

CASCAID

AMBASSADOR UPDATE

AUGUST 2018

OFF TO A
FLYING
START!



JOIN OUR FUN RUN...BRING YOUR FRIENDS & FAMILY!

RBC Race for the Kids 5k

Date: Saturday 13 October 2018

Location: Hyde Park, London

Start time: 10am

SIGN UP NOW!

If you want to see why GOSH holds such a special place in people's hearts, join us at our 5k fun run and family festival held in Hyde Park!

Run, jog or walk your way around the course, cheered on along the route, and then take part in the many activities in our event village:

Watch one of the entertainment performances on the stage

Meet one of our celebrities, including Gabby Logan

Listen to a story in our Peter Pan themed 'Neverland' tent

Enjoy the food on offer and soak up the atmosphere

Sign up today at <https://www.gosh.org/raceforthekids>

Use the code **CASCAID18** when asked to enter a 'Corporate code' to get 50% discount on entry.



We ask every participant to raise at least £100.

Please donate/fundraise on the VMG page:

<https://uk.virginmoneygiving.com/HydeParkFamily5k>



A GOSH CASE STUDY

Before his first birthday, Elliott Livingstone was diagnosed with dilated cardiomyopathy, where the heart muscles become stretched and thin. He was fitted with a pacemaker after his health deteriorated but it quickly became obvious that he needed more assistance.

While awaiting a transplant he spent 400 days on a "Berlin heart" – a device which takes over the organ's work – the longest time of any child in the UK. He had many setbacks including numerous infections and two failures of the Berlin heart that was keeping him alive. His parents watched as organs were found for every other heart transplant patient on his ward, but never gave up hope that a match would eventually be found for Elliott. By the age of two and a half, he had spent most of his young life in hospital.

Finally, their hopes were answered as a potential donor was found. Mr and Mrs Livingstone described the moments before they had to say goodbye to him as he was taken into theatre.

He had been communicating using sign language after temporarily losing his speech because of the traumas he has been through.

Elliott had wanted an ice-cream. His parents said: "When it was time to take him down to the operating theatre, he was already asleep in our arms, worn out by his increasingly frantic requests for ice-cream that were going unanswered. We carried him towards his destiny. We have hope Elliott is now over the biggest post-transplant hurdles but we know that many challenges are still to come.

"Thank you to the Berlin heart for keeping Elliott alive long enough for him to receive his call. Thank you Great Ormond Street Hospital for performing your daily miracles. Great Ormond Street is a happy place to him, he has happy memories there.

"We know how much GOSH has done for us. We can never say thank you enough but every opportunity we have to show our gratitude we want to take."

Elliott continues to make a remarkable recovery and started nursery this year, now aged four.



If anyone would like a tour of GOSH, please email Helen and she'll put you in contact with the right people. It really is an amazing experience and a great way to get a first-hand glimpse of the amazing work the team do, and how our CASCAID funds will help.



Dear Ambassadors,

At the time of writing, the CASCAID total has just breezed through **£500,000**. We have until June 2019 to reach (and hopefully smash) that £1 million target. The first Gala Dinner for GOSH made a big contribution – thank you



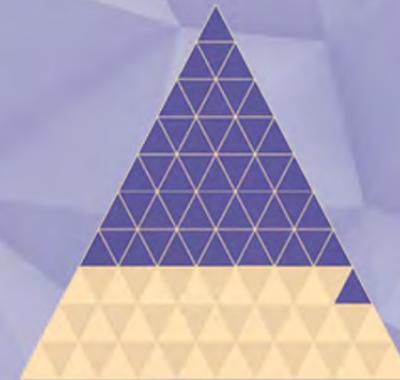
to all involved. It was a lovely night – summer drinks outside, an outstanding and energetic speech from Joffy, emotional insights into GOSH from CEO Tim Johnson, excellent MC duties from Percy and wow, wasn't Laura Wright just amazing? Laura is genuinely charitable, performing for us free of charge.

Everyone was really generous on the night, with tens of thousands of donations collected. The Fine Wine Shop was a hit again; pretty much every bottle was sold, each for a donation of £100 to GOSH.

