THE 13th ANNUAL bgc CHARITY DAY

2017 APPLICATION
On Monday 11th September 2017 BGC Partners will hold its 13th Annual Charity Day commemorating the anniversary of the World Trade Centre attacks.

Since 2004, we have supported hundreds of charities and we are proud to have raised over $137 million globally. Our Charity Day each year is a much-anticipated event for all employees and partners of BGC. We hope to build on the success of the previous years and continue to make a real difference to many people’s lives on a day that pays respect to those we have lost.

We would be delighted for you to apply to be one of our 2017 charities.

Your application should be completed and returned to us by Thursday 16th March 2017.

We will aim to notify each charity by the end of June as to whether their application has been successful or not.
APPLICATION REQUIREMENTS

Your application should be no more than 2 to 3 pages long, however feel free to attach any back-up information and images should you wish to.

Please ensure that all of the following information is included when submitting your Charity Day application.

• Name of charity and registered charity number
• Charity Representative contact details (name, telephone number & email address)
• Head office address and website address
• Mission statement / nature of charity’s work
• Annual income from donations for 2016 / 2017
• Details of any statutory / government funding
• Percentage of spend on charitable work, broken down as follows:
  - charitable spend
  - fundraising
  - other costs
• Details of specific projects the charity is looking to deliver in 2017 / 2018 and the funds required
• Names of celebrity patrons / ambassadors who have confirmed that they would support your charity on the day if your application is successful
• Please feel free to enclose any supporting communications you may have received from your ambassadors
• A prospect list of other celebrity patrons / ambassadors that you have a current relationship with who you would approach if you were successful
• Confirmation that the charity will accept payment by stock or cash

Charity Day application submission
Please email your application to the Charity Day team at: charitydaylondon@bgcpartners.com

Application deadline
Thursday 16th March 2017

Further information
Please take a look at our Charity Day website where previous years’ videos and photos are displayed. We hope this gives you a good insight into our day.

www.bgcpartners.com/charity-day/
www.youtube.com/user/bgccharitydayvideos

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**FAQ**

**Who are BGC Partners?**
BGC Partners is a leading global brokerage company servicing the financial and real estate markets.

**What is Charity Day?**
Charity Day is held every year on 11 September, or the closest working day to it, in memory of the 658 colleagues lost in the World Trade Centre attacks in 2001. It is a day on which we commemorate those no longer with us by raising funds for charitable works worldwide.

**How do we raise the money?**
All BGC revenues worldwide on Charity Day, together with those of our sister companies Mint, RP Martin and GFI, are donated to selected charities, as are all broker commissions for the day.

**How does the day work in the UK?**
The UK Charity Day takes place at the BGC London office in Canary Wharf and the GFI London office in the City with celebrity ambassadors visiting the trading floor and meeting the 1,000 brokers working there. Charity Day runs from 08.00-17.00 and each charity is given an allocated time to visit. Celebrity ambassadors that attend on behalf of the charities are invited to take part in trades by speaking to clients over the phone.

**What is expected of the celebrity ambassadors?**
We request that each celebrity ambassador:
- spend one hour with us
- speak on the phone with clients and take part in trades (guided every step of the way by our brokers)
- take part in interviews with selected media present on the day (if they are happy to do so)
- take part in internal interviews (please see our Charity Day videos for examples)
- use their own social media platforms to promote the Charity they are supporting as well as the BGC Charity Day in the run up to and on the day itself by tweeting, re-tweeting, following and sharing etc.

Celebrity attendance is important because it adds significantly to the spirit of the day and ultimately drives business. It gives the staff, the clients and the charities’ beneficiaries great pleasure to meet the many famous faces present. High profile celebrities can raise significant sums by trading with our clients.

We ask that you think carefully about the celebrity ambassadors that you would like to invite to represent your charity on the day. Please look at past photos and videos on our website and feel free to speak to the Charity Day Team for further guidance on the right fit for a charity trading day.

**What about the non-celebrity attendees?**
The BGC Charity Day is a fun day. In addition to your celebrity representatives you are welcome to bring along a small group (of no more than three people) from your charity.

We also encourage charities with young beneficiaries to invite 2-3 families to join us on the day.

We request each charity to attend on the day for approximately 2-3 hours.

**How are the donations calculated?**
The Charity Day donations are allocated by BGC’s senior management. Many factors are taken into account from the annual revenue of the charity to the way in which the charity and their celebrity ambassadors engage with the day. It is BGC’s aim to distribute the Charity Day donations within 12 months of each Charity Day by way of either cash or stock transfer.