

ABOUT CANTOR FITZGERALD'S CHARITY DAY



Actress Michelle Williams
at Cantor's Charity Day 2014



Actor Jake Gyllenhaal
at Cantor's Charity Day 2014

The Cantor Fitzgerald Relief Fund, Cantor Fitzgerald and our affiliate BGC Partners commemorate our 658 friends and colleagues and 61 Eurobroker employees who perished in the September 11, 2001 World Trade Center attacks by donating 100% of our revenues on Charity Day to dozens of charities worldwide.

Charity Day, originally conceived as a way to raise money for the Cantor Fitzgerald Relief Fund to assist the families of Cantor employees who lost their lives on 9/11, has expanded to embrace charitable causes around the world. To date, Charity Day has raised approximately \$113 million.

On Charity Day, participating charities' celebrity "ambassadors" come to our trading floor to conduct trades on the phone with clients.

Some of our 2014 participants included actors Jake Gyllenhaal, Ben Stiller, Michelle Williams, Ed Burns, Steve Buscemi, Michael J. Fox, Idina Menzel, and Gina Gershon, New York Nets star Deron Williams, New York Rangers goalie Henrik Lundqvist, New York Yankees CC Sabathia and Carlos Beltran, New York sports icons Mark Messier and Mariano Rivera, Olympic medalists Bode Miller and Mikaela Shiffrin, top models Christy Turlington and Karolína Kurková, the Mayor of New York City Bill de Blasio and many others.

Cantor Fitzgerald's Annual Charity Day

Friday, September 11, 2015 at Cantor's offices, London



FREQUENTLY ASKED QUESTIONS

Who is Cantor Fitzgerald?

Cantor Fitzgerald, a leading global financial services group at the forefront of financial and technological innovation, has been a proven and resilient leader for over 65 years. Cantor is a preeminent investment bank serving more than 7,000 institutional clients around the world, recognized for its strengths in fixed income and equity capital markets, investment banking, prime brokerage, and commercial real estate finance. Cantor Fitzgerald & Co. is one of 22 primary dealers authorized to trade U.S. government securities with The Federal Reserve Bank of New York. Cantor Fitzgerald's 1,600 employees serve clients through over 35 locations, including major financial centers around the world.

Headquartered in London, Cantor Fitzgerald Europe is an integrated mid-market investment bank offering clients corporate finance and corporate broking services, together with institutional cash equities, fixed income, equity derivatives and foreign exchange products. CFE advises some 70 corporate clients and makes markets in over 700 companies and investment trusts. CFE is 100% owned by US-based Cantor Fitzgerald.

What is the Cantor Fitzgerald Relief Fund?

The Cantor Fitzgerald Relief Fund was founded in the wake of the September 11, 2001 terrorist attacks on the World Trade Center. Initially created to assist family members of Cantor employees, the Relief Fund has expanded its mission to provide aid to victims of terrorism, natural disasters and other emergencies, and has raised and distributed over \$280 million.

How do we raise money?

On Charity Day, celebrity ambassadors join us on behalf of charities, helping to bring energy and excitement to our trading floor. Ambassadors take part in real trades with clients over the phone, guided by a Cantor broker.

How does it work in the UK?

The Cantor Fitzgerald London Charity Day takes place at the Cantor Fitzgerald London office in Canary Wharf with guests visiting the trading floor and meeting the brokers working there. Charity Day runs from 08.00-17.00 and each charity is given an allocated time to visit. Celebrity ambassadors that attend on behalf of the charities are invited to take part in trades by speaking to clients over the phone.

What is expected of the celebrity ambassador?

Cantor requests 60-90 minutes from each celebrity ambassador. Confirmed celebrity participation weighs significantly on a charity's selection because it directly impacts the success and the spirit of the day.

How can charities increase their chance of being selected?

Charity Day participation is determined by Cantor's senior management and based on a number of qualifying factors. In addition to your celebrity ambassador(s), we recommend that charities actively work to increase visibility and awareness of Charity Day and The Cantor Fitzgerald Relief Fund. We encourage you to follow our social media pages outlined below, and use the hashtags #CFCharityDay and #CantorRelief.

When are donations distributed?


Last year, Cantor and BGC raised nearly \$12 million worldwide. Distributions of donations to charities are made during the course of the following year.

Can the general public donate or get involved?

The general public can donate to The Cantor Fitzgerald Relief Fund by visiting their website www.cantorrelief.org.



Actor Ben Stiller
at Cantor's Charity Day 2014



Former New York Yankee Mariano Rivera
at Cantor's Charity Day 2014

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Actress Padma Lakshmi at Cantor's Charity Day 2014



Musician Jon Bon Jovi at Cantor's Charity Day 2014

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APPLICATION

Please provide the information below about your charity and feel free to attach any supporting materials.

Name of charity: _____

Main office address: _____

Website: _____

Charity mission statement: _____

Annual income from donations: _____

Percentage of income spent on charity work: _____

If you are a returning participant, what did your charity use the money for? _____

Specific goals for 2015: _____

Potential celebrity ambassador(s) who will attend Charity Day: _____

Charity social media information, including:

Twitter: _____ # of followers: _____

Facebook: _____ # of followers: _____

Instagram: _____ # of followers: _____

Charity contact information (including phone & email): _____

Charity's PR contact information (including phone & email): _____

Confirmation that applicant is an IRS registered
501(c)(3) non-profit, charitable organization:

Name of Cantor sponsor or employee: _____



ADDITIONAL INFORMATION



Actor Steve Buscemi and Actress Gina Gershon
at Cantor's Charity Day 2014



Actress Idina Menzel
at Cantor's Charity Day 2014

If you are a non-profit charitable organization and wish to be considered to participate in **Cantor Fitzgerald's Annual Charity Day** on **Friday, September 11, 2015** please complete this application.

Please return an electric or scanned copy of your application to **CharityDayLondon@cantor.com** by **Friday, March 27, 2015**.

Due to the volume of applications we receive, it may take several months before we are able to respond to each application.

For more information:

Please visit charityday.cantor.com

Follow us on social media:



@CantorRelief and @CFCharityDay



@CFReliefFund



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