Please note that the next dinner is on **3rd December**.

Keep reading for info on some of the challenges that have already happened or are currently being planned.

WE HAVE REACHED....



£500k

CASCAID



New Ambassador!

CASCAID is always happy to welcome new Ambassadors and we were delighted that **Joffy Willcocks** joined our ranks this year. We asked him to share his thoughts...



Joffy, what inspired you to get involved with CASCAID?

I'd watched CASCAID with interest last year and obviously supported my colleagues, friends, clients and peers around the industry. M&G made a big contribution, particularly Jim Leaviss and his immense challenge of cycling 100 of Europe's hardest hill climbs. It was great to see so many people working together and I jumped at the chance to become an Ambassador.

Do you think it's positive for the industry to get together in this way?

Definitely! We're lucky to work in a tight-knit industry, full of amazing people. CASCAID gives us the opportunity to spend time together, working as teams and building stronger bonds within our companies and our peer groups. Everyone that has done a challenge has said how rewarding it's been. It's also great that CASCAID is truly diverse and accessible. Anyone can get involved – it's not just for the super-fit and it's definitely not hierarchical. For example, the abseil last year saw CEOs raising money alongside new graduate entrants and Investment 2020 trainees. Everyone can do their bit.

Furthermore, I think it is fantastic to see the asset management industry working together to contribute to society and raise money for worthwhile causes. As an industry we aren't just about investing money for clients, it's also about the positive

impact we can have on the environment and communities, economic growth and job creation and about giving something back.

What do you think of the choice of GOSH as the charity this year?

I was very supportive of the decision to help Great Ormond Street. It's such an amazing charity. 618 seriously ill children walk through their doors every day. Every day! If we can help just a few of those children it will be worthwhile. If we contribute to the new cardiac catheter theatre, many lives will be saved and many kids' experiences of heart surgery will be much less traumatic. It's wonderful to feel like we're making a tangible difference.

And tell us about your challenge, the incredible Dragon Boat Race?

I wanted to do something ambitious and when Helen discussed the Dragon Boat Race, I thought it would be a great way for asset managers to compete against each other. We're a competitive bunch and I'm excited to see who wins on the day! We've got 30 or so diverse teams (each of 10 people) signed up. Everyone at M&G has really got behind it and we have 12 teams just from within our business. There will be a fun atmosphere and spectators are welcome – please join us to see asset management's finest sportsmen and women battle it out! But most importantly, we are raising money for a truly wonderful and worthy cause!



We are also chuffed to announce that Mike Haslam of Barclays has just signed up as an Ambassador!

WHAT'S BEEN GOING ON?

We may only be a couple of months into CASCAID's fundraising efforts for GOSH, but some people have been quick off the mark with their challenges.

Here are a few highlights:

Sarah and Darius' Darts: After their 24-hour dart-a-thon last year, the Chelsea team were back for more fundraising. This year they organised a darts tournament, with knock-out games of 7 minutes. They raised over **£2k** and everyone had a great night.



400km in 30 Days: Jeremy Roberts gathered a team of colleagues together to complete an endurance challenge that would test the most committed of CASCAIDers! Each individual in the group had to run, cycle and row their way to 400km over 30 days. This meant 10 days of running 10km. Followed by 10 days of cycling 20km. Then rowing 10km. Every day. For another 10 days. Combined, they travelled around the world in 30 days. Most importantly, their commitment, blisters, aches and pains led to a massive **£23k** for GOSH.



Farquhar's Famous Five

Jamie Farquhar is well into his Famous Five swims. We all know Jamie is delightfully crazy, and his CASCAID challenge was equally mad!

