

CASCAID

AMBASSADOR PACK



WHAT'S INSIDE...

Meet the
Ambassadors of
CASCAID - see what
challenges they're
doing

Discover how
easy it is to start
fundraising through
the CASCAID
website

Find out who's
brave enough to
leap from a London
skyscraper?

www.cascaidcharity.com

WELCOME

CASCAID is an industry initiative that brings the asset management community together to raise money for charity.

Our goal is to raise at least £1 million for Cancer Research UK in 2017. Some of you think we can smash through that target, so let's try to raise even more! This is a one year initiative, but if it works well we may carry on further. If that's the case, we'll look to support other charities and we will, of course, ask for your input.

Whilst raising money is our key goal, we also hope to create valuable networking opportunities for the industry and have some fun along the way.

Thank you for being an Ambassador. You are one of 100 very important people who are bringing this initiative to life. This pack gives you information on challenges, facts on what people are doing to raise money and help and guidance on how to set up your fundraising pages. But remember, MiP are here to help, so if you are in any doubt, just give us a call on:

0203 004 4470.

CASCAID

NOT
Let's do lunch
23/1/17

Join us as we don't do lunch, in aid of Cancer Research UK. On 23rd January 2017, individuals from across the asset management industry will forgo lunch and donate their normal spend to charity. Go on, join us, it's only for one day.

- Step 1: don't buy lunch
- Step 2: donate on our website or by text
- Step 3: feel great!

DONATE NOW
www.cascaidcharity.com

Text GIVE5 to 70200 to give £5 Text GIVE10 to 70200 to give £10

Online donations are managed via VirginMoneyGiving, text donations are managed directly by CRUK. Texts charged at £5/£10 plus a standard rate text (age 16+, UK mobiles only). From this, Cancer Research UK will receive £4.89/£9.78 [Closes 01/03/18]. Full Ts&Cs at www.cruk.org/text. [Registered charity nos 1089464 SC041666].

Let's NOT do lunch is part of CASCAID. CASCAID is a new initiative that brings the asset management community together to raise £1million for Cancer Research UK in 2017. Spearheaded by industry leaders, the campaign will encompass fundraising activities throughout the year. Events will be on an individual basis, within teams, on a company level and across the industry. Our plan is to get everyone raising money in lots of different ways. It's all about asset management professionals getting together for a great cause. Find out more at www.cascaidcharity.com

THE AMBASSADORS

Ben Burns

Helen Wagstaff

Katy Cole

Simon Lodge

Mark Brandis

David Wiggin

Jo Parker

Andrew Formica

Jonathan Polin

Richard Buxton

John Ions

Jeff Scott

Alastair Mundy

Jim Leaviss

Mark Wharrier

Simon Brazier

Anna O'Donoghue

Ben Goss

Ben Gutteridge

Cyrique Bourbon

Darius McDermott

Darren Morgan

Gary Potter

Geoff Mills

Harry Burnham

John Husselbee

Marcus Brookes

Mark Dampier

Mark Pearson

Mona Shah

Hanneke Smits

Nick Watson

Richard Philbin

Richard Romer-Lee

Rob Bowie

Rob Burdett

Rory Maguire

Tom Becket

Tom Caddick

Katie Trowsdale

Kate Rowland

Alasdair Johnson

Charlie Hacking

Garry Whitefield

Mark Atkinson

Kathryn Pinner

Anne-Marie McConnon

Charlotte Gibson

Isla Mackenzie

Paul Truscott

Lawrence Gosling

Adam Gent

Andrew Watson

Andy Larkin

James Crossley

James Tollemache

Jeremy Roberts

Mark Allpress

Mark Thomas

Michael Beveridge

Nick Hutton

Phil Middleton

Rob Bailey

Russell Lancaster

THESE ARE THE
PEOPLE THAT
ARE MAKING THIS
HAPPEN!

Sam Mettrick

Simon Hillenbrand

Steve Kenny

Austin McBride

Tom de Lisle

Charles Davies

Fiona Andrew

John Tevenan

Mark Ingram

Rory Williams

Sam Gold

Simon Rogers

Campbell Fleming

Jasper Berens

Phil Wagstaff

Alan Gadd

Nichola Pease

Nick Phillips

Paul Graham

Richard Royds

Warren Tonkinson

Justin Eede

Marcus Bolitho

Matt Oomen

Claire Blackwell

Euan Munro

Phil Reid

Charlie Wilson

Gary Tuffield

Ruli Viljoen

Caspar Rock

Stephen Ng

Mark Ashley

CHALLENGES

At the heart of CASCAID are our “**challenges**”. Each Ambassador is undertaking some kind of fundraising activity: anything from climbing a mountain to running a marathon; organising a golf day to hosting a wine tasting evening. It's really easy to set up your fundraising page, just follow these simple steps:

01

Head to the CASCAID website (grab it from the bottom corner of this page). Click the blue “**Start fundraising**” button.

02

Select “**Personal challenge**” (that's the option we want everyone to use for CASCAID, ignore the others).

03

The next screen is where you fill in your **details** for your challenge.

04

CRUK is pre-selected, pop in the **total amount** you aim to raise from your challenge. Register/log-in and start fundraising!

WHAT NEXT?

