

THE HOSPICE HERALD

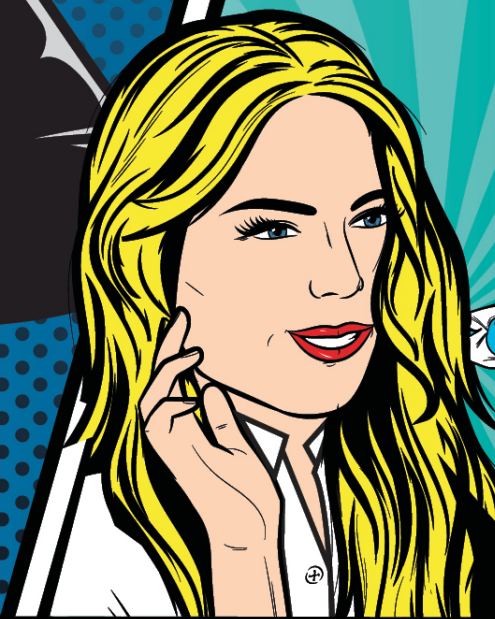
Cransley
Hospice



Registered Charity No. 1151018

BAMM

**A
“SUPER”
READ FOR ALL
OUR CORPORATE
HEROES**



NOT ALL HEROES WEAR CAPES

CELEBRATING ALL OUR INCREDIBLE BUSINESS PARTNERS

VOL. 2

SPRING 2021

(LIMITED) EDITION

WELCOME TO THE HOSPICE HERALD

Celebrating our incredible corporate heroes!

Don't miss out! Share the Hospice Herald with your team



HELLO AND THANK YOU!

Welcome 'Corporate Heroes' and thank you for joining us for this issue of the Hospice Herald!

Who would have thought over a year on that we would still be battling with the limitations of the pandemic?

Thankfully, with incredible support from local businesses we are still managing to keep soldiering on, delivering essential funding to help those needing support at the end of their lives in our local community.

We are truly humbled by all of the inspirational superstars that enable us to achieve our fundraising goals year on year, we hope that you'll enjoy reading about what they have been getting up to. If you're thinking of joining in on all the fun, please do get in touch as we'd love to hear from you!

Best wishes,

Rachel Herrick
Director of Income Generation and Communications



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MAKING FUNDRAISING GO FURTHER WITH MATCH FUNDING

Can your company support Cransley Hospice?

We often talk about our amazing Corporate Heroes helping us with their time and resources, but we know that – especially in these challenging times – perhaps you simply don't have the time to lend a hand. All is not lost!

Many larger organisations have schemes and grants that can help support the work of local charities, like us!



Last year, we were absolutely delighted to receive an email from an incredible supporter, Bridget Hadlow, who works at Autoglass Bodyrepair in Rushden – owned by parent company Belron.

An application had been made to the Belron charitable trust on behalf of Cransley Hospice and had been successful in securing a £5,000 grant! This incredible sum will pay for more than a whole days' worth of hospice care in North

Northamptonshire.

Or perhaps your company will agree to 'match fund' any donation you are able to raise?

When Flora Scott (pictured) moved to the area and wanted to help a local cause, she decided to run '10k a day for 10 days' in support of Cransley Hospice – raising a fantastic £3,080.93! What's more, her company, RWC Partners pledged to match fund her sponsorship "£2 for £1," donating a whopping £6,149.36 of matched funds.

But it doesn't even have to be on such a huge scale – getting your company to match fund the £100 you raise on a company bake-off makes the world of difference and we are truly grateful for all of the support we receive from Corporate Heroes large and small!

If you wish to get our advice and support on any grant applications or match funding, just reach out to our amazing Community FUNdraisers who will be more than happy to help!



No funds in the company coffers? Consider Payroll Giving!

Payroll Giving schemes are open to all UK employers. It means that you can donate straight from your pay cheque – before tax, directly to Cransley Hospice.

You don't need to think about your donation each month, you pay less tax and you help secure the future of hospice care in North Northamptonshire! It really is one of the easiest ways to donate.

★
My
darling
wife, my
amazing
Dad, beloved
Nanna, my loving
son, wonderful friend,
treasured Grandpa,
my dearly missed husband
my forever loved partner, our
brilliant brother, my special
Granny, our cherished sister, our
fantastic daughter, my dearest love
My Precious Dad, my true love, our special

TREE OF LIGHTS SHINES THANKS TO CORPORATE HEROES

After a very difficult year for fundraising, we were absolutely delighted to end 2020 on a high thanks to our virtual Tree of Lights campaign raising a phenomenal £27,223 for our hospice!

