

The Virgin Money and Virgin Money London Marathon Official Charity 2021

We're looking for a standout charity partner to work with for 12 months, from May 2020 until April 2021.

Who should apply?

We'd love to hear from charities working on ambitious projects or initiatives that will make a lasting difference in the areas where help is needed most. We're particularly interested in projects that will be financially sustainable and deliver long-term benefits.

As you'll have the full weight of Virgin Money, CYBG and all of their colleagues behind your project, it's important that the initiative is one that can engage and inspire the whole business.

What we'll offer you

As we're looking for something special from our charity, it's only fair that we offer something special in return. So the Virgin Money and CYBG Official Charity 2021 will also be the Official Charity of the 2021 Virgin Money London Marathon. This includes:

- > 250 **guaranteed** places in 2021, plus 50 in 2022, 25 in 2023 and 10 in 2024.
- > Exclusive use of the title 'Official Charity' in the 12 months up to the 2021 race.
- > Other benefits including advertising space in the official Marathon magazines.

To help you make the most of the guaranteed places, we're going to appoint the charity two years ahead for the race.

With the world's biggest fundraising marathon as the culmination of our partnership, this is a great opportunity to make a big difference to your charity.

Does your charity's project fit the bill?

If you've got a big initiative that we could really get behind, we'd love to hear about it. Just answer the following questions to share your passion for your project and help us understand why it would be a great fit for Virgin Money, CYBG and the Virgin Money London Marathon.

We'll use your answers as part of our selection process before a panel from Virgin Money and CYBG decides on a shortlist of charities.

The panel may invite the shortlisted charities to present their submission in person.

The selection process will also include the opportunity for the shortlisted charities to come to our office and pitch their proposal directly to employees, as well as an employee vote.

Please read the form and instructions carefully, and stick to the space provided - that way every charity gets an equal chance to make its pitch.

The closing date for applications is 15 March 2019.

We look forward to hearing from you.



1. Name of charity

Contact name:

Telephone number:

Email address:

Address:

Postcode:

2. Charity number:

3. Please tell us in no more than 100 words what your charity does

4. If nominated, how much do you hope to raise?

£

5. Please tell us how you would spend the money raised. If you want to include videos, photography or other information to bring your idea to life, please do – but it's important to summarise the project here: (no more than 250 words)

6. We are keen to find projects that have a long-term future and will not rely on grant funding. How do you propose to ensure the financial sustainability of your project? (no more than 150 words)

7. As the London Marathon will be the flagship fundraising event of our charity partnership, it's important you have experience of managing a number of runners. Did you have runners in the 2017 or 2018 London Marathon? If so:

(i) how many runners did you have?

(ii) how much did you raise in total?

8. How do you support your runners? (no more than 150 words)

9. The Virgin Money London Marathon is an incredible event with a proud fundraising history. How would you build a bold and impactful campaign around the event?
(no more than 250 words)

10. We're keen to work with a dedicated team who will really make the most of this opportunity. Please tell us how you would approach the partnership and make use of all the Virgin Money and CYBG assets (e.g. colleagues, customers, branches, Stores and Lounges) to create an imaginative and engaging year-long partnership. If you want to include videos, photography or other information, please do – but it's important to summarise your ideas here:
(no more than 250 words)

11. Finally, please supply us with a copy of your latest Annual Report and Full Audited Accounts

Done

Remember

We're looking to select a charity that will use its income to do something special or innovative, or something that will bring a new dimension to its work. And most importantly, the project should be sustainable in the future.

Please note: you should not attempt to contact either the Directors of London Marathon Events Ltd, the Trustees or Directors of the London Marathon Charitable Trust or the Directors of Virgin Money, Virgin Management or CYBG to discuss your application. Any such action will result in automatic rejection of your application.

Please only send one copy of your completed application form.

Applications must be returned by 15 March 2019

Applications should be emailed to Kirsty Hume at Virgin Money or posted to the following address:

Kirsty Hume
Virgin Money
Jubilee House
Gosforth
Newcastle upon Tyne
NE3 4PL

If you have any questions, please get in touch with Kirsty:

charityoftheyear@virginmoney.com