**

Imagine being alone. Not just for a few hours, but every day for weeks on end. That's the terrible reality for one million older people in the UK today: people who haven't spoken to anyone - not a friend, family member or even a neighbour - for a month or even more.

For these forgotten people, being lonely can be devastating. Many suffer from severe depression and, because they have to cope on their own, they don't get the healthcare they need. It doesn't need to be this way. At Age UK we want to end loneliness.

We believe that everyone should have the opportunity to live a happy and healthy later life.

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**Our proposal**

Age UK works to improve later life for everyone by providing life-enhancing services and support.

£2 million would allow Age UK to provide social activities for 200,000 older people who are isolated and lonely. These life-changing activities, like lunch clubs and outings, would lift vulnerable older people out of isolation and help end loneliness.

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**How we help**

"The Age NI (Northern Ireland) day centre has made a big difference to my life. Everyone was so welcoming and friendly. Without this service, my life would be much lonelier and I wouldn't have the circle of friends that I have. The craic is always good and the people there are among the people that I trust. I feel they're just like my extended family."

Robert, 74

"People seriously underestimate the condition and awfulness of feeling lonely. Deep grief and loneliness are such difficult emotions to explain. I had nobody, I was completely lost. Age UK's service is a lifesaver to me. Before, I simply existed in a deep abyss. Now I am back in the land of the living."

Barbara, 84

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**Diabetes UK**


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**What we do**

Right now you, your loved ones or a colleague could be developing Type 2 Diabetes. Left unchecked, diabetes can lead to amputation, blindness, kidney failure and a fatal heart attack. It could shorten your life by up to 14 years.

Today, seven million people in the UK are at high risk of Type 2 diabetes. That's one in seven of us. And it's growing rapidly. Why? Because most of us have no idea that we're at risk. That's why we are here: to support everyone with diabetes and to prevent those at risk.

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**Why we do it**

There are already 3.8 million people in the UK with diabetes - and counting. Everyone’s at risk but Type 2 diabetes most commonly develops in people from the age of 40, or 25 if you’re South Asian, Black African or African-Caribbean. It happens when your body doesn’t produce enough of the insulin hormone or it’s not working well.

This means your body can’t turn glucose into energy. Meaning you can get extremely ill. There’s no cure but the good news is that it can be prevented or delayed, but only if people understand their risk and take action.

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**Our proposal**

£2 million would allow Diabetes UK to help 360,000 people get the advice they need to prevent or delay the onset of the condition. The funds would enable Diabetes UK to provide 60,000 people with an individual Type 2 diabetes risk assessment and another 300,000 people would receive vital information about the illness at our roadshows across the UK.

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**How we help**

"It’s horrible seeing what my mum has to go through with her diabetes. The constant nagging worry about losing her eyesight or having problems with the nerves in her feet. My mum shouldn’t have to worry about this. Someone should be able to enjoy her retirement."

Fenella Heagney, London

"Going to a roadshow was the best birthday present I could have given myself. In truth, I knew that I was too heavy and wasn’t exercising enough. But I didn’t know my health was at serious risk. Diabetes UK gave me the wake-up call I needed to change my lifestyle."

Marc Stokes, Midlands

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Stroke is one of the biggest health issues of our time. But there are hundreds of thousands of stroke survivors who do not receive the support they need and deserve. You and your colleagues at Royal Mail have the opportunity, the reach and the ability to deliver change and improve the quality of life experienced by stroke survivors and their families across the country. Please vote for us to help provide life after stroke.

What we do
We work towards a world in which there are fewer strokes and to ensure that all of those affected by stroke get the help they need. We lead the fight against stroke by raising awareness of stroke and stroke prevention and provide help to people during the most difficult experience of their lives.

Why we do it
Stroke is a massive issue with devastating consequences. Today there are 1.2 million people struggling to cope with the effects of their stroke. Stroke is the third biggest killer in the UK with around 50,000 deaths every year, and the biggest cause of complex adult disability in the country. The shocking truth is that there are 152,000 strokes every year. It doesn’t just affect old people. Babies, teenagers, men and women of working age and their families all have their lives shattered when stroke strikes.

Our proposal
£2 million would fund grants of up to £300 to support 10,000 stroke survivors who do not qualify for government or other types of help. These grants would provide vital home improvements, such as handrails, and pay for activities and training to help stroke survivors get back into their community and live a more fulfilling life.

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How we help
"My stroke happened completely out of the blue at 21. I was training to be a hairdresser. One morning I woke up and my left side was paralysed. My world was turned upside down. The Stroke Association awarded me a grant to do a nail technician course. It’s amazing to do something I love again. The course has been massive in rebuilding my confidence.”
Becky Beaumont, 21

"Having my second stroke was the toughest experience of my life. I was trapped in my home for months. The Stroke Association made alterations to my house so I could look after myself.”
Lorraine, 54, Hampshire

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The money you have raised is enough to fund at least 30 specialist prostate cancer nurses. These nurses will help and support thousands of men and their families affected by prostate cancer across the UK.

Owen Sharp, chief executive at Prostate Cancer UK, says: “Our thanks go to everyone at Royal Mail who has helped to raise such an incredible amount of funds for Prostate Cancer UK. “With Royal Mail’s help, we are able to support men and their families affected by the disease. We look forward to working together in the next few months in the fight against prostate cancer – the most common cancer in men in the UK.”

We are already more than 18 months into our two-year partnership with Prostate Cancer UK. In that time, there has been enormous change within Royal Mail, but the generosity of colleagues in supporting our Charity of the Year, and other good causes, has continued unabated. Together we have now raised £1.8 million for Prostate Cancer UK. This includes the penny for penny matched giving provided by Royal Mail. Here’s how we did it:

- More than £920,000 has been raised by Mo Bros and Mo Sistas during the 2012 and 2013 Movember campaigns.
- We have also raised money through Give a Quid, the £100 challenge, the Graduate and Apprentice fundraising programme and many challenge events, including the London Marathon.
- Through our Guinness World Record breaking payroll giving scheme, colleagues have now donated more than £150,000 to Prostate Cancer UK, including matched giving.

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The next Charity of the Year programme begins in September 2014. But before then, we still want to raise as much money as possible for Prostate Cancer UK, and our two other charity partners, Alzheimer’s Society and Whizz-Kidz.

Soon we will have raised £2 million for Prostate Cancer UK. From 1 April, Royal Mail will match any money you raise for Alzheimer’s Society and Whizz-Kidz penny for penny, in addition to matching funds raised for Prostate Cancer UK.

Everyone’s a winner

As part of our ‘everyone’s a winner’ approach, we donated £50,000 to Alzheimer’s Society and Whizz-Kidz at the start of the programme in 2012. Since then, they have also received some money through colleague fundraising and payroll giving.

Here’s how they have used the money:

Alzheimer’s Society uses the money donated by Royal Mail and colleagues to fund one-to-one support through the Dementia Support Worker Service. In the last 18 months our support has allowed Alzheimer’s Society to fund 2,940 hours of dementia support worker care. This means care has been provided to people suffering from dementia and their families, all around the UK.

Whizz-Kidz uses the money donated by Royal Mail and colleagues to fund wheelchairs for disabled children. In the last 18 months our support has allowed Whizz-Kidz to fund 29 wheelchairs and other mobility equipment for children all around the UK. This support is making a real difference to these children and their families.

What’s next?

You can now make an even bigger difference. From 1 April, Royal Mail will match any money raised for Alzheimer’s Society and Whizz-Kidz penny for penny, in addition to Prostate Cancer UK.