



St. Richard's Hospice
CARING FOR LIFE

Corporate Partnerships



Get involved!

Why choose St Richard's Hospice?

St Richard's Hospice offers free care for adults with a serious progressive illness, improving their quality of life from diagnosis, during treatment and to their last days. It also supports their families, carers and loved ones.

Each year the hospice team supports more than 3,400 individuals in Worcestershire. This may be in the hospice, the local community, in GP

surgeries, at clinics or by telephone. St Richard's is an independent charity and relies on donations for three quarters of its annual income of over £9m with the remainder from the NHS.

For more information about St Richard's Hospice visit www.strichards.org.uk



A few words from those who have experienced St Richard's care:

"You are all truly the most incredible people for the work that you do, not just for the patients but the families too. You became our extended family on our journey. Thank you all. Forever grateful and in our hearts."

"Every single member of staff at the hospice supported mum so well. Many people describe nurses and carers as angels and it's certainly true of the staff there. People think of a hospice as being a sombre place but in my experience, St Richard's was positive and happy – a celebration of life where everyone is treated with so much dignity and respect."

Corporate Partnerships



Thank you for choosing to find out more about supporting St Richard's Hospice. We work hard to build strong, mutually beneficial partnerships, bringing enhanced benefits for your business, our charity and the wider community of Worcestershire.

We have found that corporate partnerships work best when we find ways that you can support us whilst fitting around your business objectives and skills. You could choose to support us just for one fundraising event or as your Charity of the Year. We want to understand your business motivations, strengths and aims.

We can then build a forward-thinking and progressive partnership together.

Benefits to your company and employees

- Association with a long-standing and respectable charity can increase customer loyalty and brand awareness.
- Enhanced and increased PR and access to our Communications Team.
- Potential to get your name in front of thousands through our hospice website, newsletter, e-newsletter and social media followers.
- Unique sponsorship opportunities available to increase brand exposure throughout Worcestershire.
- St Richard's Hospice has years of experience of working with businesses of all shapes and sizes. Partnerships have successfully developed with businesses from independent family firms to national chains.

- Improved staff motivation and confidence through employees taking part in fundraising and team activities.
- Customers and staff perceive you and your business as a company that cares for and supports its local community.
- Staff and customers are encouraged to visit the hospice to see the impact that your company and employees can really make on people's lives.
- Established events throughout the year - managed and organised by our professional fundraisers - are ideal for corporate team building, corporate entertaining or company celebrations.
- Help planning and creating your own event for a specific campaign. The Fundraising Team is dedicated to your company and employees, and each business will be appointed their own corporate fundraiser as a point of contact.
- Supply of promotional literature for your fundraising including posters, flyers, tickets and sponsor forms.
- We have a variety of promotional materials such as collection buckets and tins, banners, balloons and hospice-branded bunting to help publicise your support and we will endeavour to have a representative at your event.



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Our company has been associated with St Richard’s Hospice for many years, initially fundraising in numerous ways from running marathons, selling pork rolls, to our travel agency shop, arrangeMY Escape, being a sponsor and very much involved with the Worcester Stands Tall event in the city. Our staff take great pleasure in helping by joining in.

However we can now really appreciate their services and how caring and beneficial they are as one of our longest serving staff members and one of my closest friends, died from cancer recently. In the later stages she was jointly cared for by the hospice and after she passed, her partner was regularly contacted by the support team - they really are worth every penny they receive!

Simon Scott
Founder CEO, arrangeMY

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How can you get involved?



Charity of the Year

We would be delighted to be nominated as your Charity of the Year or preferred charity for an event, and would love to work with you on an ongoing basis. If we need to complete an application form or if you would like us to do a talk to a group, then please let us know. We are always keen to tell people more about our charity and to invite people for a tour of the hospice. Between us we can plan a whole array of fundraising and PR.

Sponsor an event

Sponsorship enables your company name to benefit from positive publicity. Sponsorship packages are available for all sorts of challenges, major events, hospitality and sporting events.

Matched giving

If you are taking on a challenge and raising funds or volunteering at one of our events, please check if your company has a Match Giving scheme, as they may double your donation or the value of your contribution!



Volunteering

Donating your time is an excellent way of supporting the hospice. Could your company, club or organisation spare a few hours to help with collections, raffle ticket selling or marshalling at events? Or your team could volunteer at our warehouse – this could be for an hour, a day or even a week – we will work alongside you to find the right opportunities for your business.



Take part in one of our challenges

Encourage your work place or club to take on a challenge! Choose from walks, bike rides, runs, skydiving or our annual corporate team challenge. Please look at our website for an up-to-date list of events www.strichards.org.uk/events. There is something for everyone. Which one will you choose?



Donate an item for a raffle or auction

Would your company be able to donate a prize for us to raise funds at one of our events? This is a good way to help raise money and gives your company name a push too!



Donated goods

If your company has end of line goods that are no longer needed why not give them to one of our many charity shops. Visit www.strichards.org.uk/shops

Could you supply water for one of our challenges, energy bars for our runners or items for table decorations? All of these items help to save on costs and raise even more money at our events.



