

18th January 2011

Dudley Metropolitan Borough Council
Licensing Section
Council House
Priory Road
Dudley
DY1 1HF



Dear Sir / Madam

House-to-House Collections

Please be advised we will be in your area from 31.01.11-27.02.11, for the purposes of recruiting Direct Debit donors through door-to-door recruitment campaigns for charity UNICEF.

To support this activity attached are:

- Authorization letter from UNICEF
- allowing Appco Group Support to apply for licenses and conduct face-to-face fundraising on their behalf
- License Application

If you have any queries regarding this application please contact myself on 020 7424 3905 or via email at ruginiene@appcogroup.co.uk, alternatively you may also contact our Chief Promoter, Uke Kalu on 0207 424 3908.

Yours sincerely



Renalda Ruginiene
Licensing Officer
Cobra Group t/a Appco Group Support



a cobra group company

Studio 320 • Highgate Studios • 53-79 Highgate Road • London • NW5 1TL
tel: +44 (0) 20 7424 3700 • www.appcogroup.com

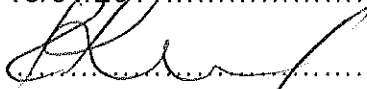
House to House Collections Act, 1939

Application for Licence

To: WEST MIDLANDS - Dudley Metropolitan Borough Council

IN PURSUANCE of Section 2 of the House to House Collections Act, 1939, I hereby apply for a licence authorising me to promote the collection of which particulars are given below.

Dated 18/01/2011

Signed 

PARTICULARS OF COLLECTION

<p>1 Surname of applicant (<i>in block letters</i>) Other names Date and Place of birth</p>	<p>Ruginiene Renalda 15.03.1974 (Lithuania)</p>
<p>2 Address of applicant Daytime Telephone number</p>	<p>Studio 320, Highgate Studios, 53-79 Highgate Road, London NW5 1TL 0207 424 3905</p>
<p>3 Particulars of charitable purposes to which proceeds of collection are to be applied. (Full particulars should be given and, where possible, the most recent account of any charity which is to benefit should be enclosed)</p>	<p>UNICEF</p>
<p>4 Over what parts of the area is it proposed that the collection should extend?</p>	<p>ALL</p>
<p>5 During what period of the year is it proposed that the collection should be made?</p>	<p>31.01.11-27.02.11</p>
<p>6 Is it proposed to collect money?</p>	<p>NO (DIRECT DEBITS ONLY)</p>
<p>7 Is it proposed to collect other property? If so, of what nature and is it proposed to sell such property or to give it away or to use it?</p>	<p>NO</p>
<p>8 Approximately how many persons is it proposed to authorise to act as collectors in the area of the authority to which the application is addressed?</p>	<p>10 FUNDRAISERS MAXIMUM</p>
<p>9 Is it proposed that remuneration should be paid out of the proceeds of the collection – (a) to collectors? (b) to other persons? If so, at what rates and to what classes of persons?</p>	<p>NO</p>
<p>10 Is application being made for licences for collections for the same purpose in other areas? If so, to what authorities? And, approximately, how many persons in all is it proposed to authorise to act as collectors?</p>	<p>YES (WHOLE UK)</p>
<p>11 Has the applicant, or to the knowledge of the applicant, anyone associated with the promotion of the collection, been refused a licence or order under the Act, or had a licence or order revoked? If so, give particulars.</p>	<p>NO</p>
<p>12 Is it proposed to promote this collection in conjunction with a street collection? If so, is it desired that the accounts of this collection should be combined wholly or in part with the account of the street collection?</p>	<p>NO</p>
<p>13 If the collection is for a War Charity, state if such charity has been registered or exempted from registration under the War Charities Act, 1940, and give name of registration authority and date of registration or exemption.</p>	<p>NO</p>

Denying child rights
is wrong. Put it right.



Appco Group
Studio 320
Highgate Studios
53-79 Highgate Road
London
NW5 1TL

January 2011

To Whom It May Concern:

On behalf of the charity, UNICEF UK, I authorise Appco Group Support of the Cobra Group PLC T/A Appco Group Support to apply for fundraising licences on our behalf for the purposes of recruiting Direct Debit Supporters via door-to-door recruitment.

This is a well-established initiative for UNICEF, which has proved to be the most cost-effective method for us to communicate with the public and recruit valuable long-term supporters.

All of the contributions from any supporter go directly to UNICEF and all personal information provided is handled securely under the terms of the Data Protection Act.

If you have any questions please contact Uke Kalu, Chief Promoter on 0207 424 3908 or Renalda Ruginiene, Licensing Officer on 0207 424 3905.

Yours sincerely,

A handwritten signature in blue ink that reads "K.M. Stone".

Katie Stone
UNICEF UK



The United Kingdom
Committee for
UNICEF
Company Limited by
Guarantee
Registered in
England

Registered Office:
30a Great Sutton
Street
London EC1V 0DU

Registered Charity
No. 1072612

President
Lord Ashdown GCMG KBE
PC
Executive Director
David Bull