



**METROPOLITAN
POLICE**



FRONTLINE POLICING DELIVERY UNIT- SURGE TEAM



Winning poster design- Alicja Mglej, age 11

Date: 5th December 2023

Frontline Policing Delivery Unit-Surge Team

New Scotland Yard
Victoria Embankment
London
SW1A 2JL

Website-<https://metchristmastreeappeal.org/>

Email address-
FLPDUMailbox-.2023ChristmasTreeAppeal@met.police.uk

Dear Sir/Madam

Metropolitan Police Service (MPS) Christmas Tree Appeal 2023

May we send our warmest regards in the lead up to the festive period, and we hope you are all keeping safe and well.

We are planning this year's Christmas Tree Appeal, working in partnership again with The Childhood Trust (TCT), with the aim of delivering Christmas presents to young people across London, who may not otherwise receive a gift. This year's appeal will be ever more important as families navigate the continuing cost of living crisis.

TCT targets the 700,000 children living in poverty in London. They help vulnerable children to overcome the disadvantages caused by poverty such as hunger, homelessness, stress, loneliness and anxiety. Their work supports children from across London and is aimed at engaging the most disadvantaged children from the poorest communities.

The charity's network of over 150 projects provides practical, emotional and inspirational support, delivered by trusted caring adults. These projects help children to achieve their full potential, despite facing many challenges. To date their work has supported over 180,000 disadvantaged children in London. Any raised funds which are not used to purchase a gift this for a vulnerable child this Christmas, will be used by TCT to continue their essential work for the following year.

The Metropolitan Police are therefore very proud to be working in partnership with this charity again this year, and the Commissioner has already selected the winning poster entry to be the front image for this year's appeal. We have run this appeal since 2011, and in 2022 we managed to secure a gift for nearly 17,000 vulnerable children aged 0 - 16.

We would therefore like to invite your business to support this worthy cause and provide even more vulnerable children a gift this Christmas. If you require any further information about the charity please visit their web site below, and we would be grateful if you could please email us with any support or questions about this initiative to FLPDUMailbox-.2023ChristmasTreeAppeal@met.police.uk.

To make a donation or select a present to gift a child. Please use the following link:
<https://metchristmastreeappeal.org/>

Thank you for your time, and we hope to hear from you and receive your support for this year's Christmas Tree Appeal.

Kind Regards,



To make an offline donation to the Christmas Tree Appeal via bank transfer:

Account name: The Childhood Trust

Sort code: 40-26-12

Account number: 32122960

Reference: MET23

Make a donation to the Christmas Tree Appeal via cheque:

Make payable to: The Childhood Trust

Postal Address: 18 Buckingham Palace Road, Westminster, London, SW1W 0QP.

Please write 'Christmas Tree Appeal' on the back of the cheque.

The Childhood Trust:

The Childhood Trust is London's child poverty charity, dedicated to alleviating the impact of poverty on children and young people living in the capital. They bring companies, philanthropists, and other donors together to fund projects and services that supports thousands of children and young people in London each year.

To find out more about the charity please click on the following link: <https://www.childhoodtrust.org.uk/about-us/>

The Christmas Tree Appeal

The Christmas Tree Appeal has been an annual event since 2011. The Met Police works with Local Authorities to provide a list of children in care who might not receive any gifts over the Christmas period.

The Met works with the Childhood Trust to purchase and organise the distribution of these gifts via agreed delivery points for the local authorities to distribute to the individual children.

Please click the link below to donate on the website or scan the QR code which takes you onto the donations website.

The banner features the text 'Christmas TREE APPEAL 2023' in a stylized font. Below it, it says 'Please support the Christmas Tree Appeal this year. The MPS is working in partnership with The Childhood Trust to provide Christmas presents for children in London who are experiencing poverty. To donate scan the code or visit www.metchristmastreeappeal.org/donate'. On the right side, there are logos for 'METROPOLITAN POLICE' and 'The Childhood Trust', along with a QR code. The background is a blue gradient with a snowflake pattern and a cartoon illustration of a child in a blue winter coat and hat.

Thank you for taking the time to read.

Charity Registration No. 1154032