



# 2017

NEW YORK

# CHARITY DAY

# BGC 2017 CHARITY DAY

## Transforming a seemingly insurmountable tragedy into a hopeful future

### What a Difference a Day Makes

*The attacks of September 11, 2001, forever changed the city of New York, the nation, and the world at large. For Cantor Fitzgerald, the impact was especially devastating with 658 of our friends and colleagues among the thousands who perished that morning. Every anniversary is a way for us to honor their memories through the Cantor Fitzgerald Relief Fund and by helping others we turn that tragic day into one that is positive and uplifting.*

While grieving the loss of his brother, Gary Lutnick, Cantor Fitzgerald CEO & Chairman, Howard W. Lutnick, marshalled the resources of the firm, and along with his wife Allison and sister Edie, set out to triumph over one of the worst events in modern history. Within hours of the attack they began addressing the critical needs of the Cantor families, from creating a makeshift command center, to arranging grief counselors, helping with funeral arrangements and expediting death certificates for insurance policies.

Facing the almost unimaginable, Howard and the other survivors vowed to persevere and rebuild the firm. While the logistics of reopening the New York operations were being strategized, work shifted to the firm's London offices. To provide for the victims' families remained a central mission and with a deep commitment to "taking care of our own", Cantor Fitzgerald made a promise of financial support to each family, pledging a percentage of the company's profits for five years, and 10 years of health-care coverage.

"I am going to take a day that was horrific and turn it around into something positive going forward."

Howard W. Lutnick, CEO & Chairman Cantor Fitzgerald

### Establishing the Cantor Fitzgerald Relief Fund

On September 14, 2001, less than 72 hours after the Twin Towers were destroyed, Howard established the Cantor Fitzgerald Relief Fund with a \$1 million personal donation. Edie Lutnick spearheaded the initiative, designated to help the 9/11 families. Since then, the fund has grown and expanded into the longest lasting and most effective charity initiated in response to 9/11. It has raised and distributed approximately \$320 million to victims of terrorism, natural disasters and emergencies, direct service charities and wounded members of our military.

### Launching a Remarkable Day

A year later, on September 11, 2002, Cantor Fitzgerald introduced Charity Day, an annual event designed to turn the memory of a tragic day into a remarkable one of generosity and care. Every year, Cantor Fitzgerald employees donate their day's commission—and the firm, joined by affiliates BGC Partners and GFI Group, donates 100% of the day's revenues to the Cantor Fitzgerald Relief Fund. Celebrities further drive the fundraising, making trades from the New York City and London offices. Charity Day alone has raised more than \$147 million in the 16 years since its inception.

"We learned in the wake of 9/11," explains Edie Lutnick, President of the Cantor Fitzgerald Relief Fund, "that families are the best positioned to take care of their own needs. And so our mission of delivering aid directly to those in despair goes on, with a clear memory of our own dark days, and a driving desire to bring light, comfort and financial assistance to all we can."

Our thanks to all who help make Charity Day such a success each year. Together, we're doing a world of good.



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## BGC PARTNERS AND OUR AFFILIATE, CANTOR FITZGERALD, RAISED APPROXIMATELY \$10 MILLION ON CHARITY DAY 2017 TO SUPPORT CHARITIES AROUND THE WORLD.

Charity Day was held on Monday, September 11, 2017. Since inception, it has raised approximately \$147 million for hundreds of charitable causes globally.

Each year, BGC Partners and our affiliate, Cantor Fitzgerald, in conjunction with the Cantor Fitzgerald Relief Fund, commemorate the 658 Cantor and 61 Eurobrokers employees lost in the 9/11 World Trade Center attacks by donating all of the day's revenues to worthy causes around the world.

The Cantor Fitzgerald Relief Fund was founded in the wake of the September 11, 2001, terrorist attacks on the Twin Towers. Initially created to assist family members of Cantor Fitzgerald employees, the Cantor Fitzgerald Relief Fund has expanded its mission to provide aid to victims of terrorism, natural disasters, emergencies, direct service charities and wounded members of our military. Since its inception, the Cantor Fitzgerald Relief Fund has raised and distributed approximately \$320 million.

Each anniversary is a poignant occasion for us. By supporting hundreds of charities around the world, we aim to turn a tragic anniversary into a positive and uplifting day. We would like to thank our clients, partners, and employees for their continued hard work and generosity for which we are exceptionally grateful. We would also like to extend our utmost appreciation to all of our celebrity guests who benevolently donated their time to make Charity Day such a remarkable success.

Sincerely,



**Howard W. Lutnick**  
Chairman & CEO  
Cantor Fitzgerald, L.P.



**Edie Lutnick**  
President  
Cantor Fitzgerald  
Relief Fund



**President Bill Clinton**, Founder  
The Clinton Foundation



**President Bill Clinton**, Founder  
The Clinton Foundation

The Clinton Foundation's mission is to work on issues directly or with strategic partners from the business, government, and nonprofit sectors to create economic opportunity, improve public health, and inspire civic engagement and service. Their programs are designed to make a real difference today while serving as proven models for tomorrow. The goal of every effort is to use available resources to get better results faster – at the lowest possible cost. For more information, please visit: [www.clintonfoundation.org](http://www.clintonfoundation.org)

# CELEBRITY AMBASSADORS



**Kára McCullough**, Miss USA 2017

Smile Train

Smile Train is an international children's charity with a sustainable approach to a single, solvable problem: cleft lip and palate. Millions of children in developing countries with unrepaired clefts live in shame, but more importantly, have difficulty eating, breathing and speaking. Cleft repair surgery is simple, and the transformation is immediate.

