

Corporate Support



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**Hartlepool &
East Durham**

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☎ 01429 450520 ✉ info@blast-digital.com
Blast Digital, 4 Church Square, Hartlepool, TS24 7EQ

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Thank you
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Alice House Hospice would like to thank the team at Blast Digital for kindly producing this brochure free of charge, as a means of supporting the care which is delivered to Hospice patients and their families.

Alice House Hospice (formerly Hartlepool & District) exists so that members of the local community affected by incurable illness get vital care when they need it, free of charge. We offer comfort, respite and support to manage pain and provide people with the dignity they deserve on the journey towards the end of their life.

In this brochure you can read about the Wool Family who are typical of the families needing Hospice care every day and who need your support.

Alice House Hospice is a charity and this year it will cost over £3,000,000 to meet the complex needs of families like The Wools. With less than 20% from Government funding, we are left with a shortfall of £7,000 every single day and the potential for some families to miss out on vital care.

The support of the business community is a lifeline and gives many people the relief that they need during times of great distress, fear and pain.

If you are new to the palliative needs of our community, then I would encourage you to read about the Wool Family and learn about the mutually beneficial opportunities for your business to collaborate with Alice House Hospice.

Finally, on behalf of all the patients whom need Hospice services, and their families, I extend sincere thanks to all of our wonderful Patrons, corporate partners, sponsors and supporters for enabling Hospice care to continue in our region.



Tracy Woodall
Chief Executive

twoodall@alicehousehospice.co.uk



The Wool Family

Like our workforces, many of us live and work in tight knit communities served by Alice House Hospice and many of us will know families like The Wool Family. Whilst the Wool Family are a metaphor for a real family from our community, their experiences are not.

The Wool Family were all named and donated by a kind lady in our community. They are Grandpa Joe and Grandma Rosie, their daughter Sally and her husband Sam, who are parents to twins Susie and Sunny and baby Elsie.

Grandpa Joe worked with poultry all his life and now has Chronic Obstructive Airway Disease (COPD). It is hard for him to breathe on his own and he needs oxygen. His wife Rosie supports him at home but he also comes to our Breathlessness Support Group to help with his anxiety and social isolation.

Joe and Rosie's wish to stay at home is supported by their daughter and son in law, Sally and Sam. However, Sam works away for days at a time and Sally struggles to cope with caring for her parents and raising their young family, 8 year old twins and toddler Elsie.

Sam and Sally needed help so contacted our Community Care Services. Soon Joe and Rosie were getting personal and domestic care by familiar carers which helped them to continue to live at home.

When Rosie became unwell she was spending lots of time in hospital and couldn't look after Joe anymore. Together, they decided he should live in the long term facilities at Alice House Care Unit as they both began to need 24 hour support.

Rosie is now nearing the end of her life and has come to the Inpatient Unit to get specialist care and pain relief. Because Joe and Rosie are in the same building, Joe spends as much time with his wife as possible, whilst still getting the care that he needs.

After a lifetime of marriage this is important for Joe who wants to be with his wife at this time. This would not have been possible if Rosie was in a hospital and Joe was in a care home.

Sally is suffering with depression at the thought of losing her mum and not being able to care for her dad. Her anticipatory grief is supported by our Family Therapy Services who

also help her with ways to support her children, who are all close to their grandparents, for when Grandma Rosie dies. This helps Sally cope much better with the demands of a young baby and family through a very difficult time in her life. She also knows who to contact at Alice House for further financial support.

The Family Therapy Services also deliver the Jo & Mya Education Project to schools and professionals working with children on how to support children coping with grief and loss. Both Susie and Sunny will have support at home and at school by people who understand how to deal with their grief.

This is a typical situation of many families who are only able to get the help that they need because of the support or organisations like yours.

Joe had the 24 hour care he needed and was able to spend quality time with his wife.

Rosie received specialist care so she was comfortable and as pain free as possible as she approached the end of her life.

Tracy Woodall, Chief Executive
October 2017

How your business can become involved

We receive sterling support from businesses both local and further afield. As well as nurturing existing relationships, we welcome the opportunity to work with new companies and first time supporters.

