

Incorporating Caring for Kids

Radio Tay

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[www.radiotay.co.uk/cashforkids](http://www.radiotay.co.uk/cashforkids)

[www.tayfm.co.uk/cashforkids](http://www.tayfm.co.uk/cashforkids)

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Charity reg no. SC008440

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17 March 2009

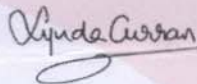
Dear Friends,

I would like to thank you for your recent donation of £114.50 to Cash for Kids.

Every contribution makes it possible for us to continue giving local children a better and brighter future, and that is only possible through the support and kindness of people like yourselves.

Your support to CFK is very much appreciated and we cannot thank you enough for this and if there is anything either myself or my Assistant Alison Carr can help you with with regard to any future fundraising events then please do not hesitate to contact us.

With kind regards  
Yours Sincerely



Lynda Curran  
Cash for Kids Co-ordinator

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## So where does your money go?

Imagine being the only youngster at primary school with no proper shoes, no winter coat to guard against the Scottish chill and no carpet or adequate bedding to go home to.

Imagine being trapped in a young body so disabled the only way to move or communicate is by state of the art technology.

Imagine giving up your childhood to care for an adult relative or desperately needing equipment to allow you and your friends to take up sports and hobbies instead of hanging round street corners.

And imagine the wonderful world that could open up to a needy youngster if only specialised medical, recreational or educational facilities were available.

These are just a few of the problems that Cash for Kids tackles head on in your name. You provide the means to give local children a better future and put smiles on thousands of young faces each year.

And, unlike many charities with high administration costs, we hope that in the coming months will be able to pay back out every pound in full that you donate, directly to helping our Tay territory youngsters.



Radio Tay's Cash for Kids car sponsored by Macrae & Dick



Tay FM's Mike Richardson receives a cheque from local kids

To find out more about the work of Cash for Kids or discuss how you can help the young people of Tay Territory get in touch with the Cash for Kids team

### Radio Tay's Cash for Kids 6 North Isla Street

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Cash for Kids is a registered charity and administered by a board of trustees to promote the welfare of children and young people within Tay territory. The objects for which the trust has been established are in the interests of social welfare, to protect and preserve good physical and mental health and to advance the education of children and young people resident within Radio Tay's transmission area.

All applications for assistance are carefully examined and graded by trustees before allocation of funds is approved.

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## What have you done today to make you feel proud?

Cash for Kids is Radio Tay's listeners' very own charity. A charity established to channel the caring of a big-hearted community into the welfare of their own youngsters.

Every day throughout Tayside and Fife, people are working together to give local children a better and brighter future. And their fundraising, generosity and compassion allows Cash for Kids to assist around 25,000 children and young people most in need or at risk every year.

With cash raised locally and spent locally, Cash for Kids guarantees fundraisers that their generous donation will go to bring, hope, healing or happiness to someone in their local communities. Your pounds and pence could help a youngster in the neighbouring village, a kid at your local school or a toddler in your own street.

Each year Cash for Kids reaches into the darkest corners and turns on the lights. With your help we can light up the lives of even more children in our area. Your effort can turn tears into laughter, your generosity can rescue dignity from despair and your support can break down barriers to create a brighter future for all our young people.

Do something today to make us all feel proud.

## How can you help?

There seems no limit to the imagination of Radio Tay listeners when it comes to fundraising for Cash for Kids.

Leaping out of aircraft, bathing in baked beans, shaving your head, collecting tin cans, climbing mountains, staging concerts, sponsored runs, swims and hops, all feature on the list of amazing fundraising fun by Radio Tay listeners. Leftover kitties from work nights out, profits from car washes, coffee mornings and jumble sales, and overflowing CFK collection cans left on shop counters, bars and service points all help boost the coffers.

Corporate sponsors, schools, sports groups, office staff, services and individuals use their imagination to help Cash for Kids turn dreams into reality. You decide you want to help and the CFK team will be there to support your effort.



Radio Tay team adopt a pirate theme for this years Great Scottish Walk.



Claydesdale Bank's Jackie Campbell presents a cheque to Radio Toy presenter Dave Price and Radio Toy Managing Director Ally Ballingall.

Once you have decided what type of fundraiser you want to run, we will be happy to provide posters, collecting cans, on air promotion and sponsor forms to give your event a high profile springboard.

In addition to YOUR events, Cash for Kids stages a variety of popular annual fundraisers throughout the year including a Golf Tournament, a Ceilidh, Perth and Dundee Gala Balls, Sports Dinner and the autumn on air charity auction weekend.

The charity auction remains CFK's largest single fundraiser and it's yet another way that you can support our children. Just make sure you donate something for auction or snap up a bargain on air and put cash in the kitty!

Remember - no matter how much or how little you contribute, it makes a huge difference to a young life here in Tayside and Fife.