



**Mid & East
Antrim**
Borough Council

The Mayor's Charity

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The first Mayor of Mid and East Antrim was appointed when the three council areas of Ballymena, Carrickfergus and Larne were incorporated as Mid and East Antrim Borough Council in 2015. With a population of over 135,000, the Mayor is honoured to represent the Borough and the people who live and work within the area.

The Mayor represents the public face of Mid and East Antrim Borough Council, and during the mayoral term, the Mayor takes on a non-political role.

As the figurehead of our Borough, the Mayor represents the people of Mid and East Antrim as our First Citizen. This role also involves promoting charities; voluntary organisations; our business community; and education establishments.

On average, the Mayor's office receives approximately 400 invitations each year. These include opening events, making presentations, attending functions, as well as hosting receptions and events organised by the Council. The Mayor also receives high profile visitors to the towns of Ballymena, Carrickfergus and Larne.

It has become a long standing tradition for the Mayor to raise money for their chosen local charity. This tradition continues with the nomination of Mayor's Charity of the Year here at Mid and East Antrim Council.

If you wish for your charity to be considered by the Mayor, please send full details of your local charity, your Charity Number, the work it does within the Borough and why you feel the Mayor should choose your Charity as their Charity of the year. Please send your information to the following address:

**The Mayor of Mid and East Antrim
Mayor's Office
The Braid
1 - 29 Bridge Street
Ballymena
BT43 5EJ**

Or email: Mayors.office@midandeantrim.gov.uk

What does it mean to become the Mayor's Charity of the Year?

At the start of the mayoral term, the Mayor has the privilege of choosing a charity to support; both in terms of raising much needed funds, as well as raising the profile within the community. As the charity's ambassador, the Mayor has the opportunity to make a big impact during their year of office.

The Mayor will host various events and activities of their choosing to help raise funds for their chosen charity. Collections can also take place at key Council events.

What can you do to maximise the benefits of being the Mayor's Charity?

In order to assist us with raising awareness and organising fundraising opportunities, the Mayor, the Mayor's Office and Councils' Communications team greatly appreciate your participation with the following;

- Identifying and advising the Mayor's Office and our Communications Team of your appointed Liaison / Regional Fundraising Support Officer. This will be the person with whom we will communicate to help co-ordinate arrangements for events and PR opportunities
- Promotional media
- Use of charity logo for PR activities
- Information about the Charity and its work within the Borough
- Supplying props, pop ups and other promotional tools for photocalls and events
- Collection boxes for distribution throughout Council premises
- Collection Envelopes for the collections at events