Once you've decided on your challenge, cascade the idea outwards by:

- asking others to sponsor you
- asking others to join you (can you get colleagues to do the same thing and compete against you?)
- asking others to do their own challenge, whatever takes their fancy
- supporting other Ambassadors in their challenges



SILLY CHALLENGES

These work the other way round – instead of challenging yourself, you challenge someone else to do something. The sillier the better. As the initiator of the challenge, you need to set it up on the website, kick it off with a small donation then ask others to support it. It's basically crowdfunding. Challenge someone to:

- Talk in a cockney accent all day
- Dress up as Elvis
- Perform a song
- Not swear for a month (they pay a fine if they do)
- Grow a moustache
- Give up booze/fags/chocolate for a week

We'd love it if **EVERY** Ambassador could challenge someone else (ideally someone who isn't already involved in CASCAID) to do something. MiP are full of ideas, if you're short of inspiration. Call any time!

Rest assured, we will vet all these and will ensure that they don't involve anything that would bring the industry into disrepute.



INDUSTRY-WIDE EVENTS

Whilst MiP are organising all things CASCAID related, this is on a pro-bono basis. We are not charging any organisation or design fees. Obviously there will be venue costs that are passed on directly, but we'll do our very best to blag freebies where we can!

WE ALSO HAVE SOME INDUSTRY-WIDE EVENTS. THESE INCLUDE:

*NOT
Let's do lunch*

The CASCAID Let's Not Do Lunch Day on Monday 23rd January. Ask everyone you know not to buy lunch and instead donate their normal spend to the campaign

Two fundraising gala dinners:
19th June 2017 and 4th December
2017

The Walk-and-Talk walking half-marathon at night: 30th June 2017

Our two gala dinners will be the biggest and best industry events of the year. We hope that all the fund groups involved in CASCAID will take a table at each. Many clients have already said they will take tables, so these dinners will be valuable networking opportunities. We will have a limited number of single tickets available for key clients who are unable to take a table.

Our commitment to you is this:

- Two fabulous evenings
- Valuable networking opportunities
- Key clients in attendance
- Priced more keenly than any other industry dinners
- At least half of your table cost going directly to charity
- No charges from MiP or our core suppliers
- Exciting entertainment featuring some of our favourite industry characters as you've never seen them before!
- No drawn-out awards ceremonies

Please try and attend. Help us make these the stand-out events of the year – raising a significant amount of money and promoting CASCAID to a wider audience.

And more.....
details to follow soon!

THE MARKETING MIX

WEDNESDAY 1ST FEB 2017

FLIGHT CLUB, WORSHIP STREET

Subject to change, final details will be confirmed shortly



**CALLING
ALL ASSET
MANAGEMENT
MARKETERS**

Save the date, we'll be in touch with more details soon. To reserve your tickets, please email olivia.pickles@mipagency.com

The Marketing Mix is all about bringing asset management marketers together to network and raise some money for CASCAID. Marketing directors including Isla Mackenzie (Aviva Investors), Anne-Marie McConnon (BNY Mellon) and Marcus Bolitho (OMGI) are leading the charge and will be bringing along their teams. Many other firms will be doing the same. We'll also be joined by some of the fantastic agencies that support our industry, including Libertine, Team Spirit, Ptarmigan Media, Capital City Media and Fundamental Media.

Tickets cost £20 a head and are sold in batches of five. Money raised from ticket sales goes to CASCAID. The ticket price includes entry into a darts competition and a float will be provided at the bar to kick start the evening festivities and to calm any early nerves on the oche. There will be a few fundraising games and raffles during the evening.

GET SOCIAL

Catch up with old friends

GET NETWORKED

Meet new people in the marketing world

GET COMPETITIVE

Fight for the glory of being marketing's best darts player

THE CASCAID NIGHT WALK

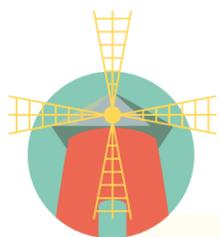
The Walk-and-Talk Night Walk brings the asset management community together in a very different way. Join your colleagues and peers for a wonderful walk across London, starting late in the evening and finishing in the wee small hours – depending on how fast you walk, obviously! The main route is a half-marathon (13 miles) but for the fitties, there's the option to do a full marathon. There's also a 10k option. The event is open to everyone who is connected to asset management in some way, be that fund management firms, suppliers, related industries or friends-and-family.

The route is yet to be finalised, but we'll start and finish in the City and the walk will take in many of London's fabulous landmarks. In the dead of night, St Paul's, the Gherkin, the Cheesegrater, Tower Bridge and Buckingham Palace look all the more impressive. It's all professionally organised and there will be refuelling and loo stops along the way. We can stagger start times so that you can fit in with public transport and our end point will have plenty of taxis. Our end point will also be a great place to carry on networking and celebrate your achievements, with a warming drink and a bit of a party atmosphere.

Many fund managers, CEOs, sales team, marketing teams and people from right across the industry are taking part. This is a fantastic opportunity to network while you walk, see London in a different light and watch the sun come up. The entry fee is £20, which goes towards covering the costs, and we ask that everyone aims to raise at least £100 sponsorship for CASCAID.

Registration is not yet open, as the details are being finalised with the various local authorities involved. But please pre-register on the CASCAID website to secure a space and we'll be in touch soon. Why not walk as a team and enjoy the event with your colleagues, or bring along your family or group of friends? Fancy dress optional!