His challenge... to swim the "Famous Five" as follows:

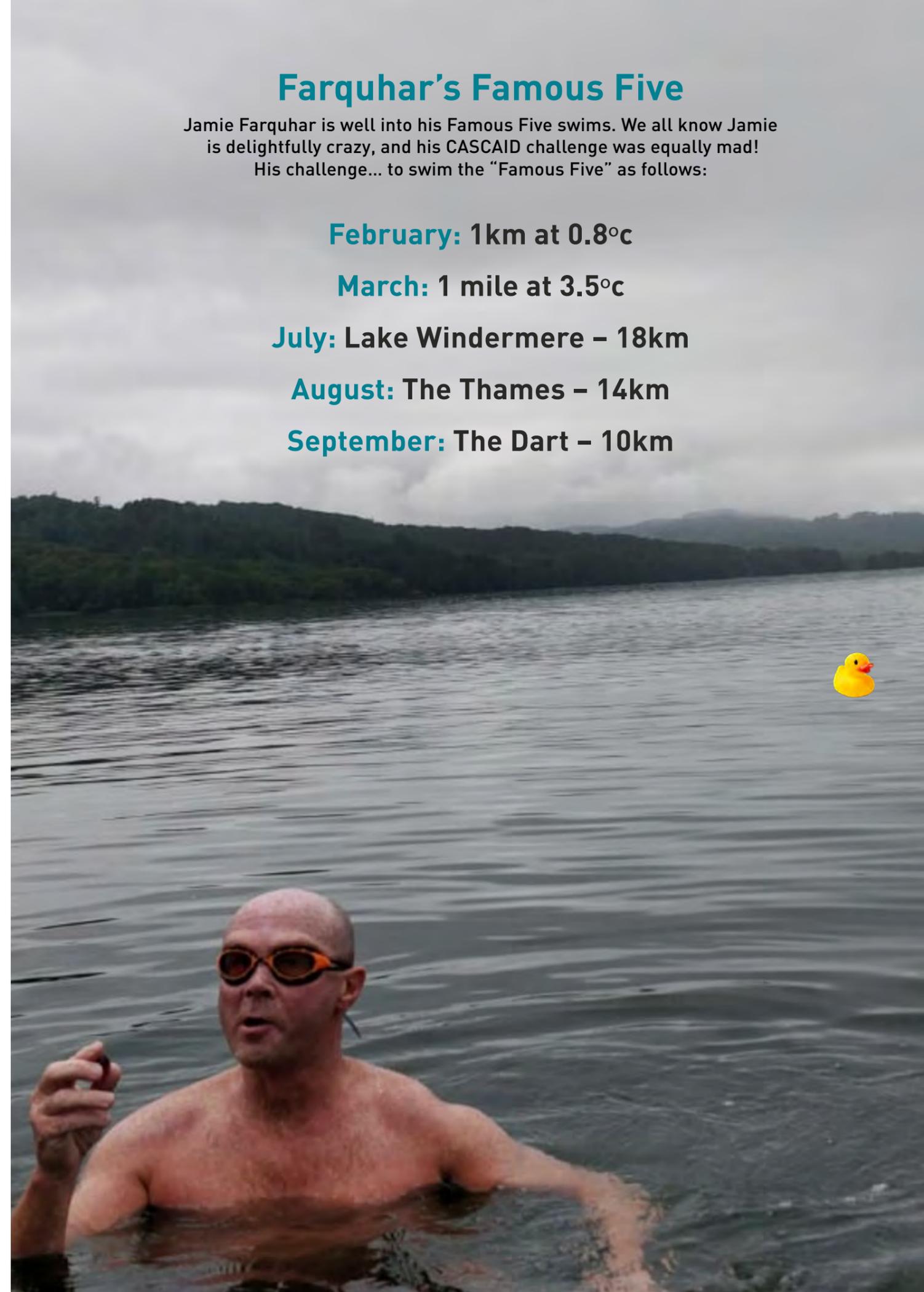
February: 1km at 0.8°C

March: 1 mile at 3.5°C

July: Lake Windermere – 18km

August: The Thames – 14km

September: The Dart – 10km



BMO's Walk

One of the first challenges out of the blocks was the team from BMO's walk of the M25, which raised over £40,000 for CASCAID. The team involved was from the distribution and marketing group at BMO Global Asset Management.

