

Corporate Support and Employee Involvement

Working together to build the
future of hospice care in Norfolk



Why choose to support Priscilla Bacon Hospice?

For 40 years, Priscilla Bacon Lodge has provided a high standard of specialist palliative care. Despite its achievements, it is now inadequate both in scale and configuration, as the population of Norfolk has trebled in this time, multiplying demand, and in its current location it cannot be extended.



Our Mission

Priscilla Bacon Hospice will provide more people in Norfolk with the end-of-life care they need.

We will achieve this by building a new, state-of-the-art hospice and a hub for the 'Hospice at Home' service, to be built adjacent to the Norfolk & Norwich University Hospital. With our NHS partners, we have agreed an ambitious solution to provide a twenty-first century hospice, offering 24 in-patient beds (with scope to expand), specialist clinical care, set in an accessible location. The new hospice will also benefit from facilities to co-ordinate community end-of-life care and to ensure that we invest in staff education and training as well as research and development.

£12.5 million will need to be raised to achieve our goal, and we will depend upon local companies to support us. Whether as a corporate partnership, a charity of the year, or occasional support, we will ensure we have a mutually beneficial relationship, that will help build the new hospice which Norfolk desperately needs.

**There are more than 10,500 deaths in Norfolk each year.
Over 7,000 people require palliative care.**



Corporate Partnerships

Priscilla Bacon Hospice will endeavour to build strong, mutually beneficial partnerships, bringing enhanced benefits for your business, our charity and the wider community of Norfolk. We want to understand your business ethos and aims, including your motivation for supporting us and your community, so that we can develop a progressive partnership with an individual plan tailored to your requirements.



We can offer your business

- Events throughout the year, managed and organised by our professional fundraisers; which are ideal for corporate team building, corporate entertaining or company celebrations.
- Help with planning and creating your own event for a specific campaign.
- Supply of promotional literature for your fundraising including posters, flyers, tickets, sponsor forms, collection buckets and tins, banners etc. to help publicise your involvement. We will also endeavour to support your activities with representatives from the charity at your events.



Ways to support us

Take part in one of our challenges

Encourage your employees to take on a challenge! Choose from walks, bike rides, runs or skydiving. For some events, we have free places available, with priority given to the employees of our corporate partners. Please look at our website for an up-to-date list of events. There is something for everyone!

Matched Giving

If you are taking on a challenge and raising funds, please check if your company does Matched Giving – they may double your donation!

Volunteering

Donating your time is an excellent way of supporting the hospice. Could your business spare a few hours to help with collections, distributing collection tins around the county, or assisting as event volunteers?

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 give your company name a push too!

Sponsor an event

Sponsorship enables your company name to benefit from positive publicity. We are pleased to discuss opportunities for sponsoring our events which could be suitable.

Donate goods

If your company has end of line goods that are no longer needed, they could be ideal for one of our charity shops. We are always keen to receive stock and we sell the typical array of clothes, books, CDs and homewares. Or could you help with supplies for one of our events? This helps us to reduce our costs and raise more money at every event.

Recycling

A simple idea that costs you nothing but brings in cash for us! Funds can be generated from stamps, unwanted foreign currency (current or old), jewellery, watches, gadgets such as mobile phones, cameras, consoles, laptops, tablets, Sat Navs, MP3s, (any of which can be broken), rags, printer ink cartridges and even old cars (via a 3rd Party). We have a specific recycling campaign that can easily be organised at your business, so you will be helping both the hospice and the environment. Our network of charity shops are also collection points for your recycled goods.

Arrive late or leave work early

Organise this initiative with your employees so that they can arrive late or leave early for a specific donation to the hospice.

Dress down days

Organise a monthly dress down or fancy dress day, which employees can participate in for a donation. Mix it up and keep people engaged by setting themes; such as colours to wear, fashion decades, or celebrities to dress as.

Make a donation from your company

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

Gift of shares

A donation of shares has the potential benefit of reducing Corporation Tax whilst benefitting the hospice, so we would welcome a gift of this kind.

Payroll Giving

Payroll Giving is a way of giving money to charity without paying tax on it. It must be paid through PAYE from someone's wages or pension. There are several Payroll Giving Agencies which can be used to establish the scheme, and further information can be found at <https://www.gov.uk/payroll-giving>. For companies with over 500 employees, the 'Pennies from Heaven' scheme can be run, through which those employees who sign up, their every payslip is rounded down to the nearest pound with the pennies donated to charity.

Charity of the Year and employee fundraising

We would love to develop an ongoing relationship with your company as the designated charity of the year, or as a preferred charity. If we need to complete an application form, or you would like us to give a presentation to an employee's forum, then please do let us know. We are always keen to tell people more about our charity and our plans for building the new hospice. Between us we can plan a variety of fundraising and PR to maximise the exposure of your charitable activities.





