



ABBEY  
CLANCY  
Model  
Children with  
Cancer



Damian Lewis

## 2019 GLOBAL CHARITY DAY

On Wednesday 11 September 2019 GFI Group will hold its 4th Annual Charity Day to commemorate the colleagues lost in the World Trade Centre attacks.

Since 2004, Charity Day has supported hundreds of charities and we are proud to have raised almost \$159 million globally. Our Charity Day each year is a much anticipated event for all employees and partners of GFI Group. We again hope to build on the success of 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.

GFI Charity Day has evolved into an exciting, uplifting day! Celebrity attendance is extremely helpful as it substantially adds to the spirit of the day and ultimately drives the business. High profile personalities can raise significant sums by trading with our clients, raising millions of dollars for our charities around the world. It also gives the clients, charities' beneficiaries and staff great pleasure to meet the many famous faces present.

Your application should be completed and returned to **29 March 2019**.

## 2018 GFI CHARITY DAY AMBASSADORS INCLUDED:

Abbey Clancy

Frankie Bridge

Damian Lewis

Davina McCall

Katie Piper

Kirsty Gallacher

Sadiq Khan

Tom Hardy

Victoria Pendleton

# GFI GROUP'S ANNUAL CHARITY DAY

THE 4TH ANNUAL GFI CHARITY DAY, WEDNESDAY 11 SEPTEMBER 2019

## FREQUENTLY ASKED QUESTIONS

### **Who is GFI Group?**

GFI Group Inc. (NYSE: "GFIG") is a leading provider of wholesale brokerage services, clearing services, electronic execution and trading support products for global financial markets. GFI Group Inc. provides brokerage services, market data, trading platform and analytics software products to institutional clients in markets for a range of fixed income, financial, equity and commodity instruments.

### **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 money?**

On Charity Day, celebrity ambassadors join us on behalf of charities, helping to bring energy and excitement to our trading or. Ambassadors take part in real trades with clients over the phone, guided by a GFI broker.

### **How does the day work in the UK?**

The UK Charity Day takes place at 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 08.00-16.00 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:

- spends 1- 2 hours with us
- speaks on the phone with clients and takes part in trades (guided every step of the way by our brokers)
- takes part in interviews with selected media present on the

day (if they are happy to do so)

- takes part in internal interviews
- uses their own social media platforms to promote the Charity they are supporting as well as GFI Charity Day in the run up to and on the day itself by posting, re-posting, following and sharing etc.

### **What about the non-celebrity attendees?**

The GFI 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 for an action packed 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 GFI'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 GFI's aim to distribute the Charity Day donations within 12 months of each Charity Day by way of either cash or stock transfer.

### **What is a GFI Sponsor?**

The Cantor Fitzgerald Relief Fund has always held close the charities and causes that are important to our employees and clients. If a GFI employee or client is a supporter of your charity, we encourage you to mention that in the appropriate spot provided in the application. Please note that we must be able to reach out to the sponsor for verification.

### **Can the general public donate or get involved?**

Yes, the general public can donate to the Cantor Fitzgerald Relief Fund by visiting our website [www.cantorrelief.org](http://www.cantorrelief.org) or by calling (212) 829-4770.

# COVER DOCUMENT

PLEASE PRINT, COMPLETE AND ATTACH THIS DOCUMENT AT THE FRONT OF YOUR APPLICATION

NAME OF CHARITY:

REGISTERED CHARITY NUMBER IN THE UK:

CHARITY REPRESENTATIVE CONTACT DETAILS

NAME:

EMAIL:

TELEPHONE:

WEBSITE ADDRESS:

HEAD OFFICE ADDRESS:

MOST RECENT ANNUAL INCOME FROM DONATIONS:

DETAILS OF ANY STATUTORY / GOVERNMENT FUNDING:

BREAKDOWN OF INCOME SPEND AS FOLLOWS:

- % of charitable spend:
- % of fundraising:
- % of other costs:

Please feel free to include any additional (brief) notes to support this information

Please tick the box to confirm the charity will accept payment by stock or cash

## ADDITIONAL APPLICATION REQUIREMENTS

- Please include mission statement / nature of charity's work
- Application should be no more than 2 to 3 pages long, however feel free to attach any supporting information and images should you wish
- Details of specific projects the charity is looking to deliver in 2019 / 2020 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
- A prospect list of other celebrity patrons / ambassadors with whom you have a current relationship and who would be a potential ambassador if you were successful

## CHARITY DAY APPLICATION SUBMISSION

Please email your application to the Charity Day team at: [Sparkman@bgcpartners.com](mailto:Sparkman@bgcpartners.com)

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

- Name of charity and registered charity number in the UK
- Charity representative contact details (name, telephone number & email address)
- Head office address and website address
- Mission statement / nature of charity's work
- Your most recent annual income from donations
- Details of any statutory / government funding
- Breakdown of income spend as follows:
  - % of charitable spend
  - % of fundraising
  - % of other costs
- Please feel free to include any additional (brief) notes to support the above
- Details of specific projects the charity is looking to deliver in 2019/2020 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 include any supporting communications you may have received from your ambassadors as this may enhance your application
- A prospect list of other celebrity patrons / ambassadors with whom you have a current relationship and who would be a potential ambassador if you were successful
- Confirmation that the charity will accept payment by stock or cash



## ADDITIONAL INFORMATION



If you are a non-profit charitable organization and wish to be considered to participate in **GFI Group's Annual Charity Day** on **Wednesday, September 11, 2019** please complete this application and return it by **29 March 2019**.

Due to the volume of applications we receive, it may take several months before we are able to respond to each application.

### Charity Day application submission

Please email your application to the Charity Day team at: [Sparkman@bgcpartners.com](mailto:Sparkman@bgcpartners.com)

### For more information:

Please visit [www.cantorrelief.org](http://www.cantorrelief.org)

Follow us on social media:



@CantorRelief and @GFICharityDay



@CFReliefFund and @gfiCharityDay2019



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