

# CASCAID

## MONTHLY UPDATE



## TIME TO CELEBRATE!

We have raised over  
£216k for CASCAID  
since we started  
fundraising this year

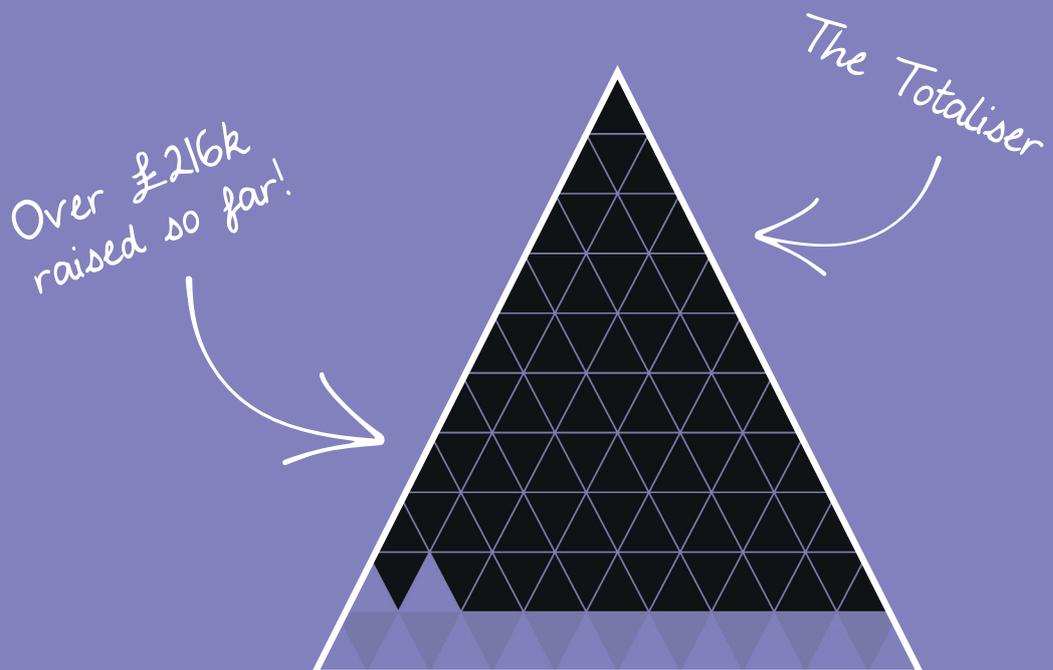
Gary and Rob  
purchase their trusty  
three-wheeler...

Our first event,  
Marketing Mix, saw  
150 marketers  
raise thousands

JANUARY

# CASCAID MONTHLY UPDATE

Hi. It's time for a quick update on all things CASCAID-related. Just over one month in and CASCAID has already raised over **£216k**, which is a fabulous start. Thanks to everyone involved for your commitment, especially at such a busy time of year. Hopefully charitable giving has helped overcome the January blues. Fundraising has now started in earnest and many CASCAID Ambassadors and other supporters are well underway with planning their challenges and setting up their VirginMoneyGiving pages. We're looking forward to an equally successful February.



# JANUARY HIGHLIGHTS



Edward Bonham Carter kickstarted the year of CASCAID challenges with his skydive in New Zealand. Some of the upcoming CASCAID challenges have already raised significant sums. Mark Wharrier's plan to walk Hadrian's Wall, Gary Potter & Rob Burdett's 3-wheel adventure round the UK, Rob Bailey's ping pongathon, Darius McDermott's darts and Paul Truscott's Ventoux ride are all doing well.

IF YOU HAVEN'T SET UP YOUR PAGE YET,  
NOW'S THE TIME! VISIT [VMGIVING.CO/CASCAID](http://VMGIVING.CO/CASCAID)

January 23rd saw our first Let's Not Do Lunch day, which raised around £12k. M&G, Henderson and OMGI were the biggest non-lunchers, we hope you are all still feeling virtuous, and slim! We might repeat the campaign later in the year, let us know what you think.



