



ROMFORD BID

Working Together

PRESS RELEASE: FOR IMMEDIATE RELEASE

Title: Give A Child A Christmas 2020.

Christmas was a little different for everyone this year, including the donation process for Give A Child A Christmas. Yet still Romford BID's collaboration with Time FM's annual appeal was a great success.

To keep the donation process Covid safe, this year listeners were asked to donate money to a Go Fund Me page set up by Romford BID Director, Julie Frost who also set up discount deals and arrangements with local shops so that the cash donated could go further. This charity page enabled donations to be made online, to lessen the need for people to come out and physically donate. However, we were also very grateful for the numbers of gifts that were delivered to the radio station and to our appeal partner, GBP Estates.

Gary Taylor GBP Estates commented ***"We'd like to thank everyone for donating to the Give a Child a Christmas appeal. We cannot believe the generosity of our local community."***

The local shops who participated in the discount scheme included Storky Baby & Children's Wear, The Entertainer (Mercury Mall), the toy stall in the Liberty, Mega Toys markets stall along with The Works. We also worked with our friends at the Romford Shopping Hall and received discounts from Rage, Dave's Collectables, Make Up Time, The Hair Shop, Hande Made, Explore Accessories, Arcadia Cards and Happy Childhood. Our thanks go to all of the above for their support and generous discounts.

Julie Frost said ***"It was such a privilege to work on this appeal with our friends at Time FM and to see the generosity of our local community and the Time FM listeners. I am also extremely grateful to all the stores that gave us discounts and to be able to re-invest all the money back into our local shops at what is such a difficult time for them all. We are looking forward to Give a child a Christmas 2021!"***

For those who had already purchased gifts for the appeal, they were of course gratefully accepted and distributed to the relevant children. Agencies that benefitted from the appeal included, LBBD Social Services Team and Hostels, LBH Social Services, Salvation Army, LBBD Schools, Peabody Trust, Gingerbread Society, ELHAP in Woodford Green, The RJ Mitchel school and several families in need.

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Time FM Station Manager, Lorna Waters said ***“We are overwhelmed with the success of Give a Child A Christmas 2020 and would like to thank everyone who donated and helped to support. We could not have done our annual campaign this year without the Romford BID and all their support. It’s been a slightly different campaign this year but one of our most successful”***

In total we raised £18,888.00 which meant that 3226 children in the local community benefitted by receiving gifts and toys from the appeal. After buying all the gifts we have £650.00 left in the pot which will be divided up and given to Peabody Trust (towards bunk beds), Women’s Aid (towards garden equipment), Ardleigh Green Junior School (for their sensory room) and ELHAP – Every Life Has A Purpose (towards their emergency fund).

The team and DJ’s at Time FM were integral to the fundraising with the money donation totals being smashed twice from the original target. This was due to regular mentions on air during peak times of the day. Lynda Head of Barking, Havering and Redbridge University Hospitals NHS Trust, personally thanked Time FM’s station manager, Lorna Waters by writing

“Lorna we were totally over the moon with the toys chosen by you for our children’s wards. Thank you so much for letting us have so many gifts.”

-ENDS-

Accompanying photographs are available on request.

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