

# Corporate Partnerships Fundraising Guide





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# Thank you

for choosing to raise money for St Ann's. It's because of people and organisations like you that we're able to continue providing care to people who really need it.

We need to raise £20,000 every day to continue providing world-class care and support to our patients across Greater Manchester.

There are so many ways you can support us, and we're here to make it all as simple as possible. In this pack you'll find lots of ideas and inspiration to get fundraising at work, no matter what appeals to you and your colleagues.

Partnering with us is an exciting opportunity for two organisations to achieve great things together for the benefit of local people, and we will support you every step of the way.

You really are making a difference to our patients and their loved ones. We really appreciate your support.

We're really looking forward to supporting you!

The Corporate Fundraising Team





## We're here to help

We help people from across Greater Manchester who are over the age of 18 and affected by life-limiting illnesses.

We believe that everyone deserves to have the best quality of life possible. We aim to meet the unique physical, emotional, social and spiritual needs of those with a life-limiting illness, and to help maintain their dignity. We provide specialist palliative care for people with cancer and non-cancer life-limiting illnesses, at all stages of their illness.

We're not just focused on our patients either. We recognise that it's also a difficult time for relatives, carers and friends and we provide support for them, too.

We have three locations across Greater Manchester; Heald Green, Little Hulton, and the Neil Cliffe Centre, which is based at Wythenshawe Hospital. We can also provide support to people in their own homes in certain areas.

As a charity all our services are free of charge, and the sooner we're involved, the more we can help.



## Surprising facts about St Ann's

- Our Being You Centre allows patients to come into the hospice for the day for a set period of time for treatments. As part of this they are served lunch and are able to enjoy activities on offer.
- We have drinks trolleys that do the ward rounds twice a day to offer patients free alcoholic and soft drink refreshments.
- We have a hairdresser who is available to all patients free of charge, which allows patients to feel more like themselves.
- We have creative therapists who work closely with patients to decide what sort of therapy would suit them, such as painting or making memory boxes.
- We have visits from Pets As Therapy (PAT) dogs, and family/carers can bring pets into the hospice (with prior agreement) so that patients can spend time with them.





# Did you know...?

Every year we care for thousands of people, this includes:



# Our patients are at the centre of everything we do.

"The care I have received at St Ann's has been second to none."

Patient

"The support and guidance from the counsellor in the worst time of my life has actually been a life saver."

Patient

"The nurse explained everything and put our minds at ease."

Carer

"My Mum has been given the most fantastic care. Staff are respectful, compassionate and attentive to both my Mum and me."

Carer

# How your fundraising can help

With £20,000 to raise every single day, we're so incredibly grateful to everyone who fundraises for the hospice. Every penny really does make a difference to the lives of our patients. Here's how the money you raise could help:





**£2,131** could help us to run our ambulance for a month





# How to get involved

There are lots of different ways you can support St Ann's, and below we've listed a few ideas to get you started. However, every organisation is different and if you've got your own ideas we'd love to see what you can come up with!

## Charity of the year

Choose us as your charity of the year and we can support you to put together a year-long plan for your fundraising. Through the corporate partnership it will inspire and increase customer and staff engagement

## Payroll giving

It's a flexible scheme that allows you to make regular donations to us, and it's tax free. This means your gift is deducted before tax, so if you donate £1 it will only cost 80p, the taxman pays the rest! It is a simple and effective way for employees to support the hospice. Please contact the Fundraising team for a form.

## Business Ambassador

Help us connect with people in the business community. If you're a keen networker, could you keep your contacts informed of our services and also help promote events and opportunities?

## Attend an event

From our Accumulator Challenge to the Manchester Midnight Walk or our Golf Day, there's something to interest everyone. Check out our website for our latest events.



## Sponsor an event

We run a number of high profile events which attract large numbers of people from across Greater Manchester. Whatever your budget, we can talk to you about our different sponsorship packages.



## Take on a challenge

Could you get a group of colleagues together to take part in a challenge event? Tough Mudder, The Three Peaks Challenge, Manchester to Blackpool bike ride...

Here are some top tips for getting the most from your fundraising:

**Every little bit helps – little easy add ons**

**+**

Always consider extra ways you can add to your total. Perhaps you could run an extra raffle or competition on your fundraising day?

**Get social**



Using social media is a great way to keep your employees and colleagues up to date on your fundraising activities, and can increase the amount you raise.

