



Case study of Outreach activity

Lifelites

A charity offering support for children who have a terminal illness, and their families.

The charity provides access to the internet, computers, gaming equipment and HD televisions and other high-tech equipment. This is often the only way that they can experience and communicate with the outside world.

One of the Company's Liverymen spent time with the Lifelites CEO to help develop a communications strategy. He offered guidance and advice on the planning of a national fundraising campaign, which was centred on the volunteer support teams and the tireless work they do in their local areas.

A range of collateral material was developed to help the team leaders promote the Lifelites message through the local media to potential donors.