

stem4 partner with CIBC for fundraising 'Miracle Day'

5 December 2019: The Canadian Imperial Bank of Commerce, commonly referred to as CIBC, is a leading Canadian global financial institution based in Cheapside London. Every year, on the first Wednesday in December, CIBC's Capital Markets team and CIBC Wood Gundy Investment Advisors donate their fees and commissions to children's charities. For this year's 'Miracle Day', The CIBC Children's Miracle Foundation partnered with 4 charities including teenage mental health charity **stem4**.

The 2019 CIBC Miracle Day involved the complete transformation of the CIBC business area, with balloons for decoration and staff swapping their smart-wear for CIBC Miracle Day t-shirts. CIBC staff took part in a variety of fundraising games and activities during the day including a cake baking competition, a champagne raffle, retro-video games including pacman and space invaders, table football, and a static bike race. **stem4** Ambassador Rosie Day made a special celebrity appearance to support the fundraising. Rosie was also given the opportunity to shadow a member of staff taking part in real-time trading and speak to clients on the telephone.

stem4 supported the event through providing raffle prizes, including those donated by Berry Bros. & Rudd, Vallebonna, and Space NK, as well as signed books by authors Sebastian Faulks and Iain Maitland. Young & Co.'s PLC, a local supporter of **stem4**, also generously donated an auction prize. **stem4** was extremely grateful for the support of these organisations.

The CIBC Children's Miracle Foundation was established in 1984 and supports UK-registered charities dedicated to the health, welfare and education of children. In its 35 years, the Foundation has raised more than £6 million for approximately 70 children's charities. Since its inception, CIBC Miracle Day has raised over \$250 million globally. This annual tradition of donating trading fees for 'kids-in-need' has grown into one of the largest single-day corporate

fundraising events in support of children's charities. Proceeds from the day make miracles happen for 'kids-in-need' 365 days a year.

stem4 is a Wimbledon based, award winning charity that supports teenage mental health. In order to foster positive teenage mental health, it provides evidence-based education, builds resilience, enhances motivation to change, and signposts to ensure early intervention and action. **stem4** focuses on commonly occurring mental health issues in teenagers including eating disorders, anxiety, depression, self-harm and addiction.

stem4's work is primarily provided digitally through their innovative education programme, pioneering mental health apps and clinically-informed website. They also host mental health conferences that contribute to helping young people and those around them flourish. **stem4** targets and supports families, schools, health professionals and communities as well as the teenagers themselves.

Ends



*Picture caption: - left to right - Caroline Cox (**stem4** Head of Fundraising), Rosie Day (**stem4** ambassador), Steven Fribbins (CIBC Executive Director / Head of Compliance Surveillance), Anna Clingan (**stem4** Communications Coordinator)*

For information please visit www.stem4.org.uk or further information on stem4, please contact Juliette Hellman or Anna Clingan on 07768 302 323 / 07874350339- or via email: juliettehellmanpr@gmail.com / anna@stem4.org.uk

For interview contact Dr Nihara Krause, Consultant Clinical Psychologist, CEO and founder, stem4 07956 396375, dr.nihara.krause@stem4.org.uk