

PARTNER WITH YOUR LOCAL HOSPICE



You are at the heart of everything we do!

Thinking of Choosing Dr Kershaw's Hospice as Your Charity Partner?

Why Choose Dr Kershaw's?

Dr Kershaw's Hospice receives only one third of its funding from the NHS, through the Integrated Care System (ICS), with the remaining **£4.7 million** annual budget (**£12,877 each day***) coming from fundraising activities, donations, legacies, income from the Hospice's shops and revenue from the Hospice Lottery.

Your support is crucial, to ensure that we can keep our doors open and **keep vital care free of charge for patients.**

In 2022, our Inpatient Unit cared for **171** patients and our Hospice at Home Team cared for **245** patients in their own homes. Our Caring Hands Team cared for **133** patients - which amounts to **8,089** home visits. In 2022, our Wellbeing Centre and Complementary Therapists held **295** sessions.

*Figures from 2023/24

IT COSTS
JUST UNDER
£4.7 MILLION
PER YEAR TO
KEEP OUR
HOSPICE
OPEN!

IN 2022 WE
CARED FOR
171 PATIENTS
IN OUR
INPATIENT
UNIT!

IN 2022 OUR
HOSPICE AT
HOME TEAM
MADE **2,215**
VISITS!

OUR CARING
HANDS TEAM
MADE **8,089**
HOME VISITS IN
2022!



To ensure care for the future, WE NEED YOUR SUPPORT TODAY!

Business Support

Becoming a Business Partner with Dr Kershaw's Hospice can really benefit your organisation. By partnering with us you will receive positive PR and brand recognition; showing your staff, customers, and suppliers that you support a much loved local charity. There are many ways in which you can support Dr Kershaw's, be it through time or money, but no matter how big or small your involvement you support will:

- ♥ Provide a fun and rewarding way to engage your employees, increasing their job satisfaction and sense of community purpose.
- ♥ Motivate and retain your employees, developing their skills and encouraging team building.
- ♥ Show your commitment to improving end-of-life care and wellbeing for those patients living with life-limiting illnesses within your community; enhancing your public image.
- ♥ Generate positive PR and social media opportunities to help build your brand profile within the local community.



How We Can Support Each Other?

If you are looking for an effective way to reach new audiences, increase customer loyalty, and raise your employee engagement, all whilst supporting your local Hospice, then we are the perfect fit!

Dependent upon the nature of our partnership, we can offer:

- ♥ A dedicated Partnership Fundraiser who will help you plan your fundraising year.
- ♥ An annual calendar of events to encourage your teams involvement, ranging from family-friendly walks or runs, to challenge events or fun days, and volunteering.
- ♥ VIP invitations to Dr Kershaw's Hospice events.
- ♥ Discount on room hire at Dr Kershaw's Business Centre.
- ♥ We can also offer training opportunities, for more information please ask.
- ♥ Tailored PR and Social Media posts to promote your business and charitable activities.



Dr Kershaw's Hospice Events

Each year the Hospice runs a full calendar of events, which appeal to a wide range of different audiences. You can help Dr Kershaw's Hospice by sponsoring an event, or simply by attending and taking part.