The individuals were:

David Logan, Global Head of Global Distribution

Ross Duncton, MD, Head of Marketing

John Bennett, Director, Head of UK Wholesale

Stewart Conway, Director, Head of Central Marketing

Rob Thorpe, MD, Head of UK Intermediary.

We caught up with Rob Thorpe to find out how it went.

Tell us a bit about your challenge; what was the vision and who took part?

We wanted a challenge which captured the imagination of our friends and colleagues – and which hadn't been done before. Anyone in sales will know the M25 particularly well, it's not the most picturesque of places to walk, in fact it's incredibly dull. Our view was we would have a better chance of raising money doing this than asking people to sponsor us walking something more pleasurable like France's Burgundy Wine Route.

What inspired you to do this?

Two things. Firstly, I had previously read a blog of an adventurer called Alastair Humphreys who had walked the M25 and found it a fascinating challenge. Secondly, we attended the CASCAID Gala Dinner in December 2017. Anne-Marie McConnon's team rowing the Irish Sea was highlighted and was inspiring by the uniqueness of the challenge and the physical effort of her and her crew – plus their fundraising! My colleagues and I had discussed before that we should do something to support CASCAID and the day after the dinner in December we decided upon this challenge.

How did it go, was it gruelling?

It was tough. We had invested a lot of time in preparation. This involved five separate days of walking to test everything from our team dynamic (eg pace) to nutrition, navigation equipment, understanding physical stress etc. I also spent time speaking to others who had completed walking challenges for CASCAID – such as Mark Ingram at Jupiter and Mark Thomas at River and Mercantile – both gave very valuable advice. We also spent four months raising sponsorship – initially taking the approach to seek corporate sponsors of which we were pleased to secure 16, before turning to colleagues and friends.

When it came to the walk itself, we were very well prepared, however we could never prepare for six consecutive days of walking 25 miles – in training the most we had done was two days. It was impossible for us to fully appreciate how we would get on walking the equivalent of a marathon a day for six days consecutively. But we were as prepared as we could be. What was interesting was that I got blisters after one day's training and so was able to prevent them on the walk. John never got blisters in training but developed them over a couple of days when it became too late to do anything about them. For him, the final few days became a truly painful journey, but he finished the route – how he did is remarkable.

It was a tough walk, but a great adventure. What stood out for us all was the kindness of the people we met on the route. As well as being delighted about the money we raised, I don't think we could ever fully explain what this challenge and adventure meant to us individually, but it was a special week.



Did the thought of Great Ormond Street Hospital spur you on and were you motivated by the support from your colleagues, friends and family?

Absolutely. We visited Great Ormond Street Hospital when CASCAID launched the 2018 campaign. The dedication and commitment of the staff was both impressive and humbling. Throughout all the tough moments in our training and the challenge itself, we kept reminding each other what we were doing this for, reminding ourselves of the visit we made to the hospital and the people we met.

When mentioning we were raising money for Great Ormond Street Hospital, the reaction was as you would expect, everyone wanted to support their cause. What I think surprised us all though was the sheer number of friends and colleagues who told us that they had

first-hand benefited from the work of the hospital. This served to spur us on to raise as much as we could and complete our challenge.

What would you say to anyone else thinking about a CASCAID challenge?

Please do, the cause is a great one. Take inspiration from others (as we did) but try and be inventive in coming up with a challenge to encourage potential sponsors. Try and think of a one-off, that you can challenge yourself to do with friends and colleagues that ordinarily you wouldn't be able to do. The effort to plan for the walk around the M25 was significant and took a lot of time, but because of the cause, we got a lot of support, especially from BMO. We know it is unlikely we will ever be in a position to repeat this challenge. We are proud of what we've done and have some unique memories which we will treasure.