THE CHALLENGES



AUSTIN MCBRIDE
52x10k runs, in his 52nd year

FIDELITY SALES TEAM
Cycle to Amsterdam

SIMON LODGE
Weightlift one million kilos in a year (that's like lifting a person up to 45 times a day, every day)



CAMPBELL FLEMING
Organise a comedy evening

PHIL WAGSTAFF
Cycle round Lake Geneva in a day (200k)

KATE ROWLAND
Walk a marathon

KATHRYN PINNER
Run 5k every day in March - and she hates running!

SQUARE MILE TEAM
3 Peaks Challenge

SIMON BRAZIER AND INVESTEC TEAM
6 peaks challenge - 3 mountains in the UK, 3 in South Africa

ANNA O'DONOGHUE
Swim the distance of the Channel (in a swimming pool)

WARREN TONKINSON
Triathlon

ROB BOWIE AND TEAM
Climb Ben Nevis

JONATHAN POLIN
Cycle round all of Sanlam UK's offices (850 miles)

BEN BURNES
Cycle a stage of the Tour de France

KATIE TROWSDALE
Cycle from Scotland to London

ANDREW WATSON
and M&G sales team
Cycle London to Paris



HELEN WAGSTAFF
Ski/row/run/cycle 500k

MARK ALLPRESS
Organise a golf day

BEN GUTTERIDGE
Half marathon

JO PARKER
and the team at Teamspirit.
Walk the World - walking the distance of the circumference of the earth in 2017

RICHARD PHILBIN
Has secured us Paul Hollywood so will be organising some kind of bake-off



JASPER BERENS
Skydive



RICHARD BUXTON
Night walk half marathon

MARK INGRAM
Organise a walk-to-work day

MATTIAS HAGEN
Running the London marathon

STEPHEN NG
and the team at Create Wealth IFA. 1 million metre cycling challenge (including the Dragon Ride)

DARIUS MCDERMOTT
24 hour dart-a-thon

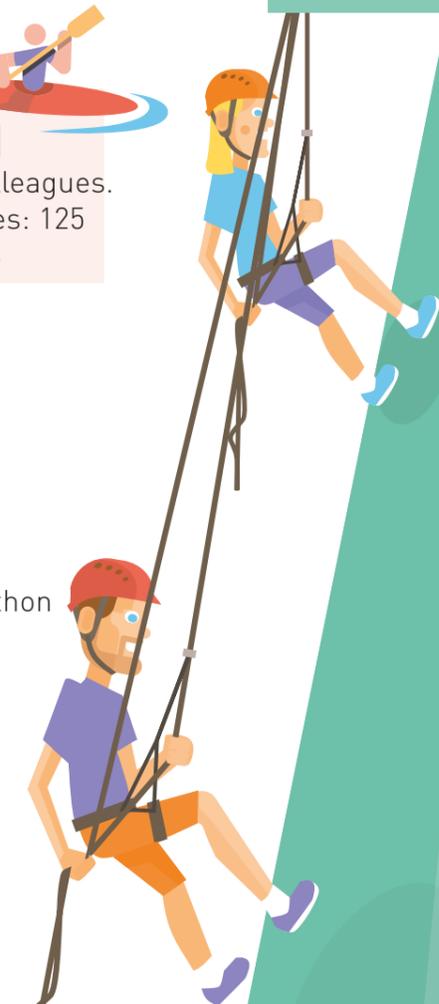


ANNE-MARIE MCCONNON
Rowing across the Irish Sea from Holyhead (Wales) to Dublin (Ireland)

JEREMY ROBERTS
Run/row/cycle 300k

ALASTAIR MUNDY
Chess challenge

DARREN MORGAN
and a team of colleagues.
Canoe the Thames: 125 miles over 4 days



PAUL TRUSCOTT
Cycle ascent of Mount Ventoux

ANDREW FORMICA
and a team of fund managers - abseil the Broadgate Tower - and he's getting other CEOs involved as well

SEE PAGE 17

GARY & ROB'S GRAND TOUR

GARY POTTER AND ROB BURDETT

Driving round the UK in a Reliant Robin (yep really!)



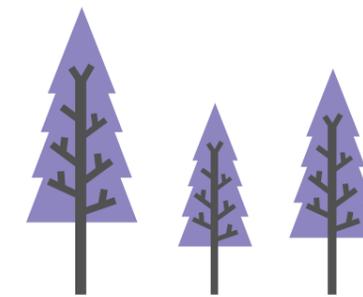
YOU'RE PLAYING A BIG PART IN CASCAID, HOW DID YOU GET INVOLVED?

Over the years, we have both been charity givers individually and we've often discussed charity ideas between ourselves and with MiP. When Helen told us about this idea over lunch, we immediately thought it a great idea to harness the collegiate nature of our industry, channeling enthusiasm for a great cause and thought we'd hit on something powerful. We welcomed the opportunity to give something back and to get together with colleagues, peers and friends, all for a good cause. We were chomping at the bit to get involved. Cancer affects so many people and as I (Gary) lost both parents to Cancer related illnesses this initiative really resonates with both of us.

TELL US ABOUT YOUR CHALLENGE

We were both extremely keen to spread the word and 'CASCAID' the cause across the whole of the UK. As we have spent the last 20+ years taking messages to the financial advisory market across the nation, it seemed logical to extend this initiative in the same way. Also being keen to do something a bit different and

both having an interest in all things car related, the obvious thing to do was to drive around the UK in a three-wheeled Reliant Robin, suitably dressed, of course. Fear not, we won't be peddling cheap product out the back of the van in every market town but the concentrated nature of the trip and the distance we will travel will certainly make this different and most certainly a challenge!