Our sustainable model provides training and funding to empower local doctors in 85+ developing countries to provide 100%-free cleft repair surgery and comprehensive care in their own communities. For more information, please visit: [www.smiletrain.org](http://www.smiletrain.org)



**Jake Gyllenhaal**, Actor

Wiggle Your Toes



**Jake Gyllenhaal**, Actor

Wiggle Your Toes

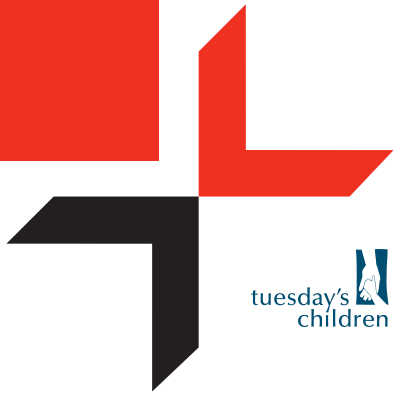
Wiggle Your Toes' mission is to empower those who have lost a limb to move forward, take action and get back to the life they want. For more information, please visit: [www.wiggleyourtoes.org](http://www.wiggleyourtoes.org)



**Kára McCullough**, Miss USA 2017

Smile Train





**Gina Gershon, Actress**

Tuesday's Children

Tuesday's Children was founded to promote long-term healing in all those directly impacted by the events of September 11, 2001. Our mission today is to keep the promise to those children and families while serving and supporting communities affected by acts of terror worldwide. For more information, please visit: [www.tuesdayschildren.org](http://www.tuesdayschildren.org)



**Gina Gershon, Actress**  
Tuesday's Children



**Darryl "DMC" McDaniels**, Musician  
The Felix Organization

## THE FELIX ORGANIZATION

**Darryl "DMC" McDaniels**, Musician  
The Felix Organization

The Felix Organization provides inspiring opportunities and new experiences to enrich the lives of children who are growing in the foster care system. For more information, please visit: [www.thefelixorganization.org](http://www.thefelixorganization.org)



**David Costabile**, Actor – Billions  
The 52nd Street Project, Inc

The 52nd Street Project brings together kids from Hell's Kitchen in Manhattan, starting at age nine and lasting through their teens, with theater professionals to create original productions offered free to the general public. For more information, please visit: [www.52project.org](http://www.52project.org)



**David Costabile**, Actor – Billions  
The 52nd Street Project, Inc

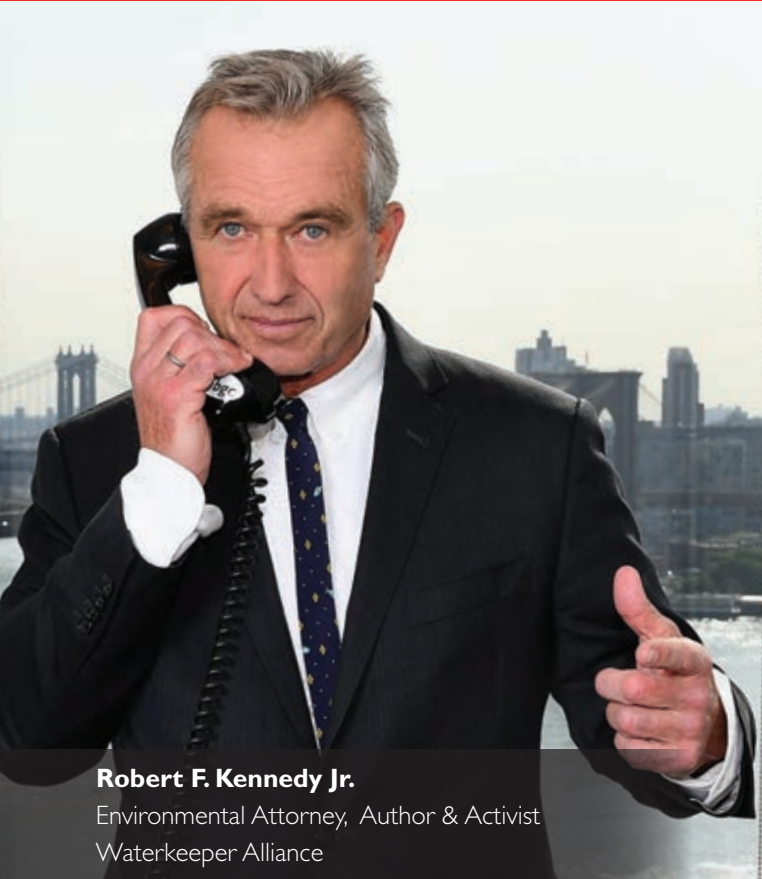


**Bridget Moynahan**, Actress  
The Hole in the Wall Gang Fund, Inc.



**Bridget Moynahan**, Actress  
The Hole in the Wall Gang Fund, Inc.

The Hole in the Wall Gang Camp provides “a different kind of healing” to more than 20,000 seriously ill children and family members annually – all completely free of charge. The mission of The Hole in the Wall Gang Camp is to ensure that every child with a serious medical condition has the chance to experience the world of possibilities that camp has to offer. Through the generosity of others, The Hole in the Wall Gang Camp community provides this unique healing experience to kids in need and their families, including those who may not be able to come to camp. For more information, please visit: [www.holeinthewallgang.org](http://www.holeinthewallgang.org)



