

# Corporate Partnerships Prospectus 2023



**SUPPORTING YOUR LOCAL HOSPICE**

# About Us

Dr Kershaw's Hospice is an adult hospice serving the Community of Oldham and its surrounding boroughs. As a charity, we provide free, specialist, end-of-life and palliative care for those with life-limiting illnesses, as well as help and support for patients' loved ones.

Since the Hospice first opened its doors, in 1989, our dedicated team of doctors, nurses, health care assistants and care givers have been supporting patients and their families in the Hospice's In-Patient Unit, the Well-Being Centre, through our Community services, and via the provision of our valuable Bereavement Support service.

**Our patients are at the heart of everything that we do.**

As an independent hospice, and a registered charity, we need to raise two thirds of the funding needed so that our doors can stay open each day. Your support; today, tomorrow, and in the future will enable us to provide the vital care that so many patients and families need across the borough.



## Our Services...

- **In-Patient Unit (IPU)** - our state-of-the-art In-Patient Unit opened in 2021 and accommodates 12 patients in private en-suite rooms with their own terrace, in a homely, peaceful environment.
- **Well-Being Centre** - offers support to day patients, assisting with symptoms and providing skilled psychological and emotional support. A variety of weekly groups and sessions are available to allow for holistic individualised care.
- **Hospice at Home Service** - provides patients and their families with individualised nursing, ensuring that the patient has the care and support they need to remain in their own home.
- **Caring Hands** - our team of specially chosen and trained health care assistants support patients in their own homes with tailored care that is both flexible and responsive to patients and their loved ones everyday needs.
- **Complementary Therapies** - we provide a varied range of treatments for patients and their families, including massage, reflexology, and Reiki. All therapies are designed to help patients relax, ease stress, and cope with their symptoms.
- **Chemo Closer to Home** - run by The Christie at Dr Kershaw's twice a week. Christie patients living in the Oldham area, can reduce travel times by having chemotherapy treatments in our day centre.
- **24-Hour Advice Line** - manned by experienced nursing staff, offers specialist advice, information, and support, 7 days a week, 365 days a year. The service is available to patients, relatives, carers and health care professionals.
- **Oldham Macmillan 1-1 Support Service** - based at the Hospice, providing local ongoing personalised care and support for people living with and beyond cancer.
- **Counselling** - our team offer vital help and support to patients, and their families, in a private and confidential space where they can explore and make sense of their thoughts, feelings and experiences.
- **Bereavement Support** - our support does not end after the death of a loved one in our care, we work closely to support families and friends, providing a listening ear when they need it the most.



# What is Corporate Social Responsibility?

Corporate social responsibility (CSR) is a business approach involving direct action to improve the environment, society, and economy. CSR is growing, as customers, employees, and suppliers are beginning to place more value on CSR initiatives, as it is proven to benefit a company's profits, as well as its purpose.

**CSR initiatives are often broken down into four categories:**

- **Environmental** - initiatives which focus on the preservation of natural resources;
- **Philanthropic** - initiatives which focus on donating to worthy causes that may not relate to a business;
- **Ethical** - initiatives which ensure fair and honest business operations;
- **Economic** - initiatives which promote the fiscal support of the initiatives above.



## The Benefits of CSR with a Corporate Charity Partnership

### 1. Increase Your Company's Sales



CSR creates a competitive advantage, raises brand awareness, and helps businesses develop trust with shareholders, customers and employees. Demonstrating that companies, customers, and communities can thrive together is a powerful advantage. Your company can get more visibility in the community which can help build your sales or attract new customers. CSR efforts can also lead to businesses reviewing and evaluating their current processes, with many leading to business improvements.

### 2. Engage, Motivate, and Retain Employees



In an ever changing business landscape, more and more employees are looking at company values, ethics, public image, and non salary rewards when choosing an employer. CSR schemes create a sense of community and bonding amongst employees, engaging them and encouraging positive relations. Companies that demonstrate a dedication to improving communities through CSR programmes are much more likely to attract, and retain, valuable and engaged employees.