HOW WILL YOU RAISE MONEY?

We're going to plan the route carefully but the aim will be to stop off at various way points where we will aim to meet with IFA businesses and try and get many of them involved as well, helping us to raise as much as possible. We aim to undertake some additional challenges at these stop off points, so we welcome any ideas. The whole thing will take about three weeks, which allows us to see a lot of people and spread the word about CASCAID. If they all give just a few pounds, it'll soon add up. We hope people will show some sympathy for us (by

donating and sponsoring) because of the ridiculously uncomfortable way we've travelled to see them and help us raise good money! We'll buy the car ourselves, get it prepared at the outset and obviously pay all our own expenses so everything we raise will go to the cause.

ANYTHING ELSE?

BMO GAM is a sponsor at the Goodwood Revival meeting so we aim to set off from there in September. We'll also throw a going-away party before the 'grand depart' and invite all our London contacts to come to that, donating a little. On top of that, we'll try and raise money at all the conferences we do throughout the year and we're talking to others within the company to see how we can 'CASCAID' this idea further. We like the idea of a virtual London-Canada cycle ride, for example, with people throughout the company getting involved. We're exploring this at the moment. Basically, we'll do anything we can for this excellent initiative.

WILL YOU BE AT THE INDUSTRY-WIDE EVENTS LIKE THE GALA DINNERS?

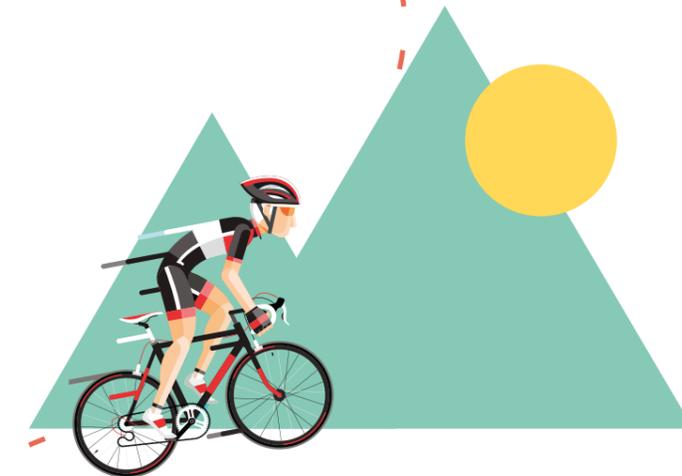
You bet. We're happy to take our own table and will be bringing the whole team. We wouldn't miss the opportunity to catch up with the industry. Let's get together and make this a fabulous success.



**JONATHAN POLIN,
CEO OF SANLAM**

JP, YOU WERE ONE OF THE FIRST PEOPLE TO SIGN UP AS AN AMBASSADOR FOR CASCAID. WHAT INSPIRED YOU?

As soon as Helen asked me, I knew this was an idea that the industry would get behind. Asset management is full of great people, many of whom already do so much for charity but I knew people would be keen to do a little bit more. We're a really collaborative industry, so the idea of working together for a great cause was always going to resonate.



WHAT ARE YOU DOING TO RAISE MONEY?

Ah well, slightly insanely, I volunteered to cycle round all of Sanlam's UK offices. I'm not sure I realised quite how far that was when I suggested it!!! 850 miles. Gulp! For someone who hasn't been on a bike for 20 years, that's a lot. But my plan is to get lots of people from Sanlam involved; they will cycle various legs of the trip with me. They will be my outriders and provide a bit of slipstream.



WHAT ABOUT THE REST OF SANLAM?

They're all in on this. Those that aren't cycling with me will be setting up static bikes in the various offices and matching me mile for mile. I wanted this to be something that the whole company could support. We'll all raise money for this great cause.

I WILL WALK 25,000 MILES...
...DA DA DAH DAH...
...DA DA DAH DAH...



MARK ASHLEY, MANAGING DIRECTOR AT MEDIA SOLUTIONS SPECIALISTS PTARMIGAN MEDIA, TELLS US ABOUT THEIR CHALLENGE.



MARK, WHAT ARE YOU UP TO FOR CASCAID?

We're planning a big one - The Ptarmigan Media Mega Triathlon Around The World. We've committed to running, walking, cycling and swimming the 25,000 miles circumference of the globe in the year. We'll measure our progress on Strava, which will show everyone's contribution and a total of miles covered. We believe that this is a big headline-grabbing feat which will get CASCAID noticed and will attract generous sponsorship.

We were keen to work together as a team for our challenge. There are 60 people in the firm globally: this something each and every one of us will put our hearts into. It's a lot of miles for each person to do!

We're also keen to keep the momentum for CASCAID during the year, so we'll also run some office-based events like a bake-off, where we'll try and involve our clients, suppliers and other contacts.

WOW, THAT'S IMPRESSIVE! IS EVERYONE COMMITTED?

We are indeed. We're specialists in financial services and work for a lot of the biggest asset management groups, so we were excited to get involved with this great initiative. Cancer charities are also very close to our hearts, as many of our team have been affected terribly by this awful disease. We are very motivated to do anything we can to help beat cancer, sooner. We're looking forward to working together with everyone in this great industry to do our bit.

