

**LANDAID WORKER** Jo Allen**LandAid Day is approaching. How will you help to raise money on 13 October?**

**Y**our industry charity needs you: what will you do?"

This call to arms last September, from LandAid president Mike Slade, was for the first-ever LandAid Day. The aim was to get the entire property industry across the country to fundraise on the same day to help make a real difference to the lives of disadvantaged young people.

The appeal worked and LandAid Day 2010 enabled the property industry charity to distribute £100,000 of grants to seven groups, all working with disadvantaged young people in the UK.

In Newham, a borough where almost 60% of children live in poverty, Community Links, an inspiring community organisation, was given £11,500. It can now provide a youth programme to divert local young people away from crime and anti-social behaviour, equip them with life skills, build their confidence and raise their aspirations.

And in south Wales' Merthyr Tydfil, which has the second-highest level of unemployment in Wales and where a third of 18-to-24-year-olds claim job seekers allowance, charity Llamau is setting up a cyber cafe to help local children find jobs (box, opposite).

There are thousands of young people out there who really need the property industry's help. More than 400 charities made an application to

LandAid for funding this year – a 1,000% increase on the previous year. That is why on this year's LandAid Day, 13 October, the fundraising target has been raised to £125,000.

Taking part is easy, fun and rewarding. Just choose a fundraising idea that you and your colleagues can do in your office, ask everyone for a donation and give a prize to the winner. The more you can make it competitive between teams, departments or offices, the more you will raise. It could be dressing up, playing party games or voting for an unlucky person who has to wear wellies full of baked beans!

Last year Frogmore joined more than 40 organisations and individuals who took part in LandAid Day by "dressing down", abseiling, baking cakes, holding poker tournaments, taking part in row-a-thons, pub quizzes and even conker competitions.

On 13 October we will be joining forces with other LandAid supporters. GVA is organising a staff "sleep out" in Brindleyplace in Birmingham, Helical Bar is racing rickshaws down Piccadilly in London, *Property Week* is hosting a five-a-side football tournament at Wembley and many others, such as Cushman & Wakefield, the British Property Federation, Knight Frank, Malcolm Hollis, Prestbury Holdings, DLA Piper, Pinsent Masons and Capital & Regional have pledged to take part.

These are challenging times and resources are stretched, but LandAid Day is the perfect opportunity for the property

industry across the UK to come together for one day, have some fun and really make a positive difference. It is a great team-building exercise, too.

If you or your company would like to do something on 13 October, there is still time to take part. If you don't fancy fundraising alone, compete in one of LandAid's treasure hunts in London, Birmingham and Edinburgh, or simply make a donation. Everything you need can be found at [landaid.org](http://landaid.org). Don't forget to share what you are doing – we want to know. Tell us at [day@landaid.org](mailto:day@landaid.org), or via Twitter: #LandAidDay

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**LandAid @ PropertyWeek.com**

Watch a video about LandAid Day at [propertyweek.com/community](http://propertyweek.com/community)

 A screenshot of a video player. The video shows two men in suits sitting at a table. The man on the left is wearing glasses and has his hands clasped. The man on the right is wearing a hat. The video player interface includes a progress bar at the bottom, a play button, and a volume icon. The video title and URL are visible above the player.