



New website boosts the profile of the Charities

The Insurance Charities has launched a new web site designed to raise awareness of its work and to provide an informative site for both beneficiaries and potential donors to use.

Potential beneficiaries are especially welcomed on the new site, where they can find out if they may be eligible for help and go through a discreet and confidential online application process. The new case studies area gives a detailed overview of the Charities' work and shows examples of how it has helped those in need around the UK and Ireland.

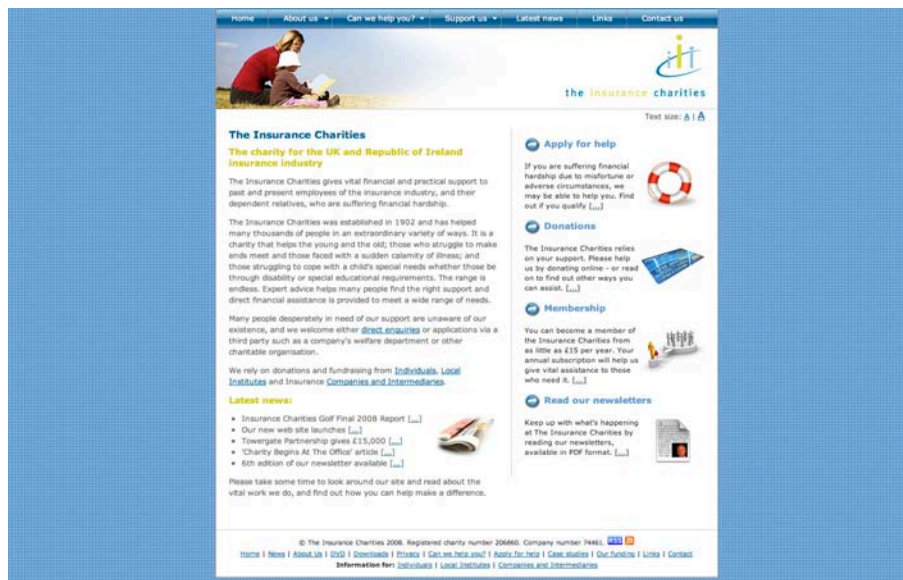
Potential donors are provided with easy ways to donate online plus the option to sign up for annual membership. The forthcoming fundraising toolkit will provide ideas and tools for

those who want to get involved and help boost the Charities' funds.

The new site retains the popular newsletter archive and now offers the chance to sign up to receive it by email. It utilises modern web standards and industry best practice to provide an enhanced user experience. As well as renewed visual appeal, there are numerous usability and navigation improvements over the old site.

"We rely on help from within the insurance industry, both in the form of donations and spreading the word," said marketing manager Rachel Mason. "We hope the new site enables us to reach not only those who may help us, but also those who may be in need of our help."

You can visit the site at www.theinsurancecharities.org.uk.



• A crisp, new look for the Charities website helps people find what they want with ease.

www.theinsurancecharities.org.uk

Big promotion plans take shape for 2009

As the year draws towards a close, the Insurance Charities is busy planning for 2009.

The Marketing & Fundraising Committee has reviewed the way the Charities reaches potential donors, especially among insurers, and has identified several firms whose current and former staff receive support but which do not themselves seem to be giving the Charities any financial backing. This will be the starting point for a new contact programme to raise awareness among firms.

Another key feature of the new marketing plan that is being finalised at the moment is a fresh approach to the all-important relationship with local insurance institutes. The committee is very grateful to all local institute representatives and presidents who completed the recent questionnaire. These are being analysed by a special sub-committee which will also formulate the Charities' response to the many issues raised and suggestions made.

The Champagne prize draw – into which all completed questionnaires were entered – was won by Paul Cook from Hull.

Also pencilled into the plans for 2009 is a new DVD promoting the work of the Charities. Two short films have been produced in the past and these have been very popular and effective ways of promoting the Charities. The last one can still be viewed on the website and the new one will become part of a multi-media fundraising toolkit.

The continued promotion of the new UK date for Insurance Charities Day will also be a feature of the plan – put Friday 19 June in your diaries and start planning now..

Contacting

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Those we help: Niamh

Niamh lives in Northern Ireland. Her mum spent most of her working life in insurance prior to starting a family.

Niamh suffers from Rett Syndrome – a severe developmental disorder for which there is no known cure – and cannot speak or walk independently. She has two siblings and her family are keen to ensure that, despite her difficulties, she enjoys as many family activities as possible.

The Insurance Charities funded a specialist bike to enable the family to enjoy bike rides together. We have also helped with property adaptations to accommodate Niamh's needs adequately, work that could not be funded by local government grants.

Niamh's parents are dedicated to her care and we are pleased to have made life a little easier for this lovely family.



• Day out: Niamh enjoying her special bike

If you know of anyone in similar circumstances please contact the office. All enquiries are treated in the strictest confidence.

Charities wins backing at awards ceremonies

Two awards ceremonies earlier this year generously supported the Insurance Charities.

Fortis once again sponsored the charity presentation at the British Insurance Awards, where a cheque for £5000 was presented to the president, Ken Davidson, on stage at the Royal Albert Hall. A cheque for the

same amount was presented to the Prince's Trust.