Treat your customers or employees and join us at one of our events

Why not take a table at our celebratory annual ball (held in November)? This is an ideal way to thank employees, suppliers or customers just before the festive season begins. Enjoy sporting events? Horse racing, rugby and cricket are just a few of our favourites. Or just come along to one of our lunches or dinners. Corporate hospitality is our speciality! Take a look at website for an up-to-date list of events, www.strichards.org.uk/events



Christmas card poster

Instead of sending Christmas cards, why not take one of our special posters – write your festive message and make a donation to St Richard's Hospice.



Organise an event

Host a fundraising event in your workplace or local community. Have fun with your staff and members of the community whilst raising much needed funds at the same time.



Collecting money

Install a collection tin in your staff room or use one of our 'tap to donate' machines within your offices if you work in a cashless environment. Or why not take part in one of our bucket collections?



We feel proud and privileged to be business patrons for St Richard's Hospice. Raising money for such a worthwhile cause, whilst enjoying a variety of events and experiences together, is a perfect combination. A visit to the hospice leaves you uplifted so that you can go away in the certainty that you will encourage colleagues and friends alike to share in supporting St Richard's.

Phil Humphreys, Director
Pendragon Packaging, Malvern



Make a straight forward donation

Many companies simply like to make a straight forward, one-off donation and benefit from tax relief for the company. Alternatively, as an employee, you may be able to influence your company to give a grant through a foundation.



Donor Tree

The St Richard's Hospice Donor Tree has 456 elegant bronze, silver and gold effect leaves and takes pride of place in the hospice reception for all to see. Select your leaf colour and donation amount, then you can choose your own personal message to be engraved on a leaf. This may be to remember or celebrate someone special or perhaps in recognition of a company or staff member.



Payday giving

Run a payroll giving information campaign, encouraging staff to sign up to making regular donations from their pay to us.



Gift of shares

Companies can make a gift of shares to St Richard's Hospice. There are lots of benefits for corporation tax purposes in doing so.

What we can do for you?



Ria Simons, Corporate Fundraiser
Contact: RSimons@strichards.org.uk
01905 958211

- We have a dedicated Corporate Fundraiser to support you through your journey and make sure that your fundraising is a success.
- Provide resources for promoting your events.
- Access to our Communications Team and assistance with writing press releases and social media posts.
- We can give tours and presentations to your staff about St Richard's Hospice and how fundraising can make a difference to our patients and their loved ones.
- Your name published on our website as a corporate supporter.
- We have lots of materials that can help you with your fundraising, including: balloons, banners, leaflets, collection tins and buckets, hospice branded bunting and much more.

Fundraising – make the most of it

If you choose to fundraise for us, here are some tips for raising as much money as possible.



1. **Set a target** - this will help to give your fundraising a focus.



2. **Make it unique** - people enjoy taking part in something new and interesting – try to think of ways to make your event different.



3. **Social media** - share what you are doing with your business followers via Facebook, Twitter, Instagram and LinkedIn – this will show people how much you care about the community.



4. **Advertise** - we have poster templates that you can download, add information about your event and print to make sure people know what is happening



5. **Gift Aid** - if your event is sponsored, you can raise 25p more for every £1 you raise.

If your sponsors are tax payers, ask them to tick the Gift Aid box and provide their address on your sponsorship form to make the donation go that bit further.



Your fundraising literature

If you are designing posters or leaflets to promote your event, please make sure that you use our logo and include our registered charity number. We also ask that you share what you have created with us before it is released.

Food and alcohol

If you're providing food and drink it is worth visiting the Food Standards Agency for guidance on preparing food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance. Visit www.food.gov.uk for more information

Raffles

There are strict rules surrounding the running of raffles. If you are selling raffle tickets over a long period of time, you will need to apply for a license. However, if you are selling and drawing tickets on the same day then the rules are more relaxed. If you need any assistance with this please do not hesitate to contact me.

Insurance

If your event involves the public, you will need to make sure that you have Public Liability Insurance. Your venue may already have this so check with them first.

Health and safety

If you are organising a large scale or physical event you will need to make sure that you have first aid cover.

Organisations such as St John's Ambulance (www.sja.org.uk) or the British Red Cross (www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event) can help you to decide the type of cover you'll need.

After your event

1. Celebrate how much you've raised
2. Thank everyone that has helped
3. Send us the money – you can pay in through our website www.strichards.org.uk, call us to make a card payment, send a cheque, drop off the cash or make a bank transfer.
4. Return any equipment that you have borrowed from us
5. Let us know if you would like to hold a cheque presentation at the hospice and have some photos taken. This would be great for PR and we can work with you to promote your amazing fundraising efforts
6. Feel proud of the impact you have made on a local charity through all of your hard work!

Thank you for supporting St Richard's Hospice.

We will be delighted to work with you and to support you and your colleagues with all of your fundraising needs.



If you are interested in supporting St Richard's Hospice please contact:
Ria Simons – Corporate Fundraiser
Fundraising Department / St Richard's Hospice / Wildwood Drive / Worcester / WR5 2QT
Tel: 01905 958211 or rsimons@strichards.org.uk

Visit www.strichards.org.uk
Find us on Facebook at www.facebook.com/strichards or follow us on Twitter @StRichardsHosp

Reg. Charity No. 515668
Reg. Company No. 01850502