**Robert F. Kennedy Jr.**

Environmental Attorney, Author & Activist  
Waterkeeper Alliance

**bgc**



**Anatol Yusef**, Actor – Boardwalk Empire  
Solving Kids' Cancer



**Anatol Yusef**, Actor – Boardwalk Empire  
Solving Kids' Cancer

Solving Kids' Cancer finds, funds, and manages novel, high-impact clinical research designed to improve survival of the deadliest childhood cancers. For more information, please visit: [www.solvingkidscancer.org](http://www.solvingkidscancer.org)



**Robert F. Kennedy Jr.**

Environmental Attorney, Author & Activist  
Waterkeeper Alliance

Waterkeeper Alliance's mission is to strengthen and grow a global network of grassroots leaders protecting everyone's right to clean water. Waterkeeper Alliance holds polluters accountable. They preserve and protect water by connecting local Waterkeeper organizations worldwide. Waterkeeper Alliance's goal is swimmable, drinkable and fishable water everywhere. For more information, please visit: [www.waterkeeper.org](http://www.waterkeeper.org)



**Gretchen Mol**, Actress & Model  
Evolve Together, Inc.



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Evolve Together, Inc.

Evolve Together's mission is to promote responsible gun ownership and behaviors through innovative and contemporary marketing and by working with gun owners and the industry. For more information, please visit: [www.evolveusa.com](http://www.evolveusa.com)



**George Martin**, New York Giants Legend  
Tuesday's Children



**Henrik Lundqvist**, New York Rangers  
Henrik Lundqvist Foundation



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Henrik Lundqvist Foundation

The Henrik Lundqvist Foundation, through its fundraising efforts and community outreach, strives to create positive change in the lives of children and adults throughout the world through education and health services. For more information, please visit: [www.hlundqvistfoundation.com](http://www.hlundqvistfoundation.com)



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**Dr. Ruth Westheimer**, Sex Therapist  
Museum of Jewish Heritage

The mission of the Museum of Jewish Heritage is to educate people of all ages and backgrounds about the broad tapestry of Jewish life in the 20th and 21st centuries – before, during and after the Holocaust. For more information, please visit: [www.mjhnyc.org](http://www.mjhnyc.org)



**Allan Houston**, New York Knicks Legend  
Allan Houston Legacy Foundation

Allan Houston Legacy Foundation's mission is to facilitate individual and collective growth through initiatives that 1) restore a strong family unit, 2) provide economic empowerment through entrepreneurship, and 3) enhance spiritual growth. For more information, please visit: [www.AllanHouston.com](http://www.AllanHouston.com)



**Allan Houston**, New York Knicks Legend  
Allan Houston Legacy Foundation





**Karina Smirnoff**, Professional Dancer  
Cantor Fitzgerald Relief Fund

## RELIEF FUND CANTOR FITZGERALD

**Karina Smirnoff**, Professional Dancer  
Cantor Fitzgerald Relief Fund

The Cantor Fitzgerald Relief Fund's mission is to support victims of terrorism, emergencies and natural disasters. They provide direct financial assistance to hundreds of charities around the world, and help raise awareness of small charities that have the potential to make big impacts. 100% of every dollar raised by the Cantor Fitzgerald Relief Fund goes to victims of terrorism, natural disasters and emergencies, direct service charities and wounded members of our military. For more information, please visit: [www.cantorrelief.org](http://www.cantorrelief.org)





**Iris Mittenaere**, Model & Miss Universe 2016  
Smile Train



**SmileTrain**

**Iris Mittenaere**, Model & Miss Universe 2016  
Smile Train

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**Mark Messier**, NHL Legend  
The Mark Messier Foundation



**Boomer Esiason**, NFL Legend & Commentator  
Boomer Esiason Foundation



**Boomer Esiason**, NFL Legend & Commentator  
Boomer Esiason Foundation

The Boomer Esiason Foundation is a dynamic partnership of leaders in the medical and business communities joining with a committed core of volunteers to heighten awareness, education and quality of life for those affected by cystic fibrosis, while providing financial support to research aimed at finding a cure. For more information, please visit: [www.esiason.org](http://www.esiason.org)



**Mark Messier**, NHL Legend  
The Mark Messier Foundation

The Mark Messier Foundation's mission is to help young children become better citizens by providing opportunities to participate in sporting activities and living a healthier lifestyle. For more information, please visit: [www.markmessierfoundation.org](http://www.markmessierfoundation.org)



**Eli Manning**, New York Giants  
Tackle Kids Cancer



**Eli Manning**, New York Giants  
Tackle Kids Cancer

Tackle Kids Cancer's mission is to raise funds and awareness for pediatric cancer patients. They provide essential clinical care, unique support services and groundbreaking cancer research needed to find a cure. For more information, please visit: [www.tacklekidscancer.org](http://www.tacklekidscancer.org)

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**Karolína Kurková**, Model  
Cantor Fitzgerald Relief Fund

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**Karolína Kurková**, Model  
Cantor Fitzgerald Relief Fund



**Bryant Gumbel**, TV Journalist & Sportscaster  
NAACP Legal Defense Fund



**Bryant Gumbel**, TV Journalist & Sportscaster  
NAACP Legal Defense Fund

The NAACP Legal Defense and Educational Fund, Inc. is America's premier legal organization fighting for racial justice. Through litigation, advocacy, and public education, LDF seeks structural changes to expand democracy, eliminate disparities, and achieve racial justice in a society that fulfills the promise of equality for all Americans. LDF also defends the gains and protections won over the past 75 years of civil rights struggle and works to improve the quality and diversity of judicial and executive appointments. For more information, please visit: [www.naacpldf.org](http://www.naacpldf.org)