We offer choice and diversity to corporate supporters, so that engagement with our work is tailored to suit their own priorities and in such a way that it is beneficial, rather than pressing or inconvenient.

Across all tiers of business support, our aim is to work alongside organisations, enabling them to get the most out of our relationship and assisting in developing and realising their fundraising plans.

Over the following pages we will outline some examples of the ways in which your company can work with Alice House Hospice.

“The corporate sector plays a huge part in our fundraising and there are so many ways for businesses to become involved. We build partnerships with socially conscious organisations who care about making a difference to the community.

You won't have to look far to find someone who has been touched by our work, which reaches throughout Hartlepool and East Durham; many of our donors are motivated by first-hand experience of the care we have provided to a loved one.

We connect with a range of businesses from local independents to major internationals, each in a way to suit their preferred level of involvement.

Whilst donations are very important, supporting Alice House is not just about giving money; it can be about supporting events, assisting in obtaining resources or using your contacts to help our message reach the right people.

As well as gaining your support, it is important for us to understand your own business objectives and if we can help you in return, we will.

Whatever your business, we would love to talk to you.”



Julie Hildreth
Fundraising Senior Manager

01429 855544 / jhildreth@alicehousehospice.co.uk



Guild of Patrons

Membership of The Guild of Patrons represents the highest formal level of corporate support, comprised of a prestigious panel of businesses, each pledging £5,000 per year.

The Guild was founded in 2006 and has since generated over £600,000 for Hospice care in our region, thanks to the generosity of its members.

“Developing a vast network of patrons and partners has afforded us the privilege of collaborating with some of the premier businesses in the North East and beyond.

All of these organisations bring something different to the table and we nurture each relationship to generate the best outcome for both our patients and supporters.

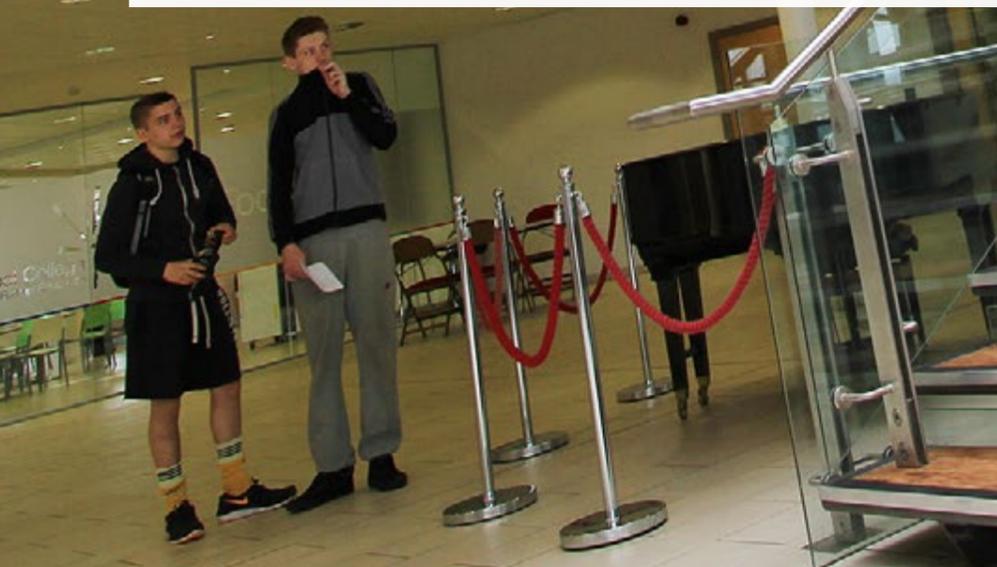
As well as the fulfilment of Corporate Social Responsibility, comes the rewarding feeling that accompanies an act of kindness; in addition to this there are many public relations and networking opportunities available to those who wish to maximise engagement in the business sector.

By supporting our services, your company will help to sustain an essential local resource which touches the lives of thousands of people of all ages, every year.”



