



stv
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Optical Express

2015

Lorraine Kelly's Ceilidh



About the STV Children's Appeal

The STV Children's Appeal stands up for children and young people living in poverty across Scotland. We're here to give practical help like food and warm clothes, create training and employment opportunities, and get behind social and emotional support for those who need it most.

In just four years, we've raised a tidy £8.2 million. We've turned this into 297 big and small grants to fund life-changing projects across Scotland's 32 local authorities. So far, we've supported over 37,000 children – and counting. The STV Children's Appeal kicked off in 2011, a team effort between The Hunter Foundation and STV. The Wood Foundation joined us in 2013 to support projects in the North East.

STV and The Hunter Foundation cover all overhead costs. This means every single penny raised by the STV Children's Appeal stays in Scotland to support the children who need it most. In 2014, the Scottish Government also agreed to carry on matching the first £1m we raise.

stv.tv/appeal

Where the money goes

- **£20** sorts out a food parcel for two families - the smaller projects we support have been able to get food parcels out to families in need across Scotland.
- **£200** buys beds, a washing machine or a cooker for grandparents who suddenly find themselves caring for grandchildren full time in the absence of parents. We're proud to support Kinship Care who run support groups for grandparents in this situation.
- **£500** helps with housing, employment and life skills for young people who are either homeless, in threat of homelessness, or coming out of care. Projects we fund include counselling and support for young people who might otherwise drop out of the system.

“Over 24 hours I'll be challenging myself by taking on a series of ceilidhs to raise money for children and young people in Scotland affected by poverty. It'll be a challenge but with support from fellow dancers around the world, I'll get through.”

- Lorraine Kelly

Join Lorraine's Ceilidh

Lorraine Kelly will be taking to the road to fundraise for children affected by poverty. Following her "Shimmy Across Scotland", which raised £100,000 last year, she's putting her dancing shoes back on. Joined by her friend Maxine Jones, the ladies will be getting us all moving with a 24-hour ceilidh. We're calling for groups, schools, community groups, local RSCDS groups and businesses to take part, hosting their own fundraising ceilidh events on the same day.

From Friday 11th to Saturday 12th September, Lorraine will travel across Scotland to join as many fundraising ceilidhs as possible. We'll also be encouraging groups across the world to host their own events, recording them to be included in our STV programming. All these fantastic efforts will support the 1 in 5 children affected by poverty in Scotland.

A special STV Children's Appeal dance - Kelly's Kaper - has been created by our partner The Royal Scottish Country Dance Society. Lorraine will demonstrate these moves to her fellow ceilidh dancers on her tour across the country. The dance will also be available to view online, making it easy to learn for everyone.

Along the way, Lorraine will meet local businesses, schools, RSCDS groups and community groups that have all done their bit to raise funds for the STV Children's Appeal. We'll capture all the fun on camera for a week of STV Children's Appeal programmes later this year. This will include a one-hour special in October, culminating in a live STV show hosted by Lorraine. No matter where you are, this is an exciting chance for your group to be featured on television.

**Friday 11th Sept -
Saturday 12th Sept 2015**

How you can support

- Host a fundraising ceilidh on the date above to raise money for the STV Children's Appeal - and let us know your plans. Lorraine will be visiting as many events as she can. Tell us why Lorraine and the team should visit you
- We want everyone to be involved in the special STV Children's Appeal programme that will air later in the year. So record footage, take photos and send these to us for a chance to appear on the telly. There's even the chance of being invited to be part of our STV Children's Appeal live show in October
- This challenge is open to anyone, whether you are a dance group, school, youth club, business, or community organisation - everyone can get involved
- Get creative with fundraising ideas for your ceilidh. Perhaps you want to charge a specific amount for entry tickets, run a fundraising raffle or get individually sponsored to take part

For details on how to submit your footage, please see 'Connect with Us' section at the back of this leaflet.

Get in touch to let us know your plans and register for STV Children's Appeal fundraising materials...

Mari Slavin
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Kelly's Kaper

For Lorraine's Ceilidh, John Wilkinson of the Royal Scottish Country Dance Society (RSCDS) has put together a signature dance – Kelly's Kaper. You don't need to be a Scottish country dancer to learn it as the moves suit beginners and pros alike. So come on, put on your dancing shoes.

Head over to www.stv.tv/appeal or www.rscds.org to find instructional videos, step-by-step guides, diagrams, crib sheet, material for dancers of all backgrounds and music to download. You can also request materials from mari.slavin@stv.tv or mike.greenwood@rscds.org.



About the RSCDS

The Royal Scottish Country Dance Society has a membership of just under 14,000, with 162 RSCDS Branches and more than 340 Affiliated Groups, Clubs and Societies spread across six continents. These are local organisations that run dance classes, provide training and host social events. To find out more, visit www.rscds.org

“The Royal Scottish Country Dance Society is delighted to partner with STV Children's Appeal for Lorraine Kelly's Ceilidh. We are pleased to play a key part in this campaign to raise money for disadvantaged children and young people in Scotland.”

– Elizabeth Foster, RSCDS Executive Officer

Hosting a Ceilidh

Here are some tips from the RSCDS to help you kick off your ceilidh fundraiser with a swing:

- Share out tasks across a team. It's helpful if one person takes a leading role and communicates regularly with the others to make sure everything's on schedule
- Identify an individual who is happy to take on the role of Master of Ceremonies (MC) or Dance Caller to lead the event
- Find a venue that's safe, accessible and suitable for the whole community
- Place chairs around the edge of the room, facing into the dance space if possible
- Have volunteers who know the dance moves to show others at your event
- Include well-known ceilidh dances: Gay Gordons, Dashing White Sergeant, St Bernard Waltz, Virginia Reel, Military Two Step, Eightsome Reel, Canadian Barn Dance and Strip the Willow
- If you know a band or have local contacts, live music is a bonus
- Popular ceilidh tracks are available on iTunes or from online retailers
- You can buy a CD, 'Music for a Guide to Scottish Country Dancing and Ceilidh Dances' at www.rscds.org/shop
- The music for Kelly's Kaper is available from STV and the RSCDS. Contact mari.slavin@stv.tv or mike.greenwood@rscds.org



How to collect donations

JustGiving

To set up your own online fundraising page:

1. Go to www.justgiving.com/STVAppeal
2. Click on 'Fundraise for us'.
3. Follow the steps on screen.
4. Personalise your page.

Donate to Lorraine Kelly's Fundraising Page

If you don't want to set up your own page and would like to make a general donation you can do this via Lorraine Kelly's Just Giving page at justgiving.com/KellysCeilidh2015

Text your donation

You can donate to the Lorraine Kelly's challenge through your mobile phone. Just text KILT24 in the text field, leave a space, then add the amount you wish to give. Then send the text to 70070. So, for example, if you wished to donate £5, your text would read: KILT24 5. The most you can donate by text is £10.

Sponsorship Form

If you prefer to use a printed sponsorship form, these can be supplied by the STV Appeal team.

Gift Aid

Ask your sponsors to tick the Gift Aid box on your fundraising page or sponsorship form. If you are a taxpayer, STV Children's Appeal can claim 25p for every £1 donated at no extra cost to you.

How to donate in person

You can donate at any branch of Royal Bank of Scotland. All you need to do is explain that you want to make a contribution and they will talk you through it.

The STV Children's Appeal sort code is 83-06-08, and the account number is 11956729. Please make sure you put on a reference of your group or event name.

Connect with us

Share your ceilidh photos and videos with us and we might show them on TV!



mari.slavin@stv.tv



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