**John Wallace**, Former NBA Player  
Gideon's Promise

Gideon's Promise's mission is to transform the criminal justice system by building a movement of public defenders who provide equal justice for marginalized communities. For more information, please visit: [www.gideonspromise.org](http://www.gideonspromise.org)



**John Wallace**, Former NBA Player  
Gideon's Promise



**Bob Costas**, Sportscaster  
NPH (Nuestros Pequeños Hermanos)



**Bob Costas**, Sportscaster  
NPH (Nuestros Pequeños Hermanos)

Nuestros Pequeños Hermanos strives to create a loving and safe family environment for vulnerable children living in extreme conditions. Through comprehensive education, healthcare and spiritual formation, we give the children the opportunity to develop their potential, shaping better futures for themselves, their families and their communities. For more information, please visit: [www.nph.org](http://www.nph.org)



**Redmond Ramos**,

War Hero & Winner of The Amazing Race  
Catch A Lift Fund

Catch A Lift Fund's mission is to enable post 9/11 combat-wounded veterans to recover, rehabilitate and reintegrate through physical fitness by providing them with personalized fitness and nutrition programs that fit their individual needs. For more information, please visit: [www.catchaliftfund.org](http://www.catchaliftfund.org)



**Redmond Ramos**,  
War Hero & Winner of The Amazing Race  
Catch A Lift Fund



**Ron Darling**, MLB Legend  
Emergency Children's Help Organization, Inc. (ECHO)



**Ron Darling**, MLB Legend  
Emergency Children's Help Organization, Inc. (ECHO)

The Emergency Children's Help Organization (ECHO) is dedicated to providing financial assistance to a child experiencing a challenging medical or living emergency. ECHO's goal is to help ease the burden financially, along with brightening the child's life during a time of crisis. For more information, please visit: [www.echoorganization.org](http://www.echoorganization.org)



**Willie Colon, NFL Legend**  
Lupus Research Alliance




**Willie Colon, NFL Legend**  
Lupus Research Alliance

The Lupus Research Alliance aims to find better treatments and ultimately prevent and cure systemic lupus by supporting bio-medical research. For more information, please visit: [www.lupusresearch.org](http://www.lupusresearch.org)



**Mike Massimino**, Professor of Mechanical Engineering at Columbia University & former NASA Astronaut  
Intrepid Sea, Air & Space Museum

As an educational and cultural non-profit institution centered on the aircraft carrier Intrepid — a National Historic Landmark — the mission of the Intrepid Sea, Air & Space Museum is to promote the awareness and understanding of history, science and service through its collections, exhibitions and programming in order to honor our heroes, educate the public and inspire our youth. For more information, please visit: [www.intrepidmuseum.org](http://www.intrepidmuseum.org)

A photograph of Mike Massimino, a middle-aged man with short grey hair, wearing a blue flight jacket. He is holding a black telephone receiver to his ear with his right hand. The jacket has several patches: a circular NASA patch on the left chest, a name patch that says "MIKE MASSIMINO" with a gold eagle emblem, and a "25" anniversary patch on the right chest. An American flag patch is visible on the sleeve. The background shows a cityscape with a bridge, likely the Manhattan skyline.

**Mike Massimino**, Professor of Mechanical Engineering at Columbia University  
& former NASA Astronaut.  
Intrepid Sea, Air & Space Museum





# ACKNOWLEDGMENTS & TESTIMONIALS



“First they had to rebuild and take care of their own people, but they didn’t have to keep trying to take care of everybody else, which is what they do now.”

**President Bill Clinton**, Founder  
The Clinton Foundation

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“The lives they’ve touched as a result of all of the things that happened 16 years ago now is extraordinary. They have made something better out of something unfathomably tragic and it is a true inspiration.”

**Jake Gyllenhaal**, Actor  
Wiggle Your Toes

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“It was a great pleasure working with you and being included, again, in Charity Day. The traders were engaging, fun, and also very warm to us and our celebrities. Thank you all for a wonderfully fun and exciting day.”

**Amy Wright**, Corporate Relations Officer  
Tuesday’s Children

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“I love what they have done here, turning such a tragic event into a time to celebrate all these charities and give back. I’ll do it every year they ask me.”

**Bridget Moynahan**, Actress  
The Hole in the Wall Gang Fund, Inc.

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“In the end, we’re all brothers and sisters and we all need to support each other.”

**Mark Messier**, NHL Legend  
Mark Messier Foundation

“BGC has done an unbelievable job of taking the worst possible day ever and trying to make it into a positive one.”

**Eli Manning**, New York Giants  
Tackle Kids Cancer

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“We’re honoring not just those families, but all those who were helping and who are just part of this history.”

**Allan Houston**, New York Knicks Legend  
Allan Houston Legacy Foundation

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“I am so proud to be a part of Charity Day because it allows me to give back to a very, very wonderful community.”

**George Martin**, New York Giants Legend  
Tuesday’s Children

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“I’m proud to be part of this Charity Day because it’s been an incredible journey and it has grown to the magnitude that no one could have possibly imagined. There are so many great things that come out of it, and will come out in the future, so it’s an honor to be a part of it.”

**Karina Smirnoff**, Professional Dancer  
Cantor Fitzgerald Relief Fund

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“What’s not to like about what happens here today! It’s a chance to remember all of the people who were lost and it’s an opportunity to give something back. I can’t think of a better day, actually.”