Carol Sennett
Corporate Fundraiser

01429 855552 / csennett@alicehousehospice.co.uk



July 2014 saw Alice House working with members of the Guild of Patrons and other corporate partners, resulting in the most successful fundraising dinner ever held by Alice House.

The charity dinner was attended by 300 people, predominantly from businesses around the region and raised a phenomenal £30,000 for Hospice care. The evening included a three course meal, raffle, auction, magician and comedian. The event was sponsored by Hospice Patrons, offshore engineering and fabrication contractor Heerema Hartlepool Ltd. whilst fellow Patrons Wynyard Park provided the venue in the former Wynyard Rooms and also sponsored the drinks.



Wynyard Park CEO Chris Musgrave also generously donated £5,000 to cover Alice House’s catering bill on the night. The night also saw David Garside of NES Security pledge his support as a new Patron and was also supported by staff from Barclays and Santander who were able to match fund the money raised by the raffle and auction.

“Heerema Hartlepool are happy and proud to support Alice House Hospice, it is paramount that Alice House receive the support of local businesses to ensure local people receive the support they need when a life limiting illness affects them or their loved ones. Being a patron means we can support Alice House and pledge guaranteed financial assistance, which is used to help those people who need it most.”



Alan Lloyd, Yard Director,
Heerema Fabrication Group,
Heerema Hartlepool Limited



As well as donating much needed funding and assisting in hosting events, Patrons have taken part in established events and raised sponsorship for Alice House. A great example of this kind of support is when Alby Pattison, Managing Director of Hart Biologicals ran for Alice House in the 2013 and 2014 Great North Run, raising around £2,500 for Hospice care.

In addition to this Alby’s business has supported Hospice golf days, sports dinners and other fundraising ventures.



“Hart Biologicals are proud to support Alice House Hospice. Involved in the healthcare industry ourselves, we recognise the very important work that Alice House does on behalf of patients and families. I am always totally impressed with the positive way the staff of Alice House work to support both their service provision and their patients”

Alby Pattison,
Managing Director,
Hart Biologicals &
Innovations Ltd.

With their large, bright and centrally located premises, Hartlepool College have provided an effective venue for several large scale Hospice events, including cinema screenings, our Moonlight Walk, various meetings and most prominently the start and finish meeting point for Lee Dodgson’s 7 Marathons in 7 Days in 2015.

College students and staff have been encouraged to volunteer their time and abilities to help Alice House too, from construction trainees building a perimeter wall to volunteer event stewards and first aiders, graphic designers, business consultants and more, offering a unique and diverse skillset to support both our fundraising and business needs.



“Alice House Hospice has a long and well-established track record of providing a wonderful service to residents of the town and the surrounding area. As a charity, Alice House does what it does with the money it manages to raise via sponsorship and fundraising. Hartlepool College of Further Education is proud to support Alice House and does this via: staff and student fundraising activities throughout the year; helping with the organisation of events such as the Midnight Walk and 7 marathons in 7 days and by other forms of student engagement - for example, the construction of a new exterior wall at Alice House. The College will continue to support Alice House in any way it can as this work contributes to the College’s wider RESPECT activities which aim to ensure learners are aware of the world in which they live.”

Darren Hankey,
Principal and
Chief Executive,
Hartlepool
College of F.E.

"We believe that by supporting Alice House we will be able to help local people, their families and friends in their most difficult circumstances."

We are proud & honoured to be a Patron for Alice House Hospice"



David Garside,
Owner, N.E. Security



"Tata Steel 20" Mill, Hartlepool is proud of its association with Alice House Hospice. Alice House is outstanding in its provision of care and support for patients and their families and we have witnessed at first hand the care, compassion and expertise of the team."



Neil Kennedy,
Production Operations
Manager, TATA Steel

"We are proud to be a member of Alice House's Guild of Patrons. My team here at the power station have had a long partnership with Alice House and they have supported a number of projects over the years. We know what a superb job Alice House does for our community and I am very proud that we can play a part in helping the team there."