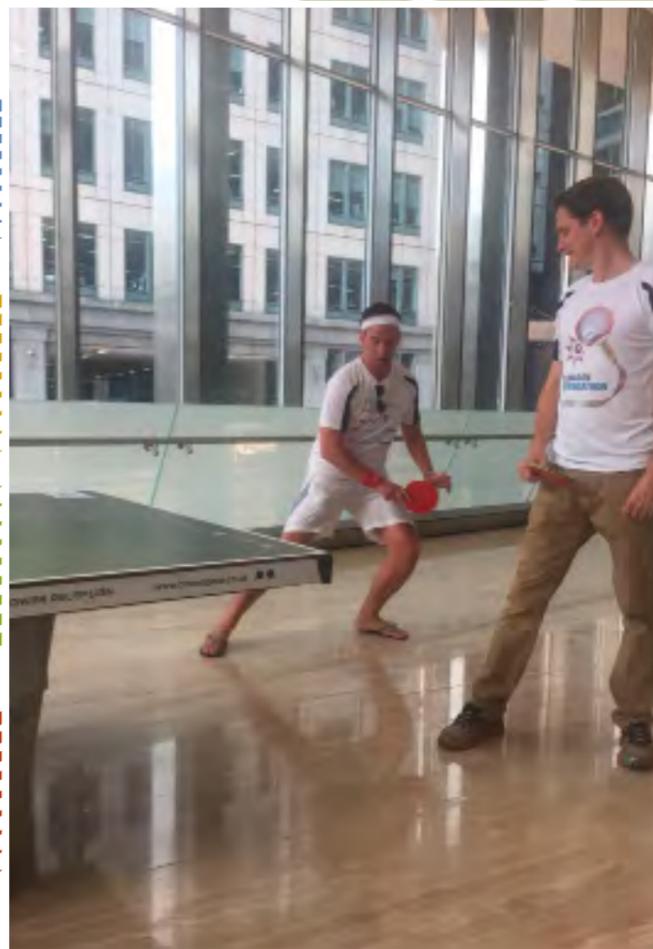


£42k raised

PINGPONGATHON!

Alex Barry and the Legg Mason team played ping pong for 24 hours straight...