**Bryant Gumbel**, TV Journalist & Sportscaster  
NAACP Legal Defense Fund

# MAKING HEADLINES

EDITOR'S PICKS

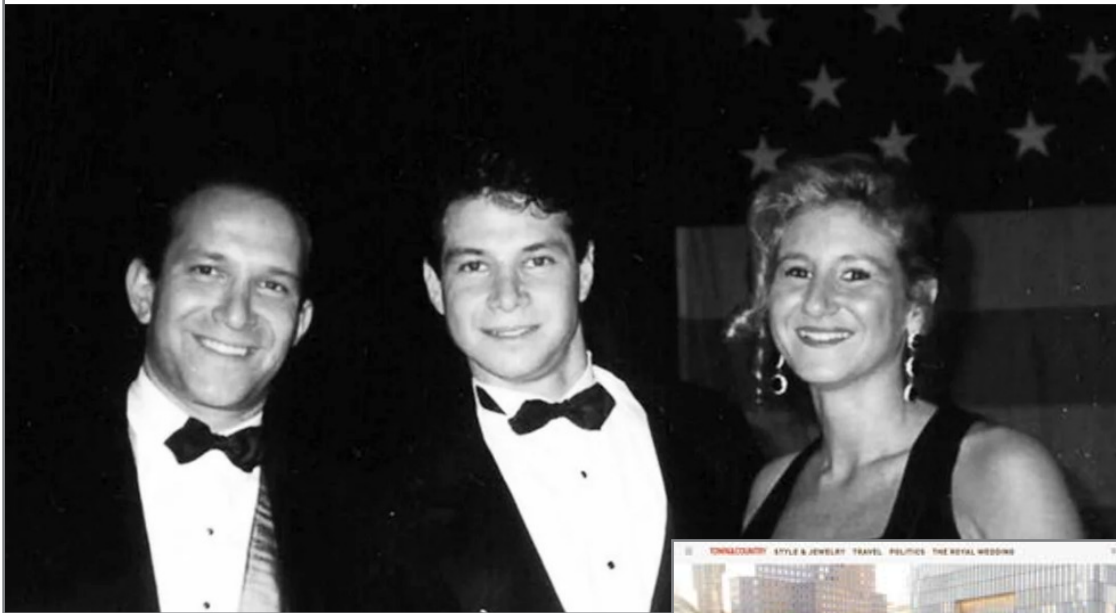
The Lily



HISTORY

## In the aftermath of 9/11, starting a relief fund helped Edie Lutnick 'get out of bed'

She lost her brother and found hope in helping other families



Quest Means Business

# Hurricane relief from Cantor Fitzgerald in Sept. 11th tribute

Recommended 4



**CANTOR FITZGERALD LOST 658 EMPLOYEES ON 9/11**

**LIVE**  
**CNN**  
8:43 PM GMT

@questCNN



...e Gyllenhaal, Steve  
...scemi and More Take Part  
.../11 Fundraiser



# SOCIAL MEDIA







# 2017

## CHARITY DAY

LONDON





## BGC PARTNERS AND OUR AFFILIATE, CANTOR FITZGERALD, RAISED APPROXIMATELY \$10 MILLION ON CHARITY DAY 2017 TO SUPPORT CHARITIES AROUND THE WORLD.

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**Howard W. Lutnick**  
Chairman & CEO  
Cantor Fitzgerald, L.P.



**Edie Lutnick**  
President  
Cantor Fitzgerald  
Relief Fund



**Shaun D. Lynn**  
President  
BGC Partners, Inc.



**Sean Windeatt**  
Chief Operating Officer  
BGC Partners, Inc.



**Davina McCall**, TV Presenter  
Action Medical Research



**Davina McCall**, TV Presenter  
Action Medical Research

Action Medical Research is a UK-wide charity saving and changing children's lives through medical research. For more information, please visit: [www.action.org.uk](http://www.action.org.uk)

# CELEBRITY AMBASSADORS



**Sir Alex Ferguson**, Retired Football Manager  
Muscular Dystrophy

Muscular Dystrophy UK is the charity bringing individuals, families and professionals together to beat muscle-wasting conditions. Founded in 1959, we have been leading the fight against muscle-wasting conditions since then. We bring together more than 60 rare and very rare progressive muscle-weakening and wasting conditions, affecting around 70,000 children and adults in the UK. For more information, please visit: [www.muscular dystrophyuk.org](http://www.muscular dystrophyuk.org)



**Sophie**, Countess of Wessex  
DEBRA



**Sir Alex Ferguson**, Retired Football Manager  
Muscular Dystrophy



**Sophie**, Countess of Wessex  
DEBRA

DEBRA's vision is of a world where no one suffers from the painful genetic skin condition Epidermolysis Bullosa (EB). Until that day, we are focussed on improving the health and wellbeing of people living with EB by giving practical and emotional support that enables them to maintain independence and quality of life; funding specialist healthcare to provide high quality holistic care; and supporting pioneering research that is leading to improved treatments for this complex and distressing condition. For more information, please visit: [www.debra.org.uk](http://www.debra.org.uk)