**Simon Parsons, Station
Director, Hartlepool
Power Station (EDF
Energy)**

"In difficult times, Companies are obliged to re-examine budgets, in particular what is regarded as discretionary spending. Deepdale regards its support of Alice House as essential. Our continued support through the Patrons scheme and

through payroll giving has the full support of everyone at Deepdale because it is, now more than ever, the right thing to do"



Derek Muirhead,
Chairman,
Deepdale Solutions

"At J&B we believe in engaging, respecting and supporting the community in which we work and strive to provide employment and economic opportunities in our region. As part of our Corporate Social Responsibility Policy we were delighted to support Alice House and did not hesitate to continue to do so when our membership required renewal. As a company the majority of our workforce live in Hartlepool or East Durham and therefore there are real benefits in terms of potential social support for their friends and families. The Hospice provides a fantastic service to the region and we know the support of J&B Recycling will be put to good use."



Mark Penny,
Commercial Manager,
J & B Recycling

With premises neighbouring the Hospice, TMD have supported since 2002 and became patrons in 2007.

In addition to this, staff have taken part in company golf days, The Great North Run, Moonlight Walk and It's a Knockout as well as other events. The company have had their own annual Fuzzy February months in which colleagues sought sponsorship to grow beards.



TMD Friction



“
If you or your staff have ideas of your own about **how you would like to support hospice care, we would be delighted to hear them.**
”

Corporate Partnerships

Slightly more informal relationships are built between Alice House and businesses lending support in different ways.

Levels of support from our Corporate Partners vary to suit their individual business needs, whilst identifying the most effective methods of fundraising and fulfilling Corporate Social Responsibility.

Examples of support include the following:

- In-house fundraising eg. raffle / cake sale
- Organising or co-hosting charity events with Alice House
- Taking part in Hospice charity events
- Volunteering
- Donation or obtaining of resources or services



“ We will continue to support Alice House in any way we can as an **eternal thank you for the support they provide to the local area.** ”



“The reason we are supporting is because all our customers and colleagues nominated Alice House through a voting system; we are so glad that they did as it is such a worthy cause.”

Sheila Ackroyd, Commercial Manager, Sainsbury's Middle Warren

“After holding an in-house poll, Alice House Hospice was chosen by Auxillis staff as their nominated charity for 2016. As many of the team here at Auxillis have seen first hand the great care and support that Alice House provides to families in the local area; we were keen to do all that we could to help raise funds for such a worthy cause.”

Jerome McManus, Marketing Director, Auxillis Limited

“Alice House Hospice is something that we are very proud to support, having experienced the service first hand with relatives and friends who are sadly no longer with us.

Giving people the dignity and support to work through difficult times is something we should all encourage. We will continue to support Alice House in any way we can as an eternal thank you for the support they provide to the local area.”

Jamie Arthur, Managing Director, Blast Digital



Victoria House Funeral Service have been partners of Alice House since their business was founded in 2013 by a group of existing supporters. Hospice staff were invited to attend the company's official launch event and since then, the relationship has gone from strength to strength.

Victoria House have supported a number of 'in memoriam' events including sponsorship of the Light up a Life and Forget Me Not campaigns, in which people make a donation in tribute to a lost loved one. On a more personal level, staff members have also taken time to come along and support these events, speaking at memorial services and meeting with donors who have been bereaved.

Victoria House also help by facilitating funeral collections for the families wishing to support Alice House and have been regular advertisers, as well as attending numerous other fundraising events.

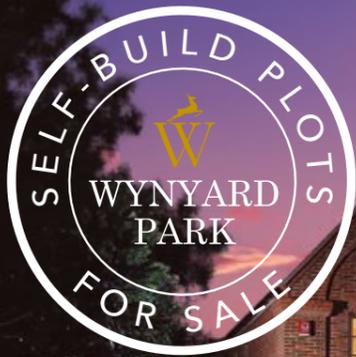
“At Victoria House, we feel that the work of Alice House is very important to the community and feel very strongly about helping as much as we can to support this much needed and wonderful service.”