Event	Event Information
 <p data-bbox="153 539 555 595">Dr Kershaw's Cup</p>	<p data-bbox="715 371 1342 405">Friday 15th September 2023, £200 per 4 player team</p> <p data-bbox="592 416 1469 528">An action-packed day where 22 teams go head to head to be crowned the new Dr Kershaw's Cup Champions. Join us at Crompton and Royton Golf Club for 18 holes of competitive golf whilst raising vital funds for patient care.</p>
 <p data-bbox="153 797 555 853">Firewalk Challenge</p>	<p data-bbox="727 629 1329 663">Saturday 14th October 2023, £32 entry per person</p> <p data-bbox="620 674 1445 786">The ultimate challenge - face your fears and walk across hot coals to overcome your self-limiting beliefs. Fire walking is the practice of walking barefoot on hot embers and is designed to help transform fear.</p>
 <p data-bbox="153 1055 555 1111">Christmas Fayre</p>	<p data-bbox="727 898 1326 931">Sunday 19th November 2023, £1 entry per person</p> <p data-bbox="600 943 1461 1088">Join us for a festive afternoon where you can scoop up an array of Christmas gifts for your loved ones whilst supporting patient care at our Hospice. With our amazing Santa's Grotto for the children and festive gin cocktails for the grown-ups, it will be a date not to be missed!</p>
 <p data-bbox="153 1312 555 1368">Light up a Life</p>	<p data-bbox="770 1155 1283 1189">Sunday 3rd December 2023, free to attend</p> <p data-bbox="604 1200 1457 1346">Our special Light Up a Life service, takes place virtually and in-person at Dr Kershaw's Hospice every December. It is an opportunity to remember your loved ones whilst supporting your local Hospice. Join us for a special service and dedicate a light on our tree this festive period.</p>
 <p data-bbox="153 1570 555 1626">Christmas Concert</p>	<p data-bbox="719 1402 1337 1435">Thursday 14th December 2023, £5 entry per person</p> <p data-bbox="592 1447 1469 1559">'Oh come one and all' to our annual Christmas Concert at Oldham Parish Church. Get in the festive mood with readings, carols, mulled wine and mince pies, and a special performance from Dr Kershaw's Hospice Choir.</p>
 <p data-bbox="153 1827 555 1883">Strictly Dance</p>	<p data-bbox="890 1648 1182 1682">Friday 15th March 2024</p> <p data-bbox="616 1693 1457 1839">Our Strictly Dance event returns with a night we promise you'll never forget! Our annual showstopper draws over 300 guests, to see our specially chosen amateur dancers take to the stage to compete for the coveted glitterball trophy.</p>

There are numerous ways in which you can involve your business in our events...

Sponsorship Opportunities - from Headline Sponsor to programme adverts

Employee Volunteering - to help set up or take down our events

Employee Participation - sign up to dance at our Strictly event or take on the hot coals at our Firewalk!

Provide resources or services to support our events

How You Can Be a Dr Kershaw's Hospice Partner...

Dr Kershaw's Hospice Partnerships are completely bespoke. We understand that one size does not fit all, so we work with you to tailor our partnership to suit your requirements.

There are numerous ways in which we can build our partnership; ensuring active employee engagement, enhancing your public image, building brand awareness, increasing sales, and improving customer loyalty, all whilst showcasing your support for patient care within the community.

Here are some ideas...

- Payroll giving
- Participate in a Dr Kershaw's Hospice event or challenge
- Product donations
- Dr Kershaw's event sponsorship
- Employee Volunteering
- Annual or monthly donations that can be tax free (we advise talking to your accountant)
- Host your own fundraising events (Bake Offs, Cake Sales, Casual Fridays)
- Match funding raised by employees

Your dedicated Partnership Fundraiser will help you to design your ideal partnership - building on the elements you like and drawing on your business's core objectives that you want to develop.

The 1989 Club

The 1989 Club rewards businesses that enrol into a Partnership that runs consecutively over a 3-year period. With four membership levels; Associate, Business, Premier, and Executive. Membership rewards are based on the amount of funds businesses donate to the membership annually over the 3-years.



We welcome all businesses from every sector, and want to know your motivations, strengths, and aims as a business, to help us build a forward thinking and progressive partnership.

	Associate Member	Business Member	Premier Member	Executive Member
The 1989 Club Plaque*	✓	✓	✓	✓
1989 Club Meetings	✓	✓	✓	✓
Social Media Posts p/a		✓	✓	✓
Named as a Business Partner on Dr Kershaw's Website		✓	✓	✓
Free access to Dr Kershaw's networking events p/a	✓		✓	✓
Oldham Times news article			✓	✓
1 x 4 ball Team at Dr Kershaw's Cup Golf Day			✓	✓
25% off tickets to a Dr Kershaw's event of your choice				✓
25% off room hire bookings at Dr Kershaw's Business Centre p/a				✓

*The 1989 Club plaque is uniquely designed with a removable heart. You will receive your plaque and the heart is displayed on our Hospice's Business Partnerships' Wall in reception, to be seen by patients, visitors, suppliers and members of the community.

£500
(Inc. VAT)
Annually

£1,000
(Inc. VAT)
Annually

£2,000
(Inc. VAT)
Annually

£3,000
(Inc. VAT)
Annually

Business Exposure

One of the many benefits of partnering with Dr Kershaw's Hospice is that we have significant social media platforms, with an ever increasing audience. To complement our online media, we also engage with an offline audience through our own mailing list, which grants us the opportunity to share your business with both audiences.

