



Dear Friend

Very many thanks for offering to take part in Overdress for Work Day in aid of Lifelites.

This year O4W Day will be held on Friday 3 December 2010 and is one fun day for companies and organisations to let their hair down and dress up to the nines or wear silly outfits to raise money for Lifelites. It's the one day of the year where it doesn't matter what you wear, as long as it is exaggeratedly inappropriate for work. Staff will give a donation of a minimum of £2 for the right to wear ball gowns, disco wear, a diving suit or more outlandish outfits, **or wear something yellow, Lifelites signature colour.**

O4W Day is very simple to organise and it's the perfect way to get the team spirit going for the coming festive season. Different departments may choose to have different themes for their Overdress Day, and company prizes could be offered for the best outfit. Those who would like to add to their fundraising efforts may also run the day in conjunction with a raffle. Companies may even choose to match the funds raised by their staff from the event.

Please find enclosed lots of useful things in this pack including information about how to promote your event. These should help you on your way with your fundraising and we hope we've made everything as easy as possible for you.

By agreeing to take part in this fun event and raising sponsorship for Lifelites, you will be helping us to provide and maintain a full package of information and entertainment technology to life-limited children in hospices all around the country. All the money you raise goes towards helping us to provide our vital services for these children; just take a look at the enclosed shopping list. Please try to raise as much as you possibly can!

If there is any additional information you might need, just ask. Your support will really make a difference in helping us to continue our work. So all you have to do is encourage as many people as you can to join in and don't forget to enjoy your day!

Thanks again for your interest in O4W Day and we look forward to hearing stories or receiving photos from your event very soon.

Kind regards

Simone Enefer-Doy
Chief Executive



Lifelites Charity No. 1115655

You can become an honoured Lifelites' Donor

Your donation could gain you an award under our honours scheme.
Qualifying donors receive an honours certificate to display and their name is published on our website.

| Status | Child (u18 yrs) | Individual donor | Organisation |
|-------------------------|-----------------|------------------|----------------|
| Principal Sponsor | At least £600 | At least £1200 | At least £2400 |
| Sponsor | At least £300 | At least £600 | At least £1200 |
| Benefactor | At least £150 | At least £300 | At least £600 |
| Supporter | At least £30 | At least £60 | At least £300 |
| Corporate Gold Patron | | | At least £5000 |
| Corporate Silver Patron | | | At least £1000 |
| In Kind Supporter | | | |