£17k raised

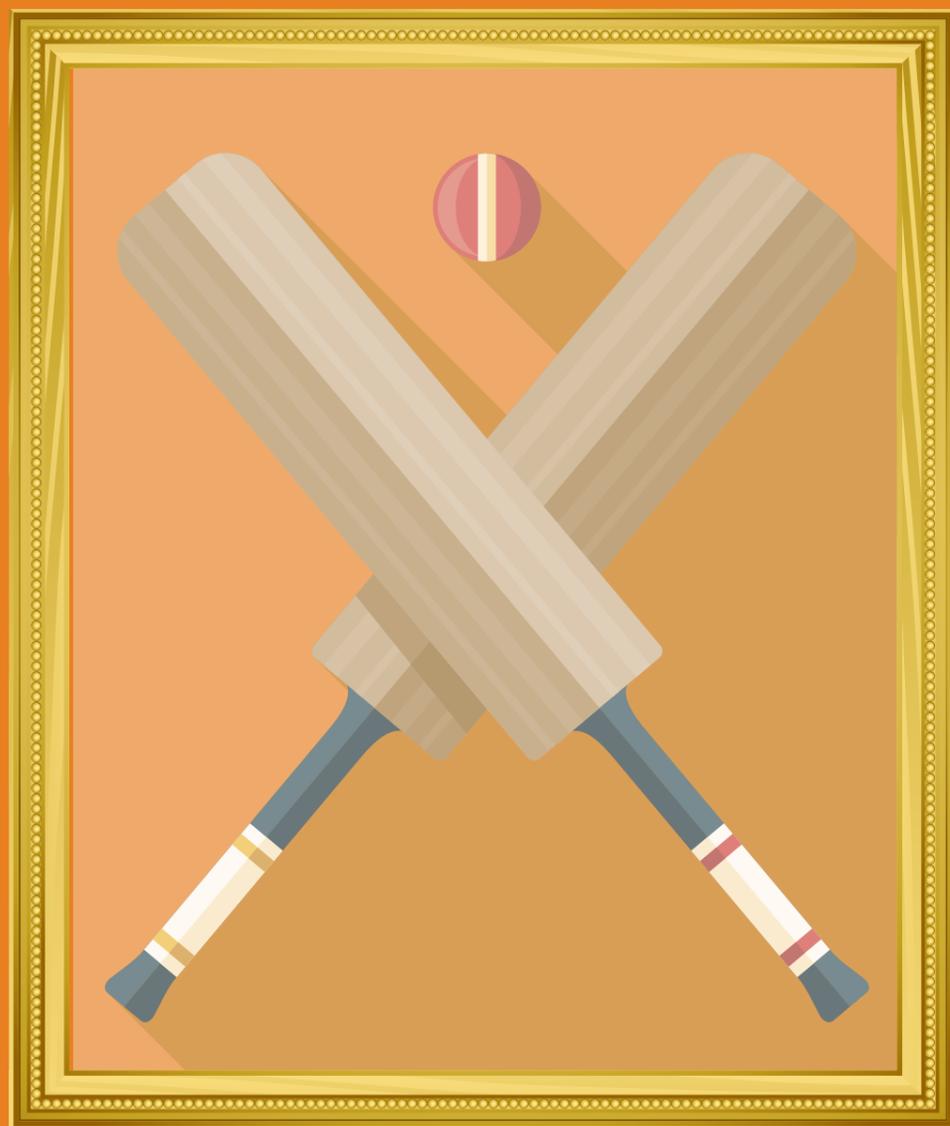


LEGG MASON
GLOBAL ASSET MANAGEMENT

THE ART OF GIVING

As part of Schroders' move to their new office, they generously auctioned some of their artwork for CASCAID. This raised around **£60k** – amazing.

Schroders are big supporters – also contributing through individual challenges and donating tickets for Wimbledon and the cricket, which we raffled to raise thousands.



Schroders Art Auction – Q&A

We caught up with **Louisa Minter-Kemp**, Corporate Responsibility Executive at Schroders, to hear more about it.

How did the auction come about?

Later this year we'll be moving four of our London office locations into our brand new state-of-the-art headquarters at 1 London Wall Place (1LWP). We saw the move as an opportunity for employees to take home a piece of Schroders' history from our varied existing art collection, which we had built up over the years in our various locations in London.

In 2017, we supported the asset management industry-wide campaign CASCAID and were overwhelmed by the generosity and dedication shown by our employees as we raised over £200k through a series of events including a team abseil off Broadgate Tower. We have continued to support it in 2018 with all of the proceeds of the auction going towards the renovation of Great Ormond Street Hospital's (GOSH) Cardiac Catheter Lab.

How did it work?

Schroders donated 288 pieces of artwork to an employee auction and a charity raffle. Our live auction raised almost £25k, hosted by former Christie's Auctioneer and Founder of The Auction Collective, Tom Best. The evening was a celebration of art and saw employees from across our global offices coming together to raise money for a worthy cause. The online auction ran over a few weeks, and featured paintings, sculptures, prints and sketches. In total we raised almost £29k which exceeded our expectations. The entire concept was run alongside our new building project team, who were instrumental in this joint collaborative project.

How else is Schroders supporting CASCAID?

We have nine enthusiastic CASCAID Ambassadors across our business including Group Chief Executive, Peter Harrison, Global Head of Equities, Nicky Richards and Phil Middleton and Sam Gold from the UK Distribution team. Following the success of our fundraising last year, our ambassadors are continuing their hard work in 2018 with more events taking place and the enthusiasm growing across the business. CASCAID is a fantastic initiative bringing the industry together on a common goal, raising money for Great Ormond Street Hospital.