### 3. Meet New Business Partners



When employees, customers, and even suppliers have a strong input to areas of impact, CSR becomes a truly powerful influence. Embedding CSR initiatives into a business will attract investors, as this demonstrates additional priorities, seeing the bigger picture, and a concern for the community they serve. Working on charitable activities with our Hospice, other businesses, and community leaders will help you to develop new contacts who can support your business to grow.

### 4. Build Brand Awareness, Reputation, and Customer Loyalty



CSR schemes not only increase a brand's recognition, they moreover contribute to a better public image. Consumers want to deal with companies that care about causes and have a sense of social responsibility. Consumers want to be appreciated, respected, and support businesses that are ethical; which in turn creates customer loyalty. By partnering with a well-respected charity like Dr Kershaw's Hospice, you will be able to enhance your business's reputation and retain your customers.

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

## Why Choose Dr Kershaw's Hospice?

Dr Kershaw's Hospice receives less than 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 and corporate partnerships.

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 In-Patient 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 Well-Being Centre and Complementary Therapists held **295** sessions.

**IT COSTS  
£4.7 MILLION  
A YEAR TO  
KEEP OUR  
HOSPICE OPEN!**

**IN 2022 WE  
CARED FOR  
171  
IN OUR IN-  
PATIENT 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!**

# How You Can Be A Dr Kershaw's Hospice Corporate Partner...

Dr Kershaw's Hospice's Corporate 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 Corporate 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
- Tax free annual or monthly donations
- Participate in a Dr Kershaw's Hospice event
- Product donations
- Enter teams into a Dr Kershaw's challenge
- Host your own fundraising events (Bake Offs, Cake Sales, Casual Fridays)
- Match funding raised by employees
- Dr Kershaw's event sponsorship
- Employee Volunteering

Your dedicated Dr Kershaw's Corporate Partnerships Lead 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 Corporate Partnership, which runs consecutively over a 3-year period. The club has three types of membership levels; Business, Premier, Executive and rewards businesses based on the amount of funds they are able to raise over the 3-year period.

	Business Member	Premier Member	Executive Member
The 1989 Club Plaque*	✓	✓	✓
Social Media Posts p/a	1	2	3
Named as a Corporate Partner on Dr Kershaw's Website	✓	✓	✓
Free access to Dr Kershaw's networking events p/a		2	4
Oldham Times news article		2	3
1 x 4 ball Golf Voucher		✓	✓
25% off tickets to a Dr Kershaw's event of your choice			4
25% off room hire bookings at Dr Kershaw's Business Centre p/a			4

\*The 1989 Club Plaque is uniquely designed with a removable heart. The plaque is given to your business and the heart is displayed on our Hospice's supporters wall.

£1,000  
Annually

£2,000  
Annually

£3,000  
Annually

## Business Exposure

Social Media business posts are a fantastic marketing initiative that reach a vast audience quickly, as platforms such as Facebook, Twitter, and Instagram are being used every single day by millions of potential customers.

It has been reported by Common Ground, that in the UK alone, £2.76 billion was spent on social media advertisements in 2019. With a 20% year-on-year increase in social media advertisement spend, it is clear that many businesses across the UK value the potential power of social media.

One of the many benefits of engaging in a Dr Kershaw's Corporate Partnership is that we have significant social media platforms, with an increasing audience reach. 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.

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### Dr Kershaw's Hospice Statistics



12,058 Followers



4,482 Followers



1,859 Followers



312 Followers



164 Subscribers



8,044 Mailing Reach

\*Figures from February 2023

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### The Furniture Hub's Statistics



3,515 Followers



900 Mailing Reach

\*Figures from February 2023

# Dr Kershaw's Hospice Events

Each year the Hospice runs a full calendar of events, which appeal to a wide range of different audiences. From a climbing expedition to an afternoon tea there is something for everyone.