**Ellie Goulding**, Singer  
Centrepoint

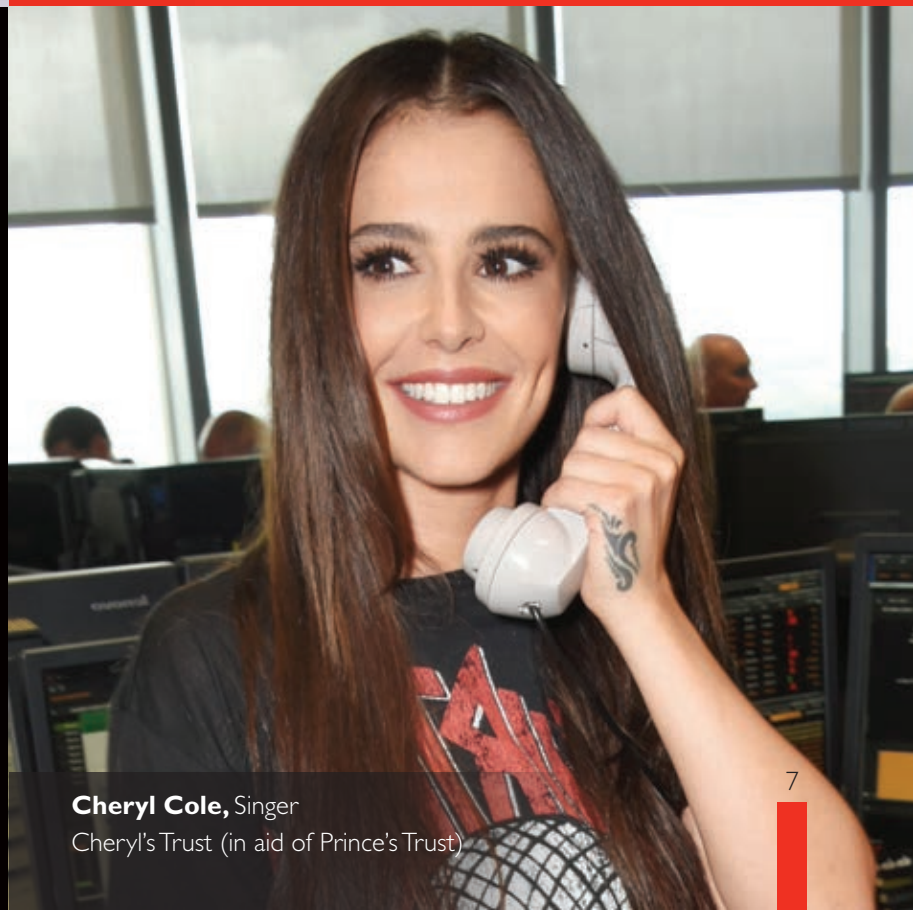


**Lorraine Kelly**, TV Presenter  
**Ellie Goulding**, Singer  
Centrepoint

Centrepoint's mission is to give young people a future and our long-term vision is to end youth homelessness. For more information, please visit: [www.centrepoin.org.uk](http://www.centrepoin.org.uk)

**Cheryl Cole**, Singer  
Cheryl's Trust (in aid of Prince's Trust)

Cheryl has teamed up with youth charity The Prince's Trust, to help fund a new state-of-the-art centre in the heart of Newcastle, which will support disadvantaged young people in the North East. Cheryl has committed to raise sufficient funds to help The Prince's Trust get the centre up and running. The money will be raised through the singer's own charitable foundation, Cheryl's Trust. For more information, please visit: [www.cherylstrust.com](http://www.cherylstrust.com)



**Cheryl Cole**, Singer  
Cheryl's Trust (in aid of Prince's Trust)



**Elizabeth Hurley, Actress**  
Wounded Veterans Fund



**Elizabeth Hurley, Actress**  
Wounded Veterans Fund

Our principle aim is to support veterans with physical, mental or social injuries on their journey into independence and employment, post military service, providing long-term security for themselves and in many instances their young families. For more information, please visit: [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)





**Fearne Cotton**, TV Presenter  
Coppafeel!



**Fearne Cotton**, TV Presenter  
Coppafeel!

To stamp out late detection and misdiagnosis of breast cancer by ensuring that people know the signs and symptoms of the disease, know what their boobs look and feel like normally, check their boobs regularly from a younger age and have the confidence to seek medical referral when they detect abnormalities. For more information, please visit: [www.coppafeel.org](http://www.coppafeel.org)



**Sarah**, Duchess of York  
Children In Crisis

The mission of Children in Crisis is to bring education, care and protection to forgotten children. For more information, please visit: [www.childrenincrisis.org](http://www.childrenincrisis.org)



**Sarah**, Duchess of York  
Children In Crisis





**Dame Kelly Holmes**, Gold Medal Olympian

Dame Kelly Holmes Trust

Over the last ten years young people facing disadvantage have received over 27,500 hours of transformational mentoring from Olympic, Paralympic and world class athletes.

Over 4,700 young people have completed one of our transformational programmes and over 240,000 young people have been impacted through our inspirational programmes.