In other news, JP bought a bike and fell off it a few times, Gary & Rob bought their car and Helen bought a rowing machine to train at home. Austin ticked off a few of his weekly 10k runs, but has since sustained an injury, Simon Lodge, Adam Gent and their team started weight-lifting their way to a million kilos and many Ambassadors got on with some serious training. Hopefully James Rainbow and Mattias Hagen have put in some mileage, as they are both doing the London Marathon for CASCAID.

Oh, and Phil Wagstaff **STILL** hasn't dressed as Elvis. Is a broken foot really an excuse? Come on Phil, time to get that spangly jumpsuit out of the back of the wardrobe.

The next step is to name her. Any ideas? If you'd like to put in a suggestion, for a £5 fee of course, we'll offer a prize for the name that gets chosen. Just donate to our fundraising page and make your suggestion in your comment.



## AN UPDATE FROM GARY POTTER AND ROB BURDETT

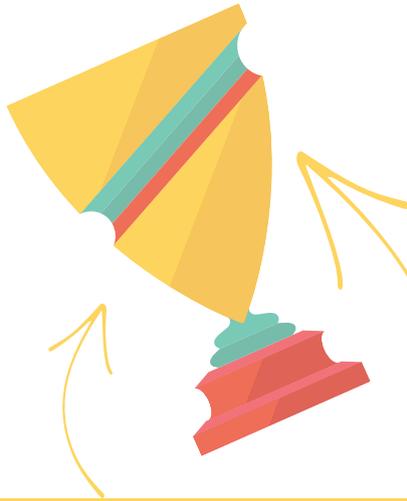
### STEP 1: PURCHASE EQUIPMENT. TICK.

Friday 20th Jan was a momentous day - we bought the car for our challenge. This little beauty will (with a lot of luck and a favourable tailwind) take us around Britain on 4,000 miles of A and B roads. It's certainly.....err.....cosy. If you've never driven a 3-wheeled car before, our advice would be: don't. At least not for more than a trip to the local! The corners are a little hairy, the grip on the road a little suspect and even driving our newest acquisition the few miles home was pretty harrowing

- **EVERYTHING** passes you. There is not a lot of suspension and the seats are a disaster - something needs to be done!

Thank you to everyone that has supported us so far, we're delighted to be well on our way to our fundraising target. But more is needed. If you haven't sponsored us, please help. Your support will motivate us when the going gets tough - and it will!

Find our fundraising page via [vmgiving.co/CASCAID](http://vmgiving.co/CASCAID)



# MARKETING MIX

## WELL DONE TO OUR WINNERS!

Our first major CASCAID event, led by OMGI's Marcus Bolitho, saw 150 marketers gather at Flight Club for an evening of networking, playing darts and fundraising. The evening was a lot of fun and raised a fabulous **£4,000** through ticket sales and raffles.

