



Volunteer Photography Brief

What is Alice House

Alice House Hospice exists to ensure people affected by a life limiting illness or the death of a loved one have the care, comfort and support they need. As the only adult Hospice in the Hartlepool and East Durham areas of the UK, our unique range of services make a vital difference to the lives of thousands of families each year.

Our Vision Mission & Values

Our Vision

Every person to the last moment of their life has the right to dignity, respect, support and care.

Our Mission

To provide services that add value to life and make a difference to patients and their families.

Our Values

We value each person as an individual.

The patient is at the heart of all of our activities.

We believe in the importance of celebrating life and relationships.

We will demonstrate integrity and professionalism at all times.

We will be modern and progressive and seek out new opportunities to develop our services.

We will strive to be the best we can and encourage staff and volunteers to actively seek opportunities for personal growth and development.

We will exercise responsible financial management to ensure long-term sustainability.

Why do we need photography

To advertise our events

<ul style="list-style-type: none"> • Digital: <ul style="list-style-type: none"> ○ Social Media ○ Website, event listings, photo galleries, news posts 	<ul style="list-style-type: none"> • Traditional <ul style="list-style-type: none"> ○ Print - Posters, Leaflets, Banners, Booklets ○ Publications - Advertisements ○ Printed Media - Press Releases, Community Pages, Supporter Magazine, Corporate Magazine
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To promote our services

<ul style="list-style-type: none"> • Digital <ul style="list-style-type: none"> ○ Social Media ○ Website – service pages, news posts 	<ul style="list-style-type: none"> • Traditional: <ul style="list-style-type: none"> ○ Print - Posters & Service Leaflets, Door/lift wraps ○ Printed Media – Press Releases, Local NHS Guides, Supporter Magazine, Corporate Magazine ○ Business Reports/Grant/Trust Applications
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Our Events

Examples of some of our upcoming events and the photography requirements:

Event	Description	Photographs for	Orientation	Specific Requirements
Colour Run 22 June 2019	<ul style="list-style-type: none"> • Fun and friendly • 5km fun run • Non competitive • Suitable for all ages and abilities. • Colourful paint powder. 	<ul style="list-style-type: none"> • 2020's event publicity. • Press coverage. • Video montage/website gallery • Corporate sponsor feedback. 	<ul style="list-style-type: none"> • Landscape and Portrait 	<ul style="list-style-type: none"> • High resolution. • Featuring happy faces. • All abilities and ages. • Lots of colour. • Some with areas of clear space for use on posters/banners/leaflets where text will need to be added. • Some full screen shots for use in web galleries and press releases.
Afternoon Tea & Fashion Show 27 June 2019	<ul style="list-style-type: none"> • Ladies event. • Drinks & fashion show. • Tables of 10 • Champagne • Ladies who lunch 	<ul style="list-style-type: none"> • Press coverage. • Corporate sponsor feedback. 	<ul style="list-style-type: none"> • Landscape and Portrait 	<ul style="list-style-type: none"> • High resolution. • Happy faces. • "Ladies who lunch." • Fashion show • Afternoon tea – lovely food & champagne