For more information, please visit: [www.damekellyholmestrust.org](http://www.damekellyholmestrust.org)



**Dame Kelly Holmes**, Gold Medal Olympian

Dame Kelly Holmes Trust





**Sadiq Khan**, Mayor of London  
Mayor's Fund For London

The Mayor's Fund for London is a registered, independent, social mobility charity. We empower young Londoners from disadvantaged backgrounds to acquire the skill and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty. The Mayor of London, Sadiq Khan, is our patron and our activities focus on wellbeing, skills, employment and enterprise. For more information, please visit: [www.mayorsfundforlondon.org.uk](http://www.mayorsfundforlondon.org.uk)



**Holly Willoughby**, TV Presenter  
Together For Short Lives



**Sadiq Khan**, Mayor of London  
Mayor's Fund For London



**Holly Willoughby**, TV Presenter  
Together For Short Lives

Together for Short Lives is a UK wide charity that speaks out for all children and young people who are expected to have short lives. Together with everyone who provides care and support to these children and families, we are here to help them have as fulfilling lives as possible and the very best care at the end of life. We can't change the diagnosis, but we can help children and families make the most of their time together. For more information, please visit: [www.togetherforshortlives.org.uk](http://www.togetherforshortlives.org.uk)



**Frank Bruno**, Retired Boxer  
OASIS

Our mission is to build holistic, inclusive communities and work alongside them to support the breadth of their needs; where everyone has a chance to reach their full potential. For more information, please visit: [www.oasisuk.org](http://www.oasisuk.org)



**Frank Bruno**, Retired Boxer  
OASIS



**Frankie Bridge**, Singer

Lily Foundation

The Lily Foundation is committed to finding a cure for mitochondrial disease, through funding research, raising awareness and family support. For more information, please visit: [www.thelilyfoundation.org.uk](http://www.thelilyfoundation.org.uk)



**Frankie Bridge**, Singer

Lily Foundation



**Alan Carr**, English Comedian & TV Personality  
Host of UK Charity Day



**Kay Burley**, English TV Newsreader & Presenter  
Brainwave



**Kay Burley**, English TV Newsreader & Presenter  
Brainwave

We will deliver therapy of the highest quality to an increasing number of children each year and make it as easy as possible for children to benefit from the therapy through qualified and motivated staff at our permanent centres and satellite clinics, and through our team of Family Facilitators. For more information, please visit: [www.brainwave.org.uk](http://www.brainwave.org.uk)



**Didier Drogba**, Footballer  
Didier Drogba Foundation



**Didier Drogba**, Footballer  
Didier Drogba Foundation

Concrete and sustainable economic, social, technological and cultural benefits are at the core of the actions of the Didier Drogba Foundation. Its mission is to facilitate health and education access for vulnerable populations. For more information, please visit: [www.drogbafoundation.org](http://www.drogbafoundation.org)



**Keira Knightley**, Actress  
SMA Trust



**Keira Knightley**, Actress  
SMA Trust

Our objective remains constant: to be active and progressive in the search for a cure and treatments for SMA. The SMA Trust is a driver of international collaboration through our membership of SMA Europe and close relations with the US. For more information, please visit: [www.smatrust.org](http://www.smatrust.org)



**Fleur East**, Singer

One To One Children's Fund

Our Vision is a world where every child has access to care and education to enable them to have the opportunity to realise their potential, lead a fulfilling life and feel valued. Our mission is to rebuild and transform the lives of some of the world's most vulnerable children. For more information, please visit:

[www.onetoonechildrensfund.org](http://www.onetoonechildrensfund.org)



**Fleur East**, Singer  
One To One Children's Fund



**Mary Berry**, Food Writer & Presenter  
Child Bereavement UK

Our mission is to ensure the accessibility of high quality child bereavement support and information to all families and professionals by increasing our reach and plugging the gaps that exist in bereavement support and training across the country, and embedding standards in the sector. For more information, please visit: [www.childbereavementuk.org](http://www.childbereavementuk.org)



**Mary Berry**, Food Writer & Presenter  
Child Bereavement UK



**Shaun D. Lynn**, President  
BGC Partners, Inc.



**Katie Piper**, Model & Presenter  
Sightsavers

## Sightsavers

**Katie Piper**, Model & Presenter  
Sightsavers

Sightsavers is an international development organisation focused on eliminating avoidable blindness and ensuring equality for people with disabilities in developing countries. Sightsavers works with local partners, focusing on those living in poverty in over 30 of the poorest countries in Africa and Asia. For more information, please visit: [www.sightsavers.org](http://www.sightsavers.org)



**Sol Campbell**, Retired Footballer  
Muscular Dystrophy

Muscular Dystrophy UK is the charity bringing individuals, families and professionals together to beat muscle-wasting conditions. Founded in 1959, we have been leading the fight against muscle-wasting conditions since then. We bring together more than 60 rare and very rare progressive muscle-weakening and wasting conditions, affecting around 70,000 children and adults in the UK. For more information, please visit: [www.muscular dystrophyuk.org](http://www.muscular dystrophyuk.org)



**Sol Campbell**, Retired Footballer  
Muscular Dystrophy







**Melanie Sykes**, TV Presenter & Model  
Together For Short Lives



**Melanie Sykes**, TV Presenter & Model  
Together For Short Lives

Together for Short Lives is a UK wide charity that speaks out for all children and young people who are expected to have short lives. Together with everyone who provides care and support to these children and families, we are here to help them have as fulfilling lives as possible and the very best care at the end of life. We can't change the diagnosis, but we can help children and families make the most of their time together. For more information, please visit: [www.togetherforshortlives.org.uk](http://www.togetherforshortlives.org.uk)



**Mike Phillips**, Rugby Player  
Greenhouse Sports



**Jorgie Porter**, Actress  
Sightsavers



**Mike Phillips**, Rugby Player  
Greenhouse Sports

Greenhouse Sports uses inspirational sports coaching and mentoring to engage young people and improve their life chances. We partner with schools to provide opportunities for young people who may be disengaged, vulnerable, or facing disadvantage, to develop the social, thinking, emotional and physical skills that help them thrive. For more information, please visit: [www.greenhousesports.org](http://www.greenhousesports.org)



