



Orkney Charitable Trust  
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Dear Friend,

We are launching our second **“Cracking Christmas Jumper Day”**, where we ask local workplaces, businesses and groups to dress up in their Christmas Jumpers (or anything else!) and raise money for the Orkney Charitable Trust. Last year was such a success, with over 350 Christmas Jumpers worn, all round the county. We want to make this year even bigger!

As you may know, we are fundraising for a very special cause, “Every Child Deserves a Christmas”. You may not be aware but over 500 children have parents who are not in work in our community<sup>1</sup> and 238 children have been supported by the Orkney Food Bank<sup>2</sup>. These families can’t afford the same Christmas as many of us are lucky to enjoy. Instead, families are forced to make tough choices between presents and the essentials such as food and heating.

Orkney Charitable Trust is in our sixth year of providing grants of £50 to eligible families. Last year we gave out hundreds of grants to children who are truly in need.

#### **What impact does this have?**

Mairi Fleet, one of our trustees says:

*“Since starting the grants, we have been overjoyed about how families use the money and the impact it can have on them at Christmas. Families have made Christmas Dinners, where they may not have been able to afford to or bought children special toys which they wouldn’t have been able to do. It brought an extra Christmas sparkle to over 250 children last year.”*

#### **What can I do?**

It’s simple. We simply ask you and your friends or colleagues to have a day dressing up in your favourite Christmas attire. Maybe jumpers or even antlers and tinsel, the choice is yours. We then simply ask everyone to donate what they can to our cause. Remember, every £50 you raise brings Christmas joy to a local child.

As we know that Christmas is a busy time for you, so we are targeting the week 9<sup>th</sup> to 15<sup>th</sup> December, so most people may hold their day then, but go for another date if you prefer. We’d love to hear about it, so post the details on Facebook, tagging “Orkney Charitable Trust”.

#### **Sunday Roast at the Sheila Fleet Kirk Gallery & Café**

Yes, our wonderful friends at Sheila Fleet Jewellery have kindly given us a January Sunday Roast (2 Course) for your team (maximum 10 people) in the Kirk Café for the most liked photo of your teams Christmas attire, posted to our Facebook page. Winners will be announced by 23<sup>rd</sup> December. More details enclosed.

#### **How do we get started?**

This Fundraising Pack should contain all the information you need to create your fun filled “Cracking Christmas Jumper Day”. Any other questions, please feel free to contact us on the details above.

Thank you so much for helping bring some magic to Christmas for a child in Orkney. Rest assured every penny you raise will go towards helping us deliver “Every Child Deserves a Christmas”.

Kind regards

Craig Spence  
Chairman, The Orkney Charitable Trust

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<sup>1</sup> Department of Work and Pensions Dec 2017

<sup>2</sup> Use of food vouchers, Orkney Foodbank 2016 - 2017