Apolena Wilson, one of three Directors, Victoria House Funeral Service

“At Specsavers, we pride ourselves on supporting local causes and know that Alice House Hospice is a vital resource for our community. We are proud regular sponsors of the Colour Run and Trees of Remembrance events and have taken part in other projects over the years. We are very pleased to be able to support something that is so important to the people in our area and to be linked to such a fantastic organisation.”

Ian Walker, Manager, Specsavers





What's so extraordinary about Wynyard Park?



Enter an *extraordinary* location - Build your *extraordinary* home - Enjoy an *extraordinary* life

A world away from the ordinary – that's Wynyard Park. It's where the home of your dreams becomes reality. The design and build of your extraordinary house is up to you. What we promise is an extraordinary location.

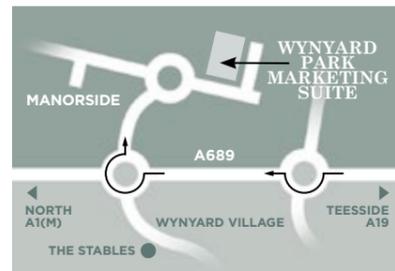
Amidst 885 parkland acres, Wynyard Park is a new settlement to the North of the A689, the start of a brand new community located

opposite Wynyard Village. We have reserved some very special pockets of land to become exclusive communities of self-build homes. Each secure, gated development is landscaped to take advantage of the natural woodland setting.

Whilst your position is secluded, you have easy access to the whole park's growing amenities for leisure, shopping, eating, nursery and schools.

So take this extraordinary opportunity. Drive through the main entrance off the A689 to our Marketing Suite and discover your future.

Tel 01740 667000 or email selfbuild@wynyardpark.com



Living in a home of distinction, close to nature but well connected... *how different would that feel?*



WYNYARD PARK

For a life less ordinary

Tel 01740 667000
wynyardpark.com

YOU CAN TELL it's going to be very different as soon as you arrive at the imposing entrance just off the A689. It's just a couple of miles west of the A19 junction. But a world away from the ordinary.

Drive in past the Concierge's lodge and extraordinary possibilities unfold.



THE EXTRAORDINARY LOCATION

You'll find yourself amidst 885 acres of fabulous parkland which was until recently the preserve of nobility. Here we have reserved a small number of very special pockets of land to become exclusive communities of self-build homes.

Made up of between 12 and 30 spacious plots, each of these developments has its own gated entrance and is landscaped to take advantage of the rolling, natural setting.

You can become the proud owner of your own slice of rural England.

AN EXTRAORDINARY HOME

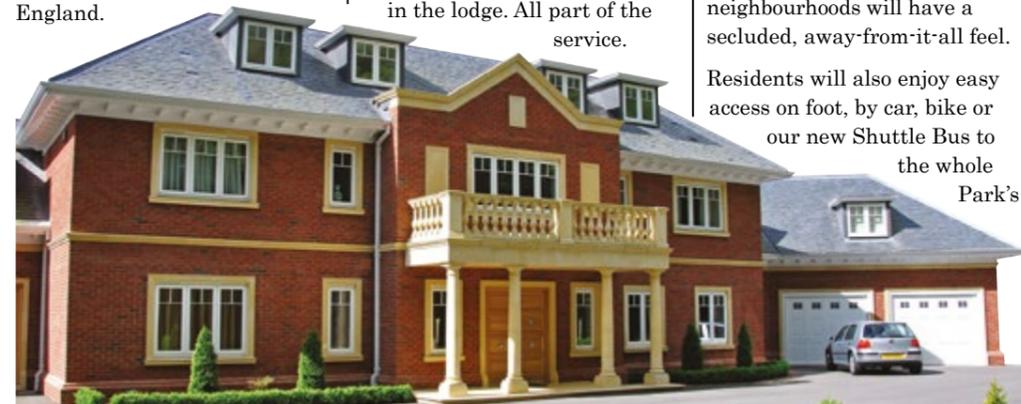
The home of your dreams. If you can't find the exact one in the property pages, individuality, quality, value for money – self-build gives you the opportunity to create the home of your dreams using the best materials and workmanship at much less than the price of buying the equivalent on the market.