By signing up as a Business Partner, a dedicated member of the Marketing & Communications Team will be assigned to work with, and support, you in all your activities for Dr Kershaw's.

Dr Kershaw's Hospice Statistics



12,349 Followers



4,554 Followers



1,926 Followers



362 Followers



163 Subscribers



8,044 Mailing Reach

*Figures from August 2023

The Furniture Hub's Statistics



4,585 Followers



900 Mailing Reach

*Figures from August 2023

THE BUSINESS CENTRE

A space for all your business needs – PLAN, PREPARE, PRESENT!

Dr Kershaw's Business Centre offers affordable private hire offices, board room, and therapy room. Available from Monday to Friday, 9am to 4.30pm (except bank holidays). Providing a flexible workspace that is private, secure, and fully-serviced.

All our spaces offer:

- Free Wi-Fi (up to 80mb Download & 20mb upload)
- Free on-site car parking (additional parking may be off-site)
- Professional reception area
- Free access to kitchenette area
- Secure lockers available upon request
- Excellent transport links to Oldham centre
- Half day bookings available
- Printing and photocopying services available upon request

Location:

Neo House, Shaw Road, Oldham, OL1 4AW

Contact:

Tel: 0161 510 0450 Email: TheBusinessCentre@drkh.org.uk

Prices:

Boardroom / Training Room - £60 per day (plus VAT £72), £30 per half day (plus VAT £36)

Offices - £25 per day (plus VAT £30), £12.50 per half day (plus VAT £15)

Therapy Room - £25 per day (plus VAT £30), £12.50 per half day (plus VAT £15)



For more information visit: www.drkh.org.uk/thebusinesscentre

How You Can Get Involved!

Employee Fundraising

Bring your team together, create some healthy competition, and have great fun in the process! We can help you to develop a calendar of activities to support team building and staff wellbeing.

To start off simply, why not try...

- Casual Fridays
- Raffles
- In-office Challenges
- Play Dr Kershaw's Hospice Lottery
- Christmas jumper days or swap Christmas cards for care
- Employee v Employer Bake Off
- Coffee Mornings
- Football Cards



Volunteering

We have a vast array of volunteer opportunities available for you and your employees, whether it be serving customers in our Hospice shops, greeting visitors in our Hospice reception, planting bulbs in our Hospice garden, packing bags in the local supermarket, or providing hair and make-up for our Strictly dancers. We have something for everyone and for every taste. Create an open dialogue with your local community by building volunteer experiences into our partnership.



What to Expect when Organising your own Charity Event for Dr Kershaw's Hospice...

We will:

- Dedicate a Partnerships Fundraiser to your business, who will keep in regular contact and support your Team.
- Provide t-shirts, promotional materials, collection pots and buckets, upon request.
- Provide bespoke marketing materials, upon request, that align with our Brand Guidelines.
- Provide raffle prizes - subject to availability.
- Promote your event and our partnership via social media channels, our website, and the local press.
- Encourage and support your fundraisers in the run up to and on the day of your event.
- Send a Hospice representative to your events, if requested, and where possible.
- Ensure that the data you provide us with, such as address details, will only be used by us and not passed on to any third parties in compliance with Data Protection Laws.





"I honestly didn't know places like Dr Kershaw's existed, the Hospice is amazing!"

A Patient's Family

Community and Partnerships Team

Tel: 0161 624 9984

Email: fundraising@drkh.org.uk

Reg. Charity No: 1105924

Website: www.drkh.org.uk/businesspartnerships

**Dr Kershaw's Hospice, Turf Lane, Royton,
Oldham, OL2 6EU**



Dr Kershaw's Hospice (charity no: 1105924, company no: 05221414) processes personal data to generate support and funds for our Hospice. This is within our legitimate interests, as it helps us to fund the health and care services that we provide to our community and under contract, if you decide to support us. You can see our full privacy policy on our website: www.drkh.org.uk/privacypolicy. If you have any questions about how we process personal data, would like to request a hard copy of our privacy policy, or ask about your rights, please send an email to: dataprotection@drkh.org.uk, or call us on: [0161 624 9984](tel:01616249984).