The inaugural Manchester Insurance Awards, organised by the local insurance institute, also promoted the charities and raised £7000 at the presentation lunch which took place at the Manchester MacDonald Hotel in September.

• Ken Davidson receives a cheque for £5000 from Chris Dobson of Fortis at the British Insurance Awards in July. Inset: the winners of the Manchester Insurance Awards showcased.



News Round-up news...news...news

At the Charities' annual general meeting in September, Tony Alderman was elected President and Nick Starling became Deputy President. Tony has been a trustee of the Charities for many years and has been a dedicated member of the Grants Committee.

Congratulations to the Insurance Institute of Cork which won the Centenary Shield. This is awarded every year to a local insurance institute that has made a significant contribution to the work of the Insurance Charities. President Tony Alderman (left) presented the shield at the



Insurance Institute of Ireland's recent conference in Dublin to Mary Scannell, President, Insurance Institute of Cork and Malcolm Hughes, President, Insurance Institute of Ireland.

The Charities is planning to extend its relationship with the Irish institutes

and is looking forward to supporting Ireland's Insurance Charities Day which will be on Friday 6 March 2009.

The Insurance Endurance Go Karting Event, which took place in association with *Insurance Times* at the Daytona outdoor circuit, Milton Keynes in September gave

the Charities a great platform to promote its work to a younger audience who did not know of its existence. The Charities is grateful to James Horner at Beyond Sports Marketing for allowing it to have a stand at the event and for promoting it on his website.

Big support for London and Belfast walks

Oyez Oyez" bellowed out the town crier, "Let it be known that the Insurance Charities sponsored walk will commence at twelve and thirty past the hour, hear ye hear ye".

And with that we had the City's attention, well, over the building noise we had at least the attention of all 65 walkers, some passing tourists and several intrigued city folk!



This was the start of the City of London walk on Insurance Charities Day.

It was then over to Nick Plastow to get us off and walking. Our guide for the walk did his best to match the voice of the crier, with his knowledgeable commentary as we passed places of historical and insurance interest en route. The keen crowd of walkers

from across the City's insurance community weaved in and out of lanes and passages and had many a photo taken, especially with the flamboyant town crier in tow! There was many a comment of "I never knew that" from the walkers as Nick Plastow drew their attention to a building they had probably walked past hundreds of times.

The Charities' staff donned branded white t-shirts with fetching fluorescent waist bands for extra standout. Leaflets were handed out to explain just what we are about to those who shouted "who are you?" "what's all this about?" as a merry crowd passed them on the street with a man in a red outfit shouting and ringing his bell.

The walk's finale back at the Aviva Plaza included a speech from President Ken Davidson and a final resounding "OYEZ OYEZ" from David Bulloch, Norwich's world famous town crier. A few die hards ended up in the pub for a well deserved drink!

Meanwhile on the other side of the Irish Sea...

An impressive array of Belfast "gut-ties" trod the heart of downtown Belfast, threatening chaos to traffic as they charged at the green-man crossings eager to make their next scheduled pickup. Lead by their fit President, Paul McIlreavy, and encouraged by the sunny weather, a fair contingent – some 50 strong – turned out in support of the first Belfast Insurance Institute Walk, aimed at both raising funds and raising awareness of the work of the Insurance Charities.

Institute officers rallied to the cause by selling hot-dogs to fuel the walkers, providing very welcome refreshments and agreeing to a dress-down Friday so that the fancy footwear wouldn't look out of place. Many firms agreed to match the individual sponsorship with an equal donation to boost the amount raised.

Golfers set fair on grand final day

This year's national final was kindly hosted by the Insurance Institute of Northampton as one of the events in their Centenary year programme. Not only did they organise an excellent venue, Collingtree Park, a championship course, but they also managed to arrange good weather! Thank you Northampton.

Players representing insurance institutes throughout the UK competed for the prestigious Julius Neave trophy. The eventual winner, on a sunny day with occasional interesting gusts of wind, was Nick Davenport of the Nottingham Institute, who scored an impressive 41 Stableford points. The runner up was Adrian Mackenzie, representing Peterborough, with 36 points. Joint runners up, with 35 points, were Richard Lloyd from the Royal Tunbridge Wells Institute and Gary Simmons of Chelmsford and South Essex.

The major prize (an impressive hamper) was donated by The Hamper People, who have for many years been the supplier of the hampers we send out to beneficiaries each Christmas.



• Winner Nick Davenport collects his prizes from Ken Davidson.

They also provided smaller hampers to the runners up. There were many other donated prizes and gifts including the tees which were provided by www.eventcaddie.com. No-one went away empty-handed – as well as having had a pleasant day's golf.

The day was rounded off with a presentation dinner, at which Chris Buesnel spoke about the Northampton centenary and displayed the centenary silver salver presented to them by the Chartered Insurance Institute. Prizes were presented by the Insur-

ance Charities' President Ken Davidson, who confirmed that £2600 was raised by this year's competition.

More photographs are now on www.theinsurancecharities.org.uk and details of next year's event, to be hosted by the Insurance Institute of Stoke-on-Trent as part of its 2009 Centenary celebrations will appear there soon. Institutes and companies interested in arranging a qualifying event to put forward a finalist for next year should contact Rachel Mason in the office.