FRANCE SUMMER 2017

As their CASCAID challenge, Lazard will be gathering a team of around 50 cyclists to attempt a stage of the 2016 Tour de France. This is a 146km ride from Megeve to Morzine, taking in 3,335 metres of climbing. It's an enormously challenging ride with some of the hardest climbs you'll ever do. But, on the up side, it involves some spectacular views! The team will tackle challenging hairpins and ascents of up to 12%. This is known as one of the hardest Etapes, that will test most riders and is only for those that have undergone some serious training.

If you'd like to join, email rory.williams@lazard.com

Everyone's welcome, as long as you've got the legs and stamina for it!

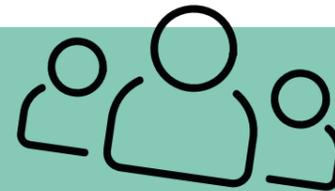


RORY WILLIAMS AND THE LAZARD TEAM TACKLE THE ETAPE

THE CEO ABSEIL – SCALE LONDON'S HEIGHTS



Led by Andrew Formica of Henderson, a number of CEOs and teams will take on a daring challenge in June: an abseil of one of London's tallest towers. There are just 100 places available on this exciting adventure - is your CEO brave enough to join? The Broadgate Tower soars 540ft above the City's streets, offers stunning views of London and won the New City Architecture Award when it was constructed.



WHO'S INVOLVED

Andrew Formica and a team from Henderson Global Investors

Peter Harrison and a team from Schroders

Hendrik du Toit and a team from Investec Asset Management

7 more team spaces available



LOGISTICS

Saturday 10th June

10 teams of 10 people, each led by a CEO

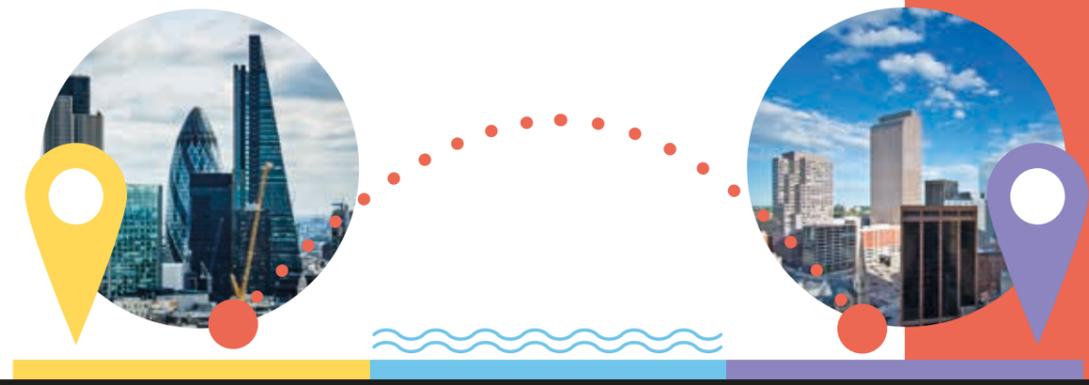
Managed by professional abseil organisers Mile End

Spectators are welcome and we'll organise a drinks reception to celebrate everyone's success at the end!

EMAIL CHARITY@MIPAGENCY.COM FOR DETAILS

CYCLE MANIA

AS THEIR CHALLENGE, THE TEAM AT HENDERSON ARE GETTING TOGETHER WITH THEIR NEW COLLEAGUES ACROSS THE POND TO DO A VIRTUAL CYCLE FROM LONDON TO DENVER. PHIL WAGSTAFF TELLS US ABOUT THEIR PLANS.



QUICK FACTS



Two teams on two continents



Approx 260 cycling hours



200+ riders



One goal - raising money for charity

WHAT ARE YOUR PLANS PHIL?

This is quite an ambitious challenge. We wanted to do something significant to support CASCAID and, given our upcoming merger, it seemed the opportune time to create an event that united the Janus and Henderson teams. Our aim is to gather dozens of people from various teams across the two businesses; they will ride in unison.



HOW WILL IT COME TOGETHER?

We are setting up 20 static bikes in our reception in London and 20 in Denver. The ride begins at 12pm London time, early morning Denver time. We all start together and race to the middle, seeing which team can reach that point first. As we have both sales teams participating, we expect some healthy competition!

HOW WILL YOU RAISE MONEY?

Each rider will raise sponsorship for their involvement and the company will match this. We'll also invite some guests over to ride with us: journalists, key clients etc. We'll have some fun and games within the ride: speed trials, personal challenges, and fancy dress.

WHEN WILL THIS HAPPEN?

In the second quarter of 2017, when the two companies (Janus and Henderson) officially rebrand as one. We're excited about the merger and looking forward to operating as a single unit. Based in 29 locations around the world and with approximately \$320 billion in assets under management, the new company will be a key player in the global asset management arena. It is therefore only fitting that we undertake a global challenge of this scale for CASCAID. We're proud to do our bit for this fabulous cause.

EVERY LITTLE HELPS

SQUARE MILE

Square Mile have instigated a 'corporate swear box' in their office with the proceeds being donated to CASCAID. Every time a member of staff utters one of a list of banned expressions they have to put £1 in a jar. The list includes phrases we all hate, such as 'helicopter view' or 'let's take this offline'. They've already raised £200 and they've only just started!

Could you do something similar?