Traditional, contemporary, grand or eco-friendly – so long as the design and build is compatible with our Design Guide and the idyllic surroundings, you have the freedom to be as creative as you like.



EXTRAORDINARY PEACE OF MIND

What's it worth to enjoy a quiet and undisturbed lifestyle? You can relax in the knowledge that Wynyard Park's exclusive concierge service provides a team of on-site professionals with mobile patrol and 24/7 CCTV monitoring. They will also take delivery of your on-line orders and store them in the lodge. All part of the service.



EXTRAORDINARY BY NATURE

Who doesn't wish for a graceful home in a setting that brings you closer to the natural world? Wynyard Park is unique and extraordinary in being both a greenfield and a greenleaf development. Its encircling belt of rich woodland is on your doorstep with tracks for jogging, cycling or simply walking the dog.

Here and there you'll come across artworks on wildlife themes, most notably the sculptures of deer which once roamed in herds 400 strong.



AN EXTRAORDINARY LIFESTYLE

The leafy self-build neighbourhoods will have a secluded, away-from-it-all feel.

Residents will also enjoy easy access on foot, by car, bike or our new Shuttle Bus to the whole Park's

growing amenities. These include leisure, eating, medical facilities, a nursery and school.

Wynyard Park is fast growing into a secure, sustainable settlement to live, work and relax, complete with shops, pub, restaurants and community hall. Although within easy drive to and from Tees Valley centres, here you will feel you're in a different dimension.

It's more than a place to live. It's your place for life. That's what's so extraordinary.



AN EXTRAORDINARY OPPORTUNITY

Seldom does a country estate become available for building homes of distinction in the North East or any other region.

This is truly a once in a generation opportunity. The first of the Self-build developments, Manorside, has sold out off plan and the latest releases are proving very popular. So there couldn't be a better time to visit our Marketing Suite and discover an extraordinary future.

Come and be inspired. Wynyard Park – a world away from the ordinary.

Call us now on 01740 667000, email selfbuild@wynyardpark.com or visit us online at wynyardpark.com



In recent years, we have seen an increased business presence at our fundraising events, leading to a number of remarkable success stories and some of the most high profile events in the area.

From generous sponsorships, to engaging staff members, partnership projects and corporate led events, these are some of the most direct ways in which companies can work with our charity and reach new audiences.

Examples include race days, golf tournaments, charity dinners, balls, ladies' lunches, the Great North Run and more. If you or your colleagues have an idea for an event, we would be delighted to hear about it.

We believe that a strong online presence is crucial and as one of the most prominent organisations in Hartlepool, we enjoy linking with our corporate supporters through social media and promoting our collective interests and relationships.

We would also like to invite businesses for a tour of our facilities and to find out more about our work; appointments can be made at your convenience.

Whether you are an existing supporter, or reading about us for the first time, I hope that this brochure helps to show the value of your involvement and inspires your support.



Greg Hildreth

Corporate Events & Social Media

01429 855529 / ghildreth@alicehousehospice.co.uk

Corporate Sponsorships

Throughout the year there are different sponsorship opportunities to suit budgets and businesses of all sizes.

Sponsorships typically offset costs or boost the income of fundraising activities, ranging from pledging a contribution to a campaign or event, to overall sponsorship of a project.

Companies can also sponsor 'in kind' whereby they provide or source the means or resources to facilitate a fundraising initiative. Sponsors can also promote or sell an event to their own customers or client base. Sponsors are invited to have input into the projects that they support, although this level of involvement is optional.



"Tilly Bailey & Irvine Law Firm has been involved with the work of the Hospice for some years now and we are honoured to support such a valuable resource for the local community. The staff work diligently for the patients and their families and we look forward to strengthening our relationship in the future."