Event	Event Information
 <p data-bbox="169 633 571 689"><b>Strictly Dance</b></p>	<p data-bbox="863 465 1150 495"><b>Friday 17th March 2023</b></p> <p data-bbox="639 506 1382 696">Our Strictly Dance event returned with a night to remember—themed this year as the ‘Best of British’ to mark the Coronation of the King! We are thrilled that this event brought in an incredible £28,000 to support our patients and their loved ones. Watch this Space for Strictly 2024 in March next year!</p>
 <p data-bbox="169 891 571 947"><b>Saddleworth Three Peaks</b></p>	<p data-bbox="754 728 1289 757"><b>Sunday 14th May 2023, £22 entry per person</b></p> <p data-bbox="647 768 1401 920">The Saddleworth Three Peaks walk is a challenging hill walk in the Saddleworth Moors. This is a circular walk, starting and finishing at the same place. The total walking distance is approximately 15 miles/24km.</p>
 <p data-bbox="169 1167 571 1223"><b>Tandem Skydive</b></p>	<p data-bbox="679 1010 1417 1039"><b>Sunday 19th June &amp; Sunday 10th September, £270 per person</b></p> <p data-bbox="679 1050 1422 1202">Join Dr Kershaw's Tandem Skydive and experience the thrill of freefall from up to 15,000 ft. It's the adrenaline rush like no other. You will be in the very experienced hands of Skydive Northwest in Flookburgh.</p>
 <p data-bbox="169 1435 571 1491"><b>Rose to Remember</b></p>	<p data-bbox="839 1274 1209 1303"><b>Sunday 2nd July, free to attend</b></p> <p data-bbox="639 1314 1414 1426">Celebrate your loved ones with a rose that blooms forever. Dedicate a beautiful rose to remember your loved ones. All roses will be on display at our Rose to Remember Open Garden Day.</p>
 <p data-bbox="169 1704 571 1760"><b>Yorkshire Three Peaks</b></p>	<p data-bbox="770 1543 1241 1572"><b>Saturday 8th July, £38 entry per person</b></p> <p data-bbox="624 1583 1398 1736">The Yorkshire Three Peaks walk is a challenging, full day hill/mountain walk in the Yorkshire Dales. This is a circular walk, starting and finishing at Horton in Ribblesdale, and the total walking distance is approximately 24 miles.</p>
 <p data-bbox="169 1973 571 2029"><b>Summer Fayre</b></p>	<p data-bbox="866 1812 1182 1841"><b>Sunday 30th July, £1 entry</b></p> <p data-bbox="643 1852 1414 2004">Our Summer Fayre has returned! Come and join us at the Hospice for a family-friendly day of fun that's jam packed with exciting treats including food and craft stalls, music, face-painting and a bouncy castle!</p>

	<p><b>Saturday 19th August, £58 entry per person</b></p> <p>A journey along the coastline above the intertidal zone where you will find yourself scrambling along the rocky coastline close to the sea, exploring sea cliffs and caves, adventure swimming and cliff jumping.</p>
	<p><b>Friday 15th September, £200 per 4 player team</b></p> <p>An action-packed day where 22 teams compete to be crowned the Dr Kershaw's Cup Champions. Join us on an 18 hole course at Crompton and Royton Golf Club.</p>
	<p><b>Saturday 14th October, £32 entry per person</b></p> <p>Take part in the firewalk and overcome your self-limiting beliefs. Firewalking is the practice of walking barefoot on hot embers and is designed to help transform fear.</p>
	<p><b>Sunday 19th November, £1 entry</b></p> <p>Enjoy a festive afternoon with our annual Christmas Fayre! Taking place at the end of November both inside our Hospice and outside in our Christmas Marquee!</p>
	<p><b>Sunday 3rd December, free to attend</b></p> <p>Our special Light Up a Life service, takes place virtually and in-person at Dr Kershaw's Hospice every December. It's an opportunity to remember your loved ones whilst supporting your local hospice. Dedicate a light on our tree and remember your loved ones this festive period.</p>
	<p><b>Thursday 14th December, £5 entry</b></p> <p>Our Christmas Concert takes place every December at Oldham Parish Church. Get in the festive mood with readings and carols, and a performance from Dr Kershaw's Hospice Choir.</p>

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

- Sponsorship opportunities - from headline sponsor to programme adverts
- Donate raffle or 'money can't buy' auction prizes
- 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 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 well-being.

