

# The Easter Egg Appeal

**2nd March - 1st April 2022**

## Mini-Appeal Information

The JCI Bradford Easter Egg Appeal project launched in 2014 achieving phenomenal success collecting over 1,000 Easter eggs. We now collect on average over 4,000 eggs annually. Please help us continue this very worthwhile project bringing a little happiness to disadvantaged families and children at Easter.

JCI Bradford members run this appeal on a volunteer basis and to ensure its success we need your help in collecting Easter eggs for these families and children.

This 'mini-appeal' approach is one of the most successful parts of our award-winning and world famous Secret Santa Appeal. Organisations of all kinds from businesses, factories, offices to schools and colleges using the 'mini-appeal' have yielded half a dozen presents from a small office to several hundred presents from larger businesses and schools. JCI Bradford appreciates all the support it receives from the local and business community.

### It's Simple

In its simplest form all we need you to do is to spread the word throughout your organisation that you are supporting this appeal and co-ordinate where the Easter egg can be left and stored until collected.

You may want to set up a display in your reception area and invite guests, clients etc. to take part or hold a party and invite their staff, colleagues and clients to bring Easter Eggs to the party and donate them to the appeal. It's up to you how you would like to help.

### Benefits to your organisation

- Employee engagement
- Personal development
- Corporate Social Responsibility (CSR) opportunity
- Public & Industrial Relations opportunity
- Inclusion on our 'Thank you' web page

[facebook.com/JCIBradfordEasterEgg/](https://facebook.com/JCIBradfordEasterEgg/)



Mini-appeals are very easy to set up and you and your organisation can make a big difference for many families and children in our communities.

### What you need to do now

- Agree that your organisation wants to get involved.
- Agree who will be the main contact/co-ordinator.
- Decide how many Easter Eggs you aim to collect.

(Don't worry if you say 10 and then only get six – the appeal is monitored on a daily basis and if your 'mini-appeal' falls short then JCI Bradford will hopefully be able to use surplus donations from elsewhere to make it up).

**Please complete our online registration form:**  
[www.jcibradford.org.uk/register-eea](http://www.jcibradford.org.uk/register-eea)

## Thank you

for your interest in supporting this very worthwhile cause and we sincerely look forward to receiving your registration submission. If you would like to discuss this further please contact:-

**JCI Bradford via email**  
[community@jcibradford.org.uk](mailto:community@jcibradford.org.uk)