**Matched funding**

**£££**

Some companies will match whatever their employees raise, so the donation is doubled. This is also a great way to boost morale and encourage teams to raise even more money!



## Staff fundraising

We can work with you to create a fundraising plan with fun and engaging ways for your staff to raise funds and provide the best possible support.

## Volunteer for the day

If your organisation offers volunteering days, we always welcome helping hands! Whether it's working to keep our gardens blooming lovely or helping at an event or on a specific project.

**Set a target**



Setting a realistic target will help to keep you focused, and seeing yourself getting closer to reaching that goal can be really motivating!

**Development opportunities**



Running fundraising activities can be a great way for colleagues to develop new skills and working relationships, and help them become more engaged with your organisation.

**Request some materials**



Get in touch and see how we can help – from collection tins to sponsor forms to merchandise, we have a range of materials which can help you raise as much as possible.



# Benefits to you

The long-lasting relationships we build with our local business community are invaluable, helping us raise thousands of pounds every year so we can continually improve our services supporting local families. We believe that partnerships should be mutually beneficial and benefit those businesses who get involved. These can include:

## CSR Objectives

Fulfilling your Corporate Social Responsibility objectives and supporting increasing company performance as well as generating positive social impact.

## Team building

Fundraising as a team in the workplace is a fantastic way to bond with colleagues and build working relationships and help them become more engaged with your organisation.

## Development opportunities

Running fundraising activities can be a great way for colleagues to develop new skills and working relationships, unleash creativity and combine your joint hidden talents to raise vital funds that will make a difference to those who we support.

## Networking

Opportunities to speak to other organisations you work with to share ideas and tips, or perhaps do some joint fundraising.

## Show you care

As well as benefitting St Ann's, your fundraising also shows your clients and potential clients that you're a caring organisation – and they might want to get involved too!



# What our supporters say

## JP & Brimelow

JP & Brimelow rarely miss the opportunity to support St Ann's, fundraising for us and spreading the word about the work we do in the local community.

Fun runs, bike rides, golf days and sky dives are just a few of the exciting initiatives that staff at the South Manchester estate agent have been involved in.

Company Director Eddie Ellis even wears his hospice badge with pride when he is out and about selling property in South Manchester, in an effort to raise awareness of our work.

"My badge has the St Ann's emblem of the forget-me-not flower and is an ice-breaker when I go into homes. Not everyone knows that all the care provided by the hospice is free and I learnt that it costs about £20,000 a day to keep the hospice going. That's why fundraising is so important to them and why we're delighted to help St Ann's as part of our engagement with the local community." Eddie Ellis

We are proud that JP & Brimelow are one of St Ann's official business partners in recognition of all their hard work and support, and we look forward to continuing our relationship into the future.



## The Foundry

The Foundry chose to support St Ann's in support of their colleague, Stuart, whose partner, Jo, was diagnosed with a rare cancer and was a patient at St Ann's.

The staff at The Foundry took part in our Step Up campaign in 2019. The team stepped up and completed 20,000 steps each in one day (300,000 steps in total) and smashed their £700 target and raised over £2,000.

Stuart, Assistant Creative Director, said: "Jo received exceptional care at the hospice, and we wanted to thank the charity for their amazing work."

The Foundry also donated their time and their skills designing a corporate mailing for us to ensure that we could spend as much as possible on our patients.

We're so pleased to have The Foundry supporting us, they have really thrown themselves into raising as much money as they can for St Ann's and supporting our teams.



# Next steps?



## Get in touch with us!

Whether you need a sponsor form for your event, or you'd like us to call in and talk through your plans, we're happy to help!



## Visit one of our hospice sites.

We'll show you around and you can see first-hand how your fundraising makes a difference.



## Check out our website.

For upcoming events that you and your teams can get involved in. Visit [www.sah.org.uk/events](http://www.sah.org.uk/events) to stay up to date.



## Invite us in to speak to your colleagues.

We're happy to have an informal session or give a presentation, whatever will work best to really help get people on board.



## How can we help you?

Simply get in touch and we're happy to supply you with:



Balloons



T-shirts



Poster and ticket templates



An authorisation letter



Buckets



Sponsorship forms



Advice



[www.sah.org.uk](http://www.sah.org.uk)



[corporate@sah.org.uk](mailto:corporate@sah.org.uk)



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Registered charity number 258085

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REGULATOR