2018

DATES FOR YOUR DIARY

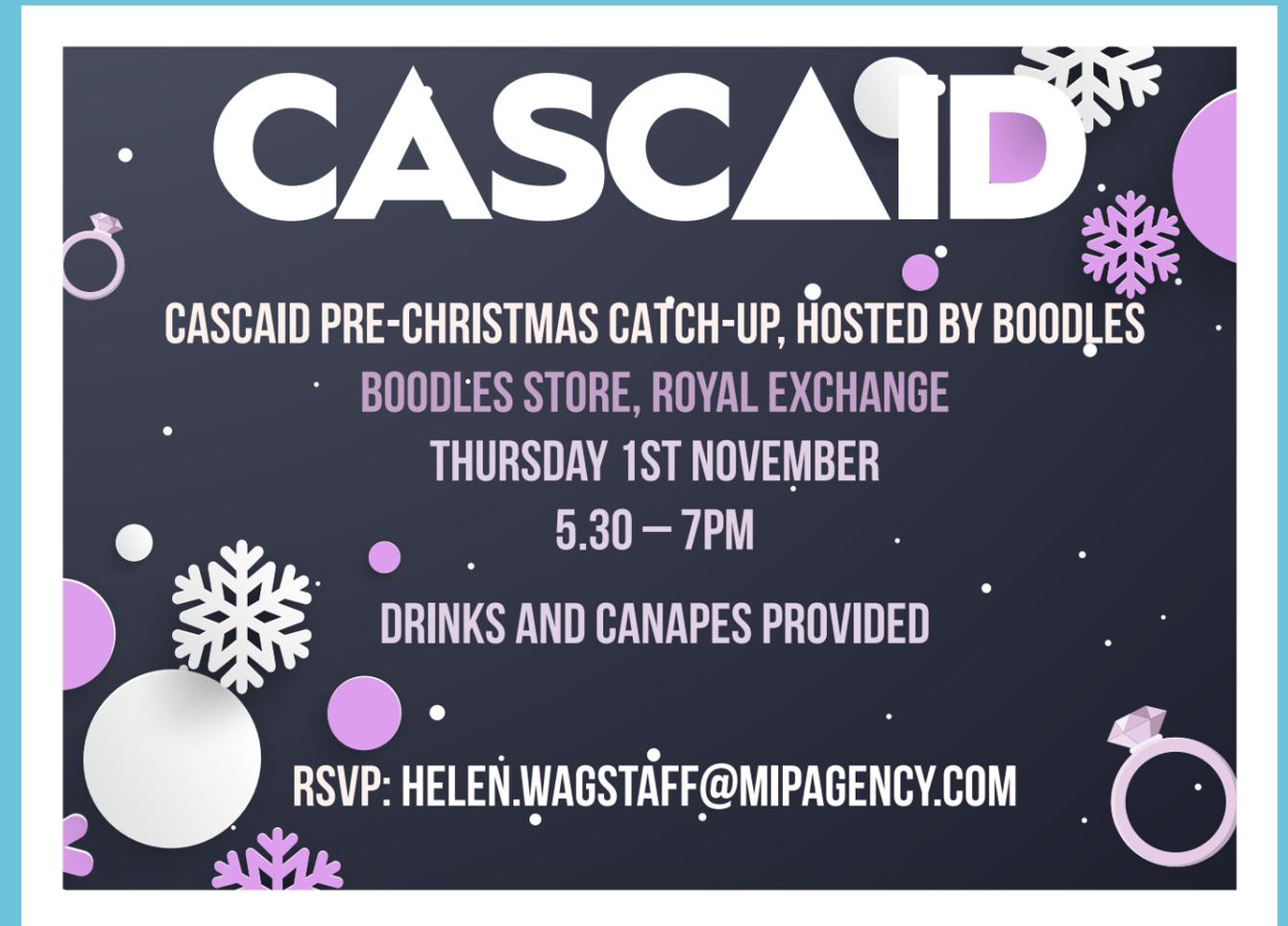


11th September

The Great Asset Management Dragon Boat Race takes place from 2pm onwards. This looks like it will be a lot of fun. There's an informal barbeque and drinks and spectators are welcome.

Event location:

The Docklands Sailing and Watersports Centre, E14 (near Crossharbour / Mudchute)



1st November

Boodles CEO Michael Wainwright has again kindly agreed to support CASCAID. He has asked us to a drinks reception in the Royal Exchange store to view some of their amazing jewellery over a few drinks and canapes. This is a great opportunity to catch up with some of your fellow Ambassadors.

If you'd like to attend, please email: helen.wagstaff@mipagency.com

ANY PHOTOGRAPHERS IN OUR MIDST?

