



Warren Kerrigan
The Can Factory
29 Bedford Place
London
WC1H 5JB

9 August 2002

Dear Warren

Sport Relief came to a climax on Saturday July 13th with a great night of TV that was the top rated programme for the whole evening and raised a brilliant £10 million with cash still coming in. The success of the event is down to the efforts of a whole bunch of great people and we want to thank you for the part you played. The brand was unknown six months ago and we know it required imagination and trust from everyone to commit to a new idea and get involved. We now plan to reward that imagination and trust by spending the money as well as is humanly possible. In a way the toughest job is to make sure that every penny is well spent. Our grants team are very experienced at this and will use all their skills to use the cash to greatest effect.

We would love you to stay involved with Sport Relief. As we start to spend the cash we will keep you informed of where it is going. Do you have any observations or thoughts from your experience of Sport Relief that might help us understand how to get better at things?

Once again thank you. Your name now sits proudly in the Sport Relief Hall of Fame.

Yours,

A handwritten signature in black ink, appearing to read "Kevin", with a long, sweeping underline.

Kevin Cahill
Chief Executive

A handwritten signature in black ink, appearing to read "Steve", with a long, sweeping underline.

Sir Steve Redgrave