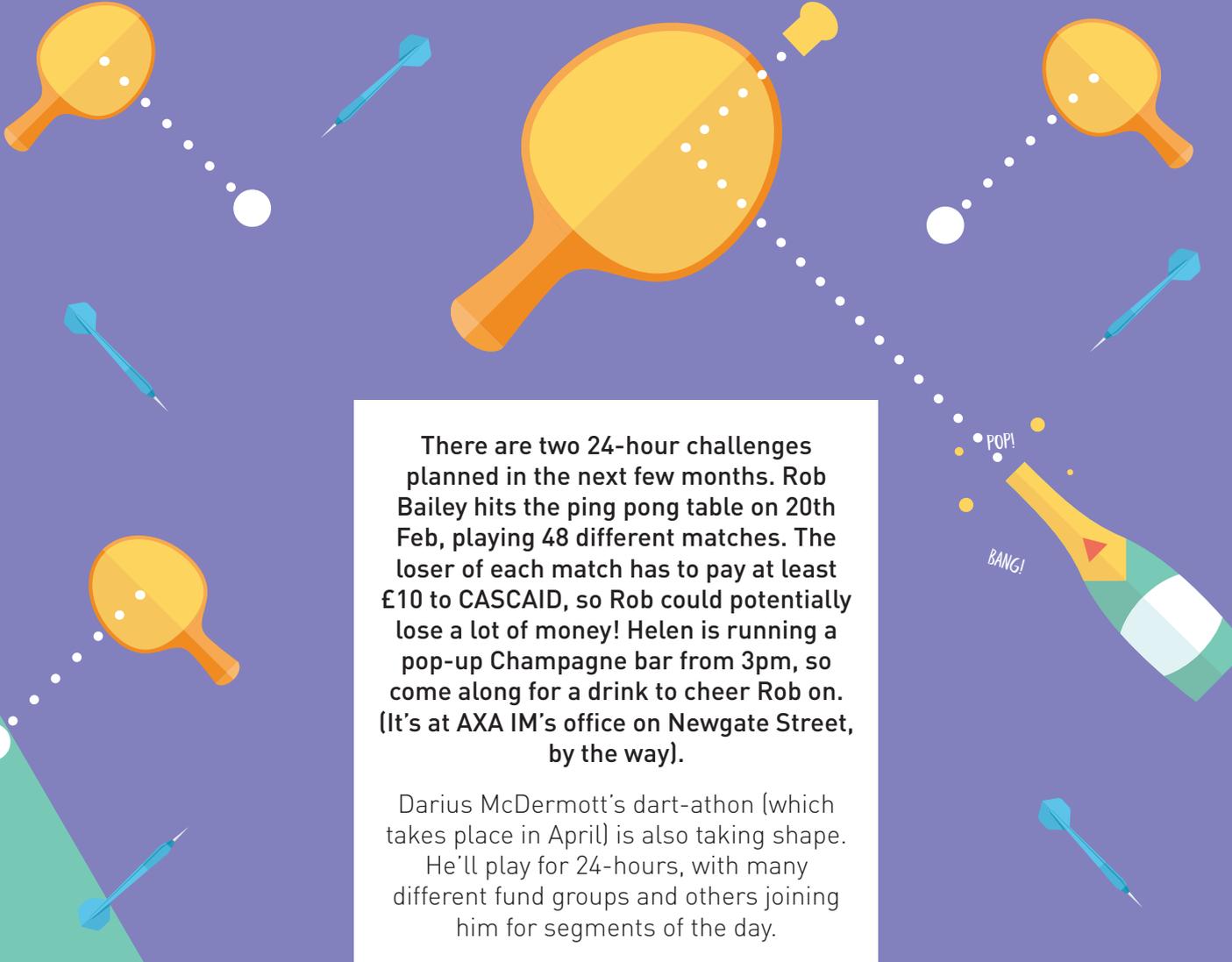
We ran two tournaments then the winners of each competed in a grand final. Well done to our winners, pictured here with their trophy. We also ran a quick-fire round with everyone competing to see who could get nearest the Bullseye. They're were shouts of "fix" when our very own Helen Wagstaff hit the Bullseye! We can only assume that's down to beginner's luck. Of course, Helen donated her prize of a bottle of Champagne back into the CASCAID kitty.

Our raffle prizes were generously donated by agencies Libertine, Team Spirit, Ptarmigan Media, LoveEurope and Fundamental Media. Congrats to all our winners and thanks to everyone who donated so generously. And thanks to Marcus, who revealed a secret skill as MC and master of the tombola!

There will be another Marketing Mix later in the year. Do we continue our darts theme or try something different? Any suggestions are welcome.



# UPCOMING HIGHLIGHTS



There are two 24-hour challenges planned in the next few months. Rob Bailey hits the ping pong table on 20th Feb, playing 48 different matches. The loser of each match has to pay at least £10 to CASCAID, so Rob could potentially lose a lot of money! Helen is running a pop-up Champagne bar from 3pm, so come along for a drink to cheer Rob on. (It's at AXA IM's office on Newgate Street, by the way).