To start off simply, why not try...

- Casual Fridays
- Raffles
- In-office challenges
- Dr Kershaw's Hospice Lottery tickets
- 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 or your employees, whether it be helping to serve 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, to ensure a more loyal following and an increase in new consumers.



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

- A dedicated member of our Fundraising Team will keep in regular contact and send over any items of interest.
- Promotion through our social media channels, our website and the local press.
- If requested, and where possible, the Hospice will send a representative to your events.
- The data you provide us with, such as address details, will only be used by us and not passed on to any other companies or associations in compliance with Data Protection Laws.
- We will provide collection pots and buckets upon request.
- We will provide raffle prizes - subject to availability.
- We will promote your event (online if required).
- At the beginning of the partnership you will receive marketing materials. These will be provided by request according to our Brand Guidelines.



# "I Can't Thank the Hospice Enough for Caring for My Sister!"

**Our Clinical Team care for patients across the community on a daily basis, and do so much to support their loved ones too!**

**Here is a special story from Chrissy, about her sister, Liz...**

"My sister married Chris, a Community Hub Lead, over 23 years ago and together they had four beautiful children; James, Catherine, Emilie and Andrew. Liz had worked as a Learning Support Manager at Holy Cross College, Bury, since 2004.

My sister was an amazing lady; with a lovely laugh, she was loved by so many. She loved taking her dog for a walk, camping holidays with family and although she never considered herself to be a runner, she participated twice in the Oldham Hilly Half Marathon. For over 30 years Liz also organised trips to Lourdes ran by her church, St. Edwards RC Church.

As part of my wedding preparations, Liz came with me to shop for bridesmaid dresses, during which she became very tired. She booked a doctor's appointment and was sent for tests, where a tumour was discovered in her bile duct. Immediately, Liz was taken into hospital for a high-risk procedure with only a 50 / 50 chance of survival. Thankfully all went well and Liz returned home where she belonged, starting chemotherapy. Liz even managed to attend my wedding, which we were both thrilled about, as it had looked doubtful for a while.

Liz did recover initially, but in August 2020, we received the devastating news that her cancer had returned. Her health deteriorated and by January 2021, all treatment was withdrawn and she came under the care of Dr Kershaw's Hospice at Home Team and later, Caring Hands. The teams cared for Liz in such a way that they were not intrusive to our family. They supported us too, especially Liz's children, who never felt like they had to leave her side whilst her care was being provided.

What Liz really appreciated was the way the team made her feel like a 'normal' person despite her situation and she formed a close bond with them. They kept her fully informed of the care they would be providing at all times and Liz thought the staff were wonderful.

Following her diagnosis, Liz was determined to raise funds for Dr Kershaw's who had supported her so much, as well as '5K Your Way: Move against Cancer,' a charity that was specific for people suffering with cancer to promote their physical well-being. Before she died, Liz raised £6,000, part of which helped to set up the '5K Your Way' Oldham branch. Liz was thrilled that £5,160 of her fundraising supported Dr Kershaw's 'Furnish with Love – Give the Gift of Comfort' Appeal to provide furniture in the Hospice's family lounge for future patients and families to spend precious time together in. Liz's final act of generosity was to have all the donations made at her funeral to go to the Hospice."



Liz and her daughter, Catherine at the Park Run

**Your support means so much and will help others like Liz, now and in years to come!**



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

*A Patient's Family*

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#### **Fundraising Team**

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