

Leicester City FC Foxes Foundation – One in a Million Campaign

PROSTaid's fantastic Patron Alan Birchenall MBE (Birchy) is a legend at Leicester City. Many charities and people particularly in the Leicester area have great regard for Alan and admire his dedication to charitable causes. He has given PROSTaid tremendous support!

Now it's official that he is, One in a Million, I am delighted to inform you that the newly-formed LCFC Foxes Foundation has launched a 'One In A Million' charity campaign for the 2011/12 season, inspired by Birchy's great work.

Over the last 31 years Alan, together with Leicester City and the Club's supporters, has raised £850,000 for local and national charities. This season the aim is to raise a minimum of £150,000, to reach one million pounds. The beneficiaries of the monies raised will be donated to Age UK, Derbyshire, Leicestershire & Rutland Air Ambulance, Leicester Children's Hospital, Lord Mayor's Appeal (Royal Anglian Regiment Benevolent Fund) LOROS, PROSTaid, Rainbows, The Harley Staples Cancer Trust, Vista and Wishes 4 Kids.

The owners of Leicester City, the Raksriakorn family, have played a pivotal role helping charities and the under-privileged in Thailand through the King Power Foundation and they are very committed to the LCFC Foxes Foundation and the One in a Million Campaign. Indeed the King Power Foundation, the charitable organisation established by the City's owners, has made a wonderful gesture to kick-start the fundraising, with a generous £50,000 donation!

PROSTaid representatives were invited to the launch of the campaign. Alongside the other charities, we watched the Leicester V Derby game from the Directors Box. At half time we were invited onto the pitch to be presented to the crowd. It was great to see the PROSTaid logo displayed on the two large screens and to know that we have the support of the staff and the fans.

Various fundraising events are already planned and hopefully after discussions with the CEO Susan Whelan, more will be arranged. Your ideas and comments would be welcome. If you would like to help in any way or organise an event, please get in touch.

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