Darius McDermott's dart-athon (which takes place in April) is also taking shape. He'll play for 24-hours, with many different fund groups and others joining him for segments of the day.

# EVENTS



If you haven't bought a table at the June gala dinner yet, why not?! Held on 19th June at The Brewery, Chiswell Street, this will be a night to remember. The guest list is a who's who of asset management, so make sure you're there. Tables of 10 are £2,500 and we also have a few seats we can sell on an individual basis, at £250 each.

Darts is becoming a bit of theme for CASCAID. Another great social event is our darts evening on 2nd May. A host of fund selectors will be joining us, including Marcus 'The Power House' Brookes, Gary 'Ice Man' Potter, Rob 'Bully' Burdett, Amanda 'Silent Assassin' Sillars, Anna 'The Don' O'Donoghue, Caspar 'Rocky' Rock, Ben 'Bulletproof' Gutteridge, John 'The Hussler' Husselbee, Bill 'Big Mac' McQuaker and Bambos 'The Hammer' Hambi. Tickets are £30 each and we still have a few left. This is a great chance for sales teams to get together with key clients for a good cause...and the opportunity to be crowned asset management's greatest darts player!



## KEY DATES FOR THE NEXT FEW MONTHS

### 20TH FEB

Rob Bailey's 24 hour ping pongathon (let us know if you'd like to come along for a drink to offer moral support)

### 7TH APRIL

Charles Davies rowing 100k in Investec's reception (email us if you fancy rowing a few kilometres with him): [helen.wagstaff@mipagency.com](mailto:helen.wagstaff@mipagency.com)

### 21ST APRIL

Darius 24 hour dartathon (email Darius if you'd like to pop along and join in the fun)

### 2ND MAY

Darts evening with fund selectors (few spaces still available)

### 10TH JUNE

Henderson abseil (full)

### 19TH JUNE

Gala dinner at the Brewery (tables available at £2,500 per table of 10)

### JUNE - DATE TBC

Next Generation pub quiz, hosted by our Young Ambassadors (tickets available for early-career individuals)

### 30TH JUNE

Walk-and-Talk Night Walk, see overleaf (everyone welcome, including friends-and-family, please register via [charity@mipagency.com](mailto:charity@mipagency.com))

Please remember. CASCAID challenges aren't just for Ambassadors. If you know anyone else that would like to fundraise, please ask them to get in touch, or set up their page via our [VirginMoneyGiving](https://www.virginmoneygiving.co/CASCAID) site: [vimgiving.co/CASCAID](https://www.virginmoneygiving.co/CASCAID)

# 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 GREAT ASSET MANAGEMENT DART OFF

TUESDAY 2<sup>ND</sup> MAY

6PM ONWARDS

FLIGHT CLUB, 2A WORSHIP STREET, LONDON, EC2A 2AH



The asset management industry is aiming to raise £1 million for Cancer Research UK in 2017. In association with CASCAID, the "Great Asset Management Dart Off" is all about bringing the industry together to network and catch up with clients, peers and colleagues, whilst raising money for a great cause. And throwing a few arrows, of course.

Tickets cost £30 a head and are sold in batches of five. Money raised from tickets sales goes to Cancer Research UK.

The ticket price covers entry to the darts tournament and the chance to win a suitably tacky trophy !

#### GET SOCIAL

Catch up with old friends and maybe make some new ones!

#### GET NETWORKED

Mix and mingle with key clients and top fund managers

#### GET COMPETITIVE

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

Everyone welcome!

Please email [helen.wagstaff@mipagency.com](mailto:helen.wagstaff@mipagency.com) to reserve your tickets.