The benefits for your company and employees

Fantastic PR opportunities

Enhanced and increased PR, through exposure on the hospice social media channels, website, e-newsletter and press releases. Unique sponsorship opportunities to increase brand exposure throughout Norfolk.

Taking care of the community

Customers and staff perceive you and your business as a company that cares for and supports its local community.

Setting your company apart from the competition

Association with a respected Norfolk charity can increase customer loyalty and brand awareness.

Increased staff loyalty

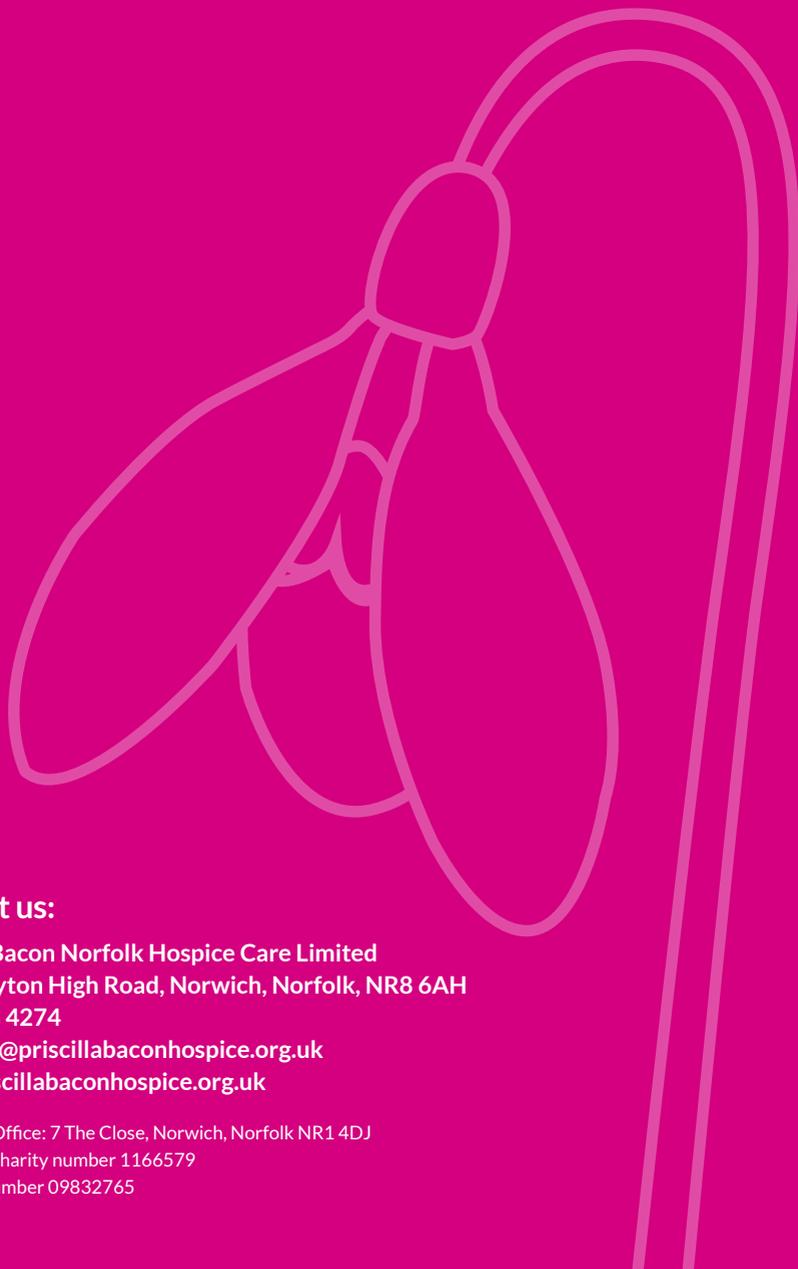
A company does not have to give a donation to get involved. A Gift in Kind, giving a product, time or resources, engages the employees with the charitable aims of the business. Many companies will allow employees to have several fully paid charitable working days per year.

Improved staff motivation

Taking part in fundraising and team activities can improve staff motivation and team confidence.

Helping you win new business

Both customers and companies now want to know they are working with responsible providers. They will often choose more ethically aware suppliers over the competition.



Contact us:

Priscilla Bacon Norfolk Hospice Care Limited
9-11 Drayton High Road, Norwich, Norfolk, NR8 6AH
0330 223 4274
enquiries@priscillabaconhospice.org.uk
www.priscillabaconhospice.org.uk

Registered Office: 7 The Close, Norwich, Norfolk NR1 4DJ
Registered charity number 1166579
Company number 09832765