THE JIF ROADSHOW

As part of the JIF roadshow in Q1, the sponsors (BNY Mellon, Schroders, M&G and Henderson) are donating £2 for every feedback form received to CASCAID. As this is the best roadshow around, this should add up to a decent sum. Thanks guys! Let's encourage everyone to do the same for IFA roadshows.

Could you do this at your events?

THE JIC CONFERENCE

The JIC Autumn conference took place in Gleneagles recently. MiP are donating £5 for every delegate that attended. So just by coming to a conference, our delegates are helping to beat cancer.

LADS GOLF TOUR

The annual lads golf tour has donated £500. They always run an auction of players, betting on who will be the best golfer of the week. This year, they've given CASCAID all the proceeds. Thanks to Greg, Nick, Phil, Nacho, Rob, Neggie, Mark, Andrew and Al.

FUNDRAISING



We'll raise money throughout the whole year. Fundraising starts in earnest on 1st January 2017. By the time we get to our gala dinner on 4th December 2017, we hope we'll be well through our £1million target.

As Ambassadors, your job is to help keep the momentum. Keep talking about this. Get more people involved. Get everyone excited. Generate new ideas. Take every opportunity you can to raise money.

DONATE

See everyone's fundraising challenges and sponsor them on www.cascaidcharity.com

BY TEXT:

Text GIVE5 to 70200 to donate £5

Text GIVE10 to 70200 to donate £10

ONLINE

Donate directly on cascaidcharity.com

All donations go directly to CRUK

Texts charged at £5/£10 plus a standard rate text (age 16+, UK mobiles only). From this, Cancer Research UK will receive £4.89/£9.78 [Closes 01/03/18]. Full Ts&Cs at www.cruk.org/text. [Registered charity nos 1089464 SC041666].

AMBASSADOR RESOURCES

THE AMBASSADOR RESOURCES SECTION OF THE WEBSITE GIVES YOU LOADS OF INFORMATION TO HELP YOU PROMOTE CASCAID. IF YOU NEED ANYTHING ELSE, JUST SHOUT!

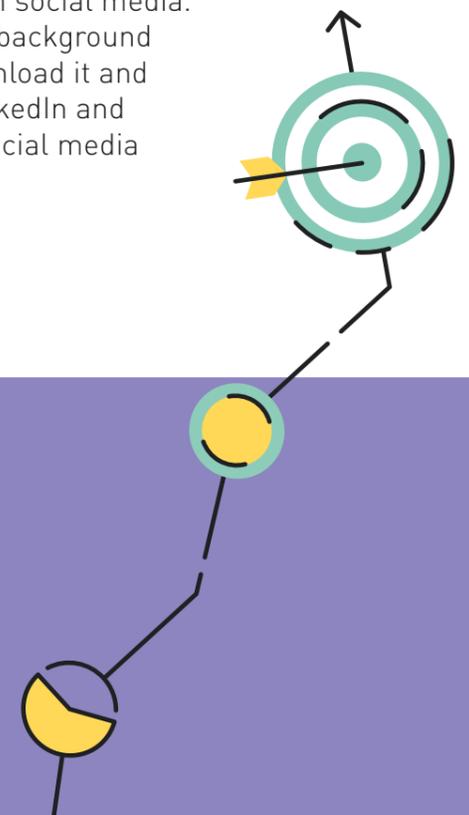


FLYERS TO DOWNLOAD

1. CASCAID promotional flyer. This gives an outline of what CASCAID is all about. Download the PDF and send it to anyone you think might be interested!
2. Let's not do lunch. This promotes the LNDL day on 23rd Jan 2017. If appropriate, send to all your colleagues and ask them to support it. Cascade the idea out to as many people as possible. Tell them you're doing it and ask them to join you.

DIGITAL STUFF

1. Email sign-off. We've made an email signature that you can download and add to your emails, if your company allows this.
2. Article to share on social media. This explains the background to CASCAID. Download it and share on your LinkedIn and whatever other social media you use.



STARTING FUNDRAISING

1. The website has a link to VirginMoneyGiving which allows you to set up your fundraising page, then send it out to friends and family to start raising immediately. There are instructions on how to do it (it's super-easy) and some sample text to use, if needed.
2. There's also a link to set up any silly challenges you can think of.

SOCIAL MEDIA

PROMOTE US ON SOCIAL MEDIA

 Follow us on Twitter @CascaidCharity

 Follow us on Instagram @cascaidcharity

 Join the LinkedIn group 'Cascaid Charity'

We need your help to 'socialise' the CASCAID campaign, so please get tweeting about your training, instagram-ing pictures of your challenges and LinkedIn-ing your progress.

Or...good old fashioned 'spreading the word' in meetings with clients and amongst your colleagues, family and friends.