Carolyn Tilly, Partner, Tilly Bailey & Irvine Law Firm

Seymour Civil Engineering have been long term partners of the Hospice and have shown a proactive involvement in a number of projects over the years as well as hosting events of their own. Seymour are the main sponsor of the Hospice's annual It's a Knockout competition, covering the event staging costs, helping to source teams and taking part on the day. They have also sponsored the Hospice's Great North Run shirts and several of their staff members have taken part in the half marathon, in support of the charity.

The company have also supported and sponsored other projects, in addition to being regular advertisers

in Hospice literature. As well as attending many other Hospice run events, in 2014 Seymour held their own sell-out charity ball raising over £6,000 for Hospice patient care.



"As a respectable corporate organisation, it is imperative that we give back to the community in a positive way and we recognise the Hospice has been incredibly important to the communities in very difficult times."

Kevin Byrne, Managing Director, Seymour Civil Engineering

The staff work diligently for the patients and their families and we look forward to strengthening our relationship in the future.



If you or your staff have ideas of your own about **how you would like to support hospice care, we would be delighted to hear them.**



Additional Support

Businesses can support on an entirely ad hoc basis, to suit their own schedules, budgets and workforce. This might mean hosting a one off fundraising event, or supporting one of our own, through sponsorship, staff participation or assisting in other ways.

This could also include staff donating items for raffles or second hand goods to be sold in our charity shops.

There are also opportunities to volunteer in a variety of ways, which we would be happy to discuss with you. If you or your staff have ideas of your own about how you would like to support, we would be delighted to hear them.

R.K. Consultancy

Alice House's annual charity tournament is organised by Rob

Hoskins of R.K. Consultancy and takes place each September at The Wynyard Club.



Rob recruits the teams for the day, from his network of friends and contacts and also sources corporate sponsorship and prizes.

Every year, the sell-out event sees around 25 teams competing in the 4 ball competition, which is followed by dinner, prize giving, raffle and auction. Rob works closely with Alice House throughout the planning process.

This year's event alone raised a fantastic £27,000 and Rob's fundraising has generated approximately £165,000 in around 13 years.

Rob said of the day "these days are always fantastic and the support that we receive from the teams who come back every year is incredible. I'm delighted that they continue to be so popular and successful. Alice House is a vital local resource and I am proud to be able to lend my support."

In 2016, Rob was presented with an award for his outstanding contribution to Alice House and this year has had a family room within the Hospice named after him in recognition of his work.

Matched Funding

This is when an organisation matches a charitable donation or amount raised, usually pound for pound. This tends to stem from an employee of the business being involved in generating the initial amount, through volunteering at or taking part in a fundraising venture.

Santander

Santander staff have supported Alice House for many years, by volunteering at or taking part in various fundraising events and sourcing matched funding

to maximise the money raised.

Staff have attended charity dinners, charity race days, afternoon tea events



and taken part in sponsored events, such as our Dogs' Big Day Out and Great North Run.

This kind of support is fantastic and works on a number of levels, as the staff provide both practical and financial fundraising support. It is also a great way for us to engage with one of our valued partners.

Lottery

Along with Payroll Giving, this is a quick and easy way for employees who may not take part in fundraising activities to support your organisations Coporate Social Responsibility policy.

Each week there is a top prize of £1,000 plus 26 cash prizes and a Rollover Jackpot of up to £10,000 (max).

The Lottery Team can visit your premises to sign up new players on various dates throughout the year or employees can be encouraged by

internal communications to sign up via the website; www.alicehousehospice.co.uk.

Payroll Giving

Payroll Giving is a scheme run through HMRC and administered by the Charities Trust. It allows employees to make simple, tax-effective donations to any UK charity or good cause.

If you pay your employees or pensioners through PAYE (as most UK companies do), you can set up a Payroll Giving scheme.



Donations are deducted from gross pay—before tax is deducted. This gives immediate tax relief on donations and means it costs less for your employees to donate.



Contact us

Tel: 01429 855555 | **Fax:** 01429 855556

Email: enquiries@alicehousehospice.co.uk

Visit us: Alice House Hospice, Wells Avenue,
Hartlepool, TS24 9DA

www.alicehousehospice.co.uk

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