#### Team leaders on the night include:

Gary 'Ice Man' Potter

Marcus 'The Power House' Brookes

Rob 'Bully' Burdett

Amanda 'Silent Assassin' Sillars

Caspar 'Rocky' Rock

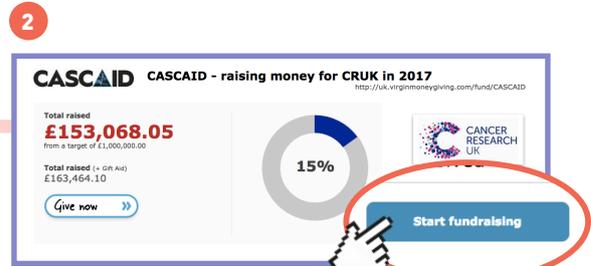
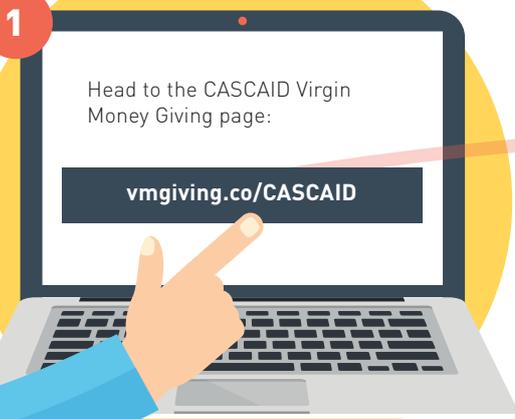
Anna 'The Don' O'Donoghue

Algy 'Eagle-Eye' Smith-Maxwell

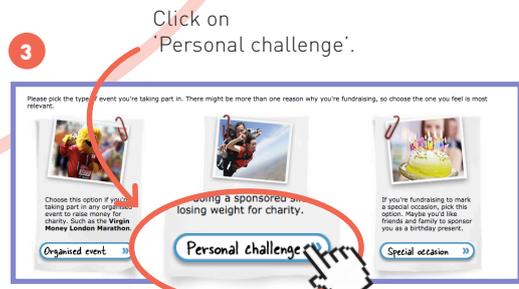
Ben 'Bulletproof' Gutteridge

Bambos 'The Hammer' Hambi

# HOW TO SETUP YOUR CASCAID PAGE

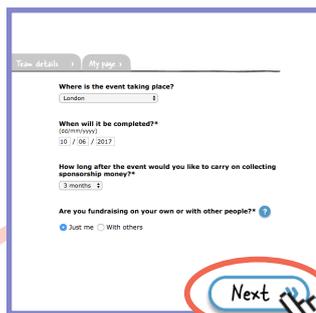


Click on 'Start fundraising'.

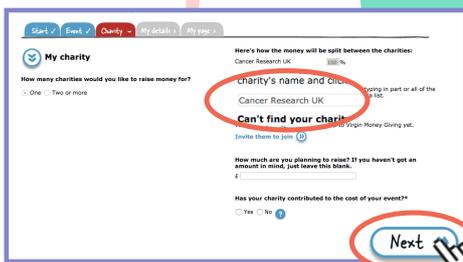


Click on 'Personal challenge'.

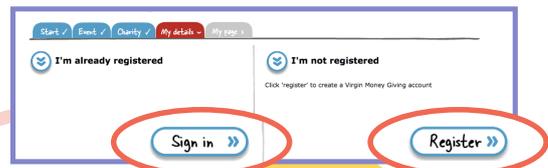
4 Complete the form and click on 'Next'.



5 CRUK is pre-selected, pop in the total amount you aim to raise from your challenge. Click 'Next'.



6 If you are already registered to donate on VMG chose 'Sign in', if not click on 'Register' and complete the registration process.



7 Choose your unique web address for your page and click 'Check address'. To move on, click 'Next'.



8 Nearly there! Click 'Create my page' to customise your page and explain your challenge.



9 Once you have completed your page, the final step is to click 'Create my page' and, voila! You're now ready to get fundraising.

**CASCAID**