HASHTAGS

#CRUK

#CASCAID

#FEELTHEBURN

#1MILLION

DONATIONS

HOW TO DONATE

ONLINE:

Donate directly on cascaidcharity.com

All donations go directly to CRUK

www.cascaidcharity.com

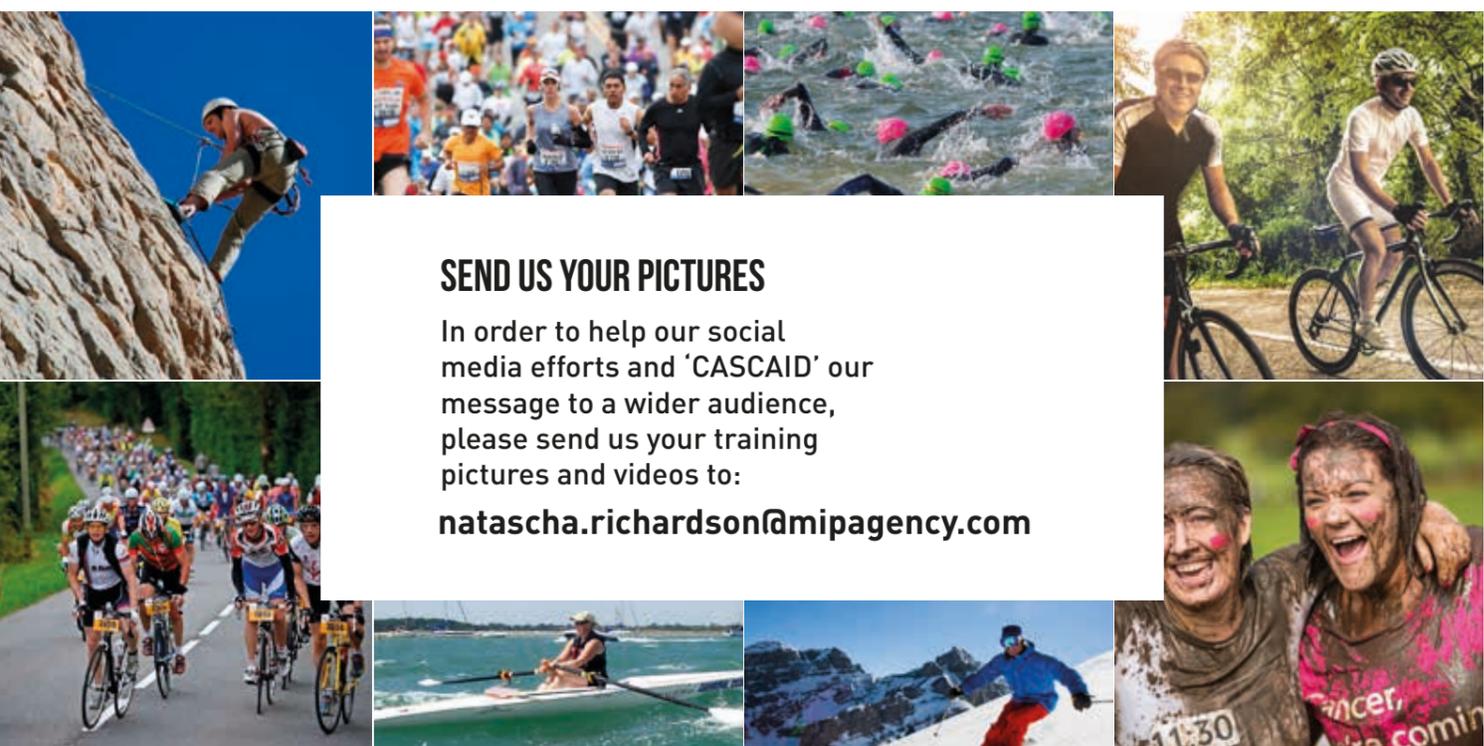


BY TEXT:

Text **GIVE5** to 70200 to donate £5

Text **GIVE10** to 70200 to donate £10

See everyone's fundraising challenges and sponsor them on www.cascaidcharity.com



SEND US YOUR PICTURES

In order to help our social media efforts and 'CASCAID' our message to a wider audience, please send us your training pictures and videos to:

natascha.richardson@mipagency.com

AMBASSADOR SPOTLIGHT

WE TALK TO ANNE-MARIE, ONE OF OUR KEY AMBASSADORS WHO HAS HELPED TO GET THIS INITIATIVE OFF THE GROUND



ANNE-MARIE
MCCONNON,
MARKETING
DIRECTOR AT
BNY MELLON

ANNE-MARIE, YOU ARE ONE OF THE KEY PEOPLE THAT'S WORKING ON CASCAID AND YOU HELPED SHAPE THE IDEA AND BRING IT TO LIFE. WHAT MAKES YOU WANT TO BE PART OF THIS INDUSTRY-WIDE CAUSE?

Cancer touches so many of us, directly or indirectly. I lost my father to cancer a few years ago, so, like so many other people in the industry, I have a very personal reason to get involved. BNY Mellon and Newton also made a game-changing decision this year by donating our sponsorship rights for the Oxford and Cambridge Boat Races to CRUK. The event, now known as The Cancer Research UK Boat Races, is supported by the #PullTogether campaign, created to bring together BNY Mellon, Newton Investment Management, The Boat Races and Cancer Research UK to raise awareness and funds for the charity. For 2017, CASCAID gives us the opportunity to work with other investment groups in The City to join forces and raise even more funds for CRUK. I believe CASCAID can make a real difference, which is why I wanted to be involved.

IS THIS SOMETHING THAT BNY MELLON WILL BE SUPPORTING IN A BROADER SENSE?

Absolutely. We will be holding a number of fundraising initiatives and empowering our employees to get behind

raising money for Cancer Research UK as part of our PullTogether campaign, linking in to CASCAID. We will also be giving CRUK a platform to communicate their message by donating the rights to the Oxford and Cambridge Boat Races. Finally, we will be working closely with the BBC and the Boat Race Company to encourage the wider public to PullTogether for the charity - as well as running some high profile fund raising initiatives in the run up to the boat race next year. And, of course, we're prepared to challenge ourselves personally and to make fools of ourselves with the silly challenges too!!