**Michel Roux Jr.,** Chef & Restaurateur  
DEBRA

DEBRA's vision is of a world where no one suffers from the painful genetic skin condition Epidermolysis Bullosa (EB). Until that day, we are focussed on improving the health and wellbeing of people living with EB by giving practical and emotional support that enables them to maintain independence and quality of life; funding specialist healthcare to provide high quality holistic care; and supporting pioneering research that is leading to improved treatments for this complex and distressing condition. For more information, please visit:

[www.debra.org.uk](http://www.debra.org.uk)



**Danny DeVito,** Actor  
SMA Trust



**Michel Roux Jr.,** Chef & Restaurateur  
DEBRA



**Danny DeVito,** Actor  
SMA Trust

Our objective remains constant: to be active and progressive in the search for a cure and treatments for SMA. The SMA Trust is a driver of international collaboration through our membership of SMA Europe and close relations with the US. For more information, please visit: [www.smatrust.org](http://www.smatrust.org)



# TESTIMONIALS & ACKNOWLEDGMENTS



“I just want to say a massive thank you to everybody. I know that everyone has worked really hard, and so from us, management to you, from the back office to front office, everybody, a massive thank you.”

**Shaun D. Lynn**, President  
BGC Partners, Inc.

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“Since the beginning of this, they have earned \$140 million for charity, which is absolutely extraordinary, it's amazing.”

**Keira Knightley**, Actress  
SMA Trust

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“Such a lovely atmosphere here. When they asked me if I could do BGC Charity Day, I had to do it!”

**Alan Carr**, English Comedian & TV Personality  
Host of UK Charity Day

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“Every little bit helps. Every little bit goes towards helping another family, helping another child.”

**Frankie Bridge**, Singer  
Lily Foundation

“They are raising so much money for charity, all of these guys are heroes.”

**Davina McCall**, TV Presenter  
Action Medical Research

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“It’s amazing to see how much they raise, the awareness they raise, and the positive vibes that keep coming with it. I think that with what’s happening in the world right now, you couldn’t ask for anything more.”

**Danny Cipriani**, Rugby Player  
OASIS

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“I want to say thank you to BGC, the brokers and the company. It’s a great day today and I’m really happy to be part of it.”

**Didier Drogba**, Footballer  
Didier Drogba Foundation

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“You see the benefits that it has and the benefits that our money, the money generated by everyone here, makes for the charities, the children and the families.”

**Sean Windeatt**, Chief Operating Officer  
BGC Partners, Inc.

# MAKING HEADLINES

Number of pieces of coverage: 48  
Total print reach: 5,836,928  
Total online reach: 2,574,186,929  
Total broadcast reach: 6,670,333  
Overall reach: 2,586,694,190

sky SPORTS NEWS

talkRADIO  theguardian jobs dating more UK edition

itv NEWS 

HELLO!



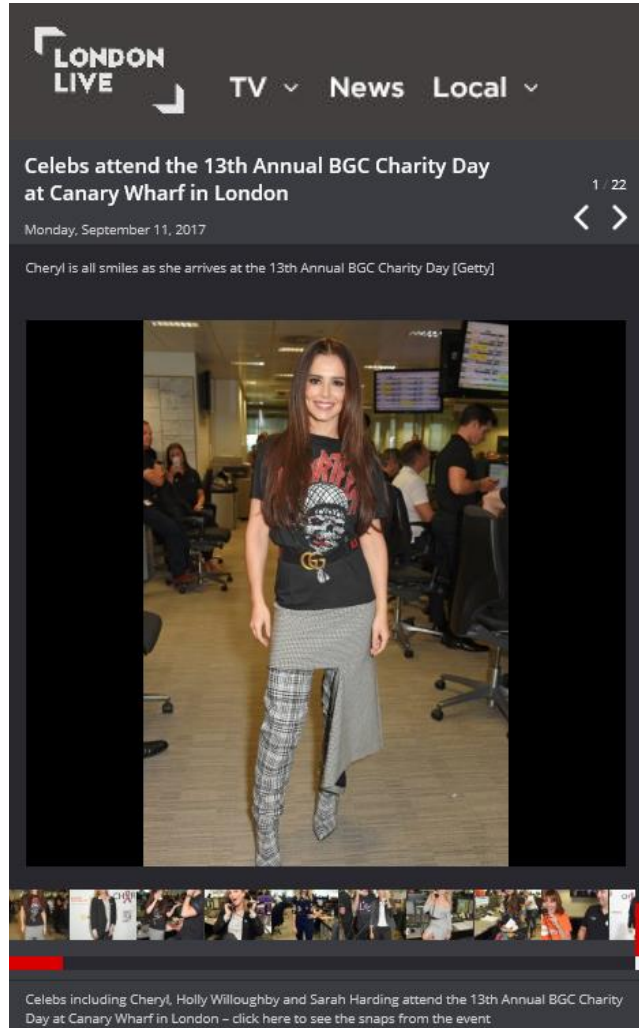
## Holly Willoughby joins Sophie Wessex and other stars on trading floor

A host of famous faces including Frankie Bridge, Katie Piper and Keira Knightley hit the trading floor

SEPTEMBER 11, 2017 - 10:57 BST BY ANHVA BARCELONA



the royal was joined by presenter Kay Burley to raise money for the charity Brainwave, which supports children with disabilities



# SOCIAL MEDIA







# SOCIAL MEDIA