We would love someone to photograph the December Gala Dinner. If you know anyone who may be interested in doing this, let Helen know. Of course, it has to be on a pro-bono basis, but MiP will pay any expenses and will provide a nice supper!



say cheese!

Monday 3rd December –
Gala Dinner, The Brewery

If anyone hasn't yet secured
your table, please email:

kim.plinke@mipagency.com



CALLING ALL FOOTIE FANS

After the excitement of the World Cup, Adam Norris from the BMO GAM multi-manager team has had an inspired idea! We're going to exercise our thumbs with a FIFA Playstation tournament. Companies run their own mini-tournaments internally to find their best players. After the knock-out stages, the final teams will be invited to the grand final.

First half

Let Helen know if you'd like to get involved

Second half

Organise a day (or series of days) in your office, where you decide your final 8 players to go through to the knock-out stages

Penalties!

The knockouts will be organised centrally

Golden GOAL

The finals will be held in the New Year at GOSH, spectators welcome. Entry fee is a £20 donation to CASCAID.



The Octoberfast mission:

Give up something in October and donate the equivalent amount that you would spend. Franklin Templeton will be challenging the entire asset management industry to "fast" for October.

How you can get involved
with OCTOBERFAST!



Marathon madness!

VARIOUS CASCAIDERS RAN THE LONDON MARATHON IN SEARING HEAT AND CYCLED THE PRUDENTIAL RIDE 100 IN POURING RAIN.

CONGRATULATIONS AND THANK YOU TO EVERYONE WHO COMPLETED THESE AMAZING CHALLENGES FOR CASCAID!



Octoberfast allows you to give back (to charity) by giving up (your lunch, or anything else you want to cut back on). Ideas include:

- Give up your lunch for at least one day in October (Martyn Gilbey is taking this to the next level and giving up lunch EVERY day for the month)
 - Give up sugar
 - Give up alcohol
- Give up swearing (implement a swear box in your office!)
 - Give up your office Friday sweet run
 - Give up just one night out in the month
 - Give up smoking
 - Give up your morning latte
 - Or anything else you can think of!

Donate your forfeited money to our dedicated CASCAID fundraising page online and ask family and friends to donate on your behalf.

Spread the word to friends in the industry and get them involved too!

Showcase your fasting efforts on Twitter or LinkedIn making sure to include the hashtag #OCTOBERFAST in your posts.

To get involved on a team or individual basis, please contact Florence Dixon, florence.dixon@franklintempleton.co.uk and helen.wagstaff@mipagency.com

FTI CASCAID team

At the end of the month we will be hosting a blow-out OctoberFEAST and there also be prizes up for grabs for teams that have raised the most!

**CALLING ALL CASCAID
AMBASSADORS!**

**PLEASE DONATE
A BOTTLE OF WINE**

Step 1:

You donate 1 bottle of decent wine

Step 2:

We sell it for a £100 donation to **GOSH**
at the December Gala Dinner 2018

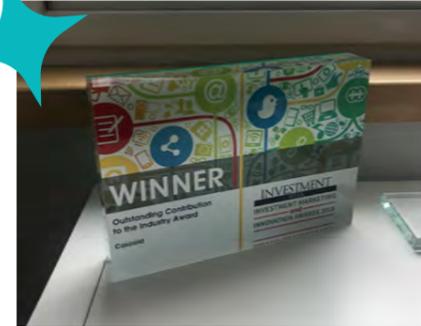
Step 3:

The wine is enjoyed and **GOSH**
gets lots of money!

Our wine shop raised over **£10k** in
June, please help us to do this again!

Email Helen to arrange delivery or collection of
your wine: helen.wagstaff@mipagency.com

AN AWARD-WINNING CAMPAIGN



Incisive Media Investment
Marketing Awards

**OUTSTANDING CONTRIBUTION
TO THE INDUSTRY**



Cancer Research

FLAME OF HOPE AWARDS



**CORPORATE FUNDRAISER
OF THE YEAR**



CASCAID

✦ If you'd like to see what others are up to and keep on top of fundraising totals, please visit vmgiving.co/CASCAID

CASCAID – raising money
for GOSH in 2018