AS AN AMBASSADOR, YOU'VE AGREED TO DO A CHALLENGE FOR CASCAID. ANY IDEAS OF WHAT IT BE?

I'm doing the Celtic Challenge. I will take on the feat of rowing across the Irish Sea from Holyhead (Wales) to Dublin (Ireland). This is a 12-15 hour row across rough seas which I will undertake alongside a team of 6 rowers. It covers a distance of 73 miles - a mile for every day that my Dad endured treatment for cancer. I have never rowed in my life and I hate rowing machines but I wanted to do something out of my comfort zone for a great cause.

FAQS

WHAT IS THE OBJECTIVE?

Our objective is to raise as much money as possible for CRUK and help to beat cancer, sooner. Individuals from across investment groups in the City will join forces to support Cancer Research UK through a year-long series of fundraising initiatives called CASCAID. It's a bit like our version of Comic Relief.....using our collective power as an industry to make a difference.

WHY IS THE INDUSTRY DOING THIS NOW?

It is something that has been in discussion for a while. Each of the investment groups already undertake a number of charitable initiatives, we saw the opportunity to work together as an industry. It's not about detracting from companies' individual fundraising efforts – it's about doing more!

WILL THIS INITIATIVE CONTINUE AFTER 2017 AND POSSIBLY RAISE MONEY FOR OTHER CHARITIES?

At the minute we are 100% focused on our goal to raise money for CRUK over the next year. We believe by combining our efforts as an industry we can make a meaningful impact. We hope that CASCAID is something that can live on after 2017 and can go on to benefit other causes and charities in the future.

HOW MUCH WILL IT COST TO ACTIVATE THE CASCAID CAMPAIGN?

All of the agencies involved in running the CASCAID campaign are giving their time pro bono. We are also using our relationships with key celebrities and asking them to give their time free of charge in order to support us. We are working with VirginMoneyGiving so that monies donated go directly to charity.

WHY CRUK?

Cancer is something that affects all of us either directly or indirectly. Many of individuals involved in CASCAID have lost family members, close personal friends and colleagues to cancer and we believe by working together as an industry we can make a real difference and give something back. Also, many of the groups spearheading CASCAID were already undertaking high profile initiatives to support CRUK so it made sense to leverage this in the first year of CASCAID. Due to the widespread nature of cancer, many individuals also tend to choose cancer charities for their own individual fundraising efforts. For the first year of CASCAID we wanted to choose a charity that a large number of people could relate to and get behind.

WHERE DOES THE MONEY GO?

Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research. The charity supports research into all aspects of cancer through the work of more than 4,000 scientists, doctors and nurses. All the money raised through the partnership will go directly to Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer. We are working with CRUK to agree direct areas that our funds will go towards.

HOW ARE EFFORTS BEING COORDINATED?

Events and marketing agency MiP are sitting at the centre of the initiative, coordinating everyone's activities and organising (on a pro bono basis) industry-wide events like the gala dinners. MiP have gathered together 100 "Ambassadors" from around the industry to spearhead fundraising efforts. These are CEOs, fund managers, sales directors, marketing heads, fund selectors, wealth managers, research analysts and other individuals from a wide variety of firms. They will help with fundraising and spreading the word, to ensure that everyone knows about CASCAID.

CANCER RESEARCH UK

WHERE WILL ALL THE MONEY GO?

Over the last 40 years, cancer survival rates in the UK have doubled. In the 1970s just a quarter of people survived, today that figure is half. The money raised via the CASCAID initiative will go towards hopefully helping to increase that figure in three key areas:

CHILDREN

Leading scientist's in children's cancers have helped to identify that there are different types of childhood brain tumour. Teams are now using this knowledge to search for new drugs that target the different DNA mistakes in these types of childhood brain tumours.

BREAST CANCER

More than 40% of all cancers diagnosed in the UK are attributed to lifestyle and environmental factors – this means that 130,000 UK cases could be prevented per year. Your fundraising will support research into the genetics of cancer that has already revealed the genes BRCA and APC respectively as key genetic risk factors of breast cancer.

NEW RESEARCH

Funding for new research is vital in the battle against cancer. The money raised via CASCAID will help people like Professor Eleanor Stride. Prof Stride is engineering a drink containing oxygen nanobubbles that can be targeted to tumours. Supplying oxygen in this way has been shown to slow tumour growth and provides a boost to the body's immune cells that are fighting the cancer.

To give you an idea of how much you can make a difference, here are a few things we could help to buy:

£50,000 buys a microscope that's powerful enough to see into the inner workings of cells at nano-dimensions.

£100,000 buys an innovative scanner which can take mug shots of cancer cells to share with researchers around the world – more eyes on the data will accelerate progress.

£500,000 buys a mass-spectrometer that helps scientists find out which molecules are driving the disease to help to identify targets for new life-saving drugs.

£1,000,000 buys a Nuclear Magnetic Resonance Machine which allows scientists to identify individual molecules that are important in cancer.

Through the funds raised by CASCAID, CRUK will be able to continue funding innovative and pioneering work into key cancer areas such as breast, prostate and childhood cancer. Together we will bring forward the day when all cancers are cured.

CASCAID