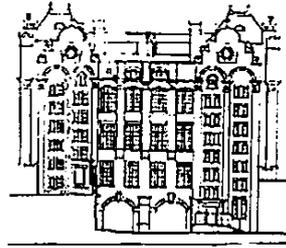


**New End Primary School
Streatley Place
Hampstead
London NW3 1HU**



14th March 2017

Dear Parents/Carers

RED NOSE DAY 2017

Friday, 24th March, is Red Nose Day.

Money raised for Comic Relief makes a huge difference both in the UK and in Africa. Over the last twenty-five years, Comic Relief has strived to give people living in poverty or facing injustice the resources, tools and support they need to improve their own lives. In order to do this, Comic Relief has often worked with other charities, campaigning bodies and even government agencies. They have also managed to help change government policy. Sometimes Comic Relief has used their knowledge and skills to raise the profile of a particular cause or to campaign for change. When you stand back and take stock, what becomes clear is that over the past twenty-five years, Comic Relief has been the catalyst for much social change in the years that we've been around.

Examples of how the money raised is spent include:

- Between January 2014 and September 2015, Comic Relief allocated £51m to over 3,100 projects in every nation and every region.
- Funding 15,786 projects across the UK since Comic Relief began in 1985, supporting people living incredibly tough lives all around the country.
- Between August 2010 and July 2011, money raised by Comic Relief supporters has given almost 164,000 children around the world the chance to go to school.
- Between August 2010 and July 2011, money raised by Comic Relief supporters has distributed almost 1,275,000 insecticide-treated mosquito nets to families in Africa.
- In 2012, 1,500,000 people had improved attitudes towards mental health as a result of the Time to Change campaign.
- Money raised by Comic Relief supporters between August 2010 and July 2011 has provided access to clean water for almost 52,000 people living in slums.
- Comic Relief has made over 2,700 small grants to community groups and local organisations across the UK.
- Comic Relief supports a range of work across three continents. They fund those with the skills, talent and vision to enable people to turn their lives around and build a better future. Much of their work focuses on helping children into education, enabling the world's poorest people to access health care or working to transform the status of women and girls in Africa so that they can achieve their full potential.
- Comic Relief and GSK have joined forces to fight malaria and improve health of people living in Ghana, Mozambique, Sierra Leone, Tanzania and the Greater Mekong Subregion. In Africa Comic Relief has helped over 90,000 children under five be treated with anti-malarial drugs.

All money raised through Comic Relief makes a difference:

- 50p will buy eight exercise books for children living in poverty in Malawi which they need to go to school.
- £1 will buy two orange trees for a family in Ethiopia.
- £2.50 will buy an insecticide-treated mosquito net to protect a child in Africa from contracting deadly malaria while they sleep.
- £5 will buy a bag of seeds for a family living in extreme poverty in Africa.
- £10 in the UK will enable a volunteer to travel to visit an older person living on their own, helping them to feel less isolated and lonely.
- £50 will pay the school fees for two children living in Ethiopia for a whole year.
- £500 will give a child struggling to survive on the streets of Africa shelter, food, healthcare and the skills and training they need to get a good job and overcome the poverty they face.
- £1000 will pay for 33 hot, nutritious meals at a luncheon club where older people go to socialise so that they feel less lonely.

Two years ago, New End raised just **£1,159** and we would like to raise more this year. We have lots of fundraising ideas. Please encourage your child to choose some of the suggestions below and bring into school the money needed to take part in the activities:

Red Nose Day is about changing how you look for the day to transform someone else's life forever. Whether you raise cash by changing your hair, your clothes, your face, it's really important that you just do something.

- Wear a onesie - £1 for a onesie!
- Wear as much red as you can! Wear red socks, red pants, red t-shirt, red hair - just make it as red as possible! Cost will be £1.
- Go with the wider theme ("A Comic Adventure") and wear your best superhero outfit for the day! Come dressed as your favourite red superhero - Superman, Spiderman or Red Power Ranger for the day. Cost will be £1.
- Dress up, dress down, dress big, dress funny!! Cost will be £1.
- Go for big red hair! Cost will be £1.
- Make your face funny for money. Cost will be £1
- Go 'bling' with glitter, beads, ribbons and make-up. Cost will be £1
- Get sponsored to do something around the house prior to the big day. Help around the house, make mum breakfast in bed over the weekend, help dad make the dinner - and charge for doing it, then bring in your collection to add to New End's donation!
- Enter our Talent Show - Sing, dance, tell a joke. Entry £2 per child. (40 second time limit)
- Get sponsored to give up something for a day, a week (e.g. chocolates, speaking)
- Pay £1 to call the adults in your classroom by their first name for the day.
- Enter our best-baked cake competition judged by our very own super caker maker Josie (Tobias' mum). Categories for BOTH children and parents. No cost to enter your cake but the winner gets a book token. All cakes will be on sale after school, so bring along a bit of extra money to buy some delicious treats with all the money going to Comic Relief.

Please help us to support Comic Relief and raise as much money as we possibly can.

Thank you for your co-operation.

Yours sincerely

New End Staff

PS In 2015 the UK government matched the money raised in schools up to £10 million. Let's hope they do the same in 2017!

