

MAKING THE WORLD A Happier PLACE...
HAS NEVER BEEN SO MUCH FUN!



ALWAYS WITH A SMILE

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The 'Always With A Smile' foundation has three main aims. Firstly, to raise money and awareness for charities and good causes. Secondly, to inspire people to do something that they had never before considered. And finally, to make the world a happier place by putting a smile on

An open letter to companies and businesses:

I am writing to you as the founder of 'Always With A Smile' to ask for your support.

Since establishing 'Always With A Smile' nearly a decade ago, the foundation has grown into one of the most inspiring and successful non-profit goodwill movements in the UK with its totally unique philosophy and approach to life.

At its heart is the belief that every single one of us has the power to make a positive impact on the world through the power of a smile, and that is why with 'Always With A Smile' making the world a happier place has never been so much fun!

However, the foundation cannot continue to grow and develop without continued support, and I am hoping that your company or business will see what it is that 'Always With A Smile' is trying to achieve and get behind the foundation in a sponsorship capacity.

What are the aims of 'Always With A Smile'?

The foundation has three key aims.

The first is to raise money and awareness for charities and good causes.

Because of this, many people mistakenly believe that 'Always With A Smile' is a charity itself... it is not. It is, in fact, a non-profit goodwill movement that promotes a totally unique way of thinking about the world and each other.

In respect of its charitable aim, the foundation views each cause as equally deserving as the next, and so it aims not to simply support one charity or organisation, but instead to assist as many different good and worthwhile causes as possible. This is done through a variety of different means, with direct financial assistance (fundraising) just one.

The second aim of the foundation is to inspire people to do something that they had never before considered. It is an aim which provides huge scope for the foundation to make a difference to the lives of others, and challenges people to think and act beyond what they thought possible.

The final and most important aim of the foundation is to make the world a happier place by putting a smile on the face of as many people as possible. It is the fundamental principle on which 'Always With A Smile' has been built, and it is this simple idea that lies behind much of the success and achievements of the last decade.

What does 'Always With A Smile' do?

Defining what it is that 'Always With A Smile' does is not a straightforward task. The foundation is organic in nature, and as an organisation it can be involved in almost anything as long as just one of the three principle aims is being achieved.

Arguably, as its founder, there is no better way to highlight this than to tell you a little about my history with 'Always With A Smile'...

The foundation officially began at the World Bog Snorkelling Championships in Wales back in 2006, and since then I have taken part in well over 330 different events.

I am a three-time winner of the International Birdman (where contestants build flying machines and fly from Worthing Pier), a two-time World Gravy Wrestling Champion, and a former World Clog Cobbing Champion.

I am the official target at the World Egg Throwing Championships, the unofficial controller of World Pillow Fight Day carnage in the UK, and a winner of the Jeremy Clarkson Award at the Pantomime Horse Grand National.

I am an ambassador for some of the biggest events in the UK, including Tough Guy, the Maldon Mud Run, the Color Run, and the Spartan Race, and I have a special relationship with events such as the Liverpool Santa Dash, the World Coal Carrying Championships, and the Tetbury Woolsack Races, to name but a few.

My work in support of good causes has led to significant recognition, most notably in 2013 when I was named firstly in the Guinness Book of World Records, and then later that year in the Independent on Sunday's 'Happy List' - a list of 100 people who, without thought of personal gain, give back and help others, rather than themselves.

As the founder of 'Always With A Smile', as well as writing for a number of publications, I engage as a motivational speaker, both in the UK and abroad, with people of all ages and from all backgrounds, from school children through to commercial businesses.

I've been utilised as an event host, as well as compering fundraising events for some of the UK's top sportsmen and women, and I've made guest appearances on countless TV shows from Paul O'Grady to This Morning, to Britain's Got Talent.

The reach of the foundation is so wide that there literally is no limit, nor boundary, to what the foundation can do or be a part of, and this is echoed by those people across the UK who have become 'Smilers' by supporting 'Always With A Smile' in its endeavours.

If you can make a difference...

After reading this, if your company or business would like to get behind 'Always With A Smile' then please get in contact with the foundation.

We desperately need your support and we value our partnerships a great deal.

There are many ways that support can be given, from financial sponsorship to direct assistance, and we would always welcome any ideas that a company or business may have.

Thank you for your time,

Always with a smile!

Joel Hicks

Founder of 'Always With A Smile'