The outpouring of love shared in the dedications on the website from families, friends and colleagues remembering those who are no longer with us was incredibly moving. Almost 2,000 people tuned in

through YouTube or Facebook to watch the service live on the night and take comfort from the prayers, readings, and music before the tree was lit by The Mayor, Councillor James Burton.

We are so grateful, as always, for the fantastic support of T James Electrical, who ensured that the twinkling lights on the tree shone brightly until the twelfth night. A huge thank you must also go out to A-Teck, who enabled us to step up and capture the magic of the Tree of Lights via a virtual ceremony for the very first time. Despite the pandemic, these incredible Corporate Heroes ensured that the show went on!



BOSWORTHS SPREAD FESTIVE CHEER

Bosworths Garden Centre's 'Singing Reindeer' always raise a smile - and especially for Cransley Hospice, as they have kindly donated £2,000 of the donations received!



A BIG
THANK YOU
TO ALL OUR
CRANSLEY HEROES



HSBC Wellingborough Charity of the Year!

We were delighted when HSBC in Wellingborough chose Cransley Hospice as their 'Charity of the Year' in 2020 and raised

an incredible £3,571 from their fundraising!

What's more, when our Community Fundraising Manager Louise recently went to say 'thank you' the team explained that they are excited to continue their support of the hospice this year too! We're blown away by their generous support.

If your business is looking for a local charity to support, we'd love to hear from you! Just contact our friendly FUNdraising team and we'll be happy to talk through your plans.



GET
INVOLVED!

Become a Corporate Fundraising Hero: the benefits for your business

We are always incredibly grateful to receive such loyal and generous support from many local and national businesses. As well as strengthening existing relationships, we welcome the opportunity to work with new businesses and corporate supporters for the first time.

We believe that corporate partnerships can provide mutual benefit and offer so much more than just financial support.

We'll take the time to get to know you and your business supporting you to develop a tailored and engaging partnership plan. We can help you to raise your profile in the local community and motivate your staff to get involved too.

Whether it is a one-off fundraiser you are interested in holding, volunteering your time as a company to help at one of our events, taking part in a team challenge or even choosing us as your Charity of the Year, we are here to support you along your fundraising journey.

✓ **Achieve your corporate social responsibility objectives** by supporting a prominent & respected local charity.

✓ **Gain brand exposure** through regular local social media and press coverage of Hospice activities and event sponsorship.

✓ **Great team building opportunities** can be achieved by participating in fundraising activities and events - or why not sign up to one of our brilliant Challenge Events?

✓ **Donations don't have to be financial.** You can support us with 'Gifts in Kind': any goods or services you may have to offer are always gratefully received.

✓ **Volunteer your time:** your business will get priority contact for any volunteering opportunities that arise at the Hospice.

TEAM 'KGH' GETTING OUT OF PPE AND INTO THE MUD!

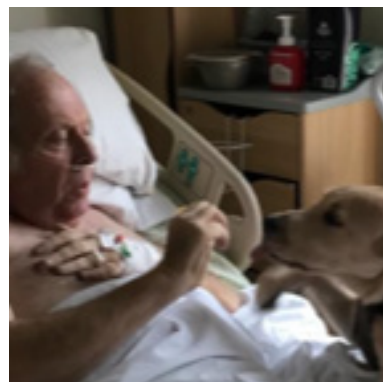


Deputy Sister Joane Lonsdale and her magnificent colleagues in the ICU at Kettering General Hospital have signed up to get muddy at the Mudnificent 7 in support of their friends and contemporaries at Cransley Hospice.

Like many on the frontline, it is being part of a team and their efforts to keep each other mentally strong, **seeking out positive things to look forward to in the future that is helping them to keep going.**

Cransley Hospice already has a special place in Jo's heart as she was once a student nurse at the hospice, but it was in 2019 when **Jo's Dad, Barry Lonsdale was admitted to the hospice that she experienced the very special care** of the team at Cransley from the other side.

Jo's Dad was taken ill very suddenly when he collapsed on 31st October 2019 and was admitted to hospital. Barry's



health was deteriorating quickly and **he was admitted to Cransley Hospice for rehab just three weeks later.** He was suffering from a spinal cord compression and a fracture in the neck as a result of tumours on his spine.

Jo recalls, **"Within just a day of him being admitted to the hospice the team had controlled the pain for him."** "He even got to enjoy Cider - the nurses would get it for him and give it to him on swabs because he couldn't swallow." "They even went out and got him ice cream when he wanted it." "He adored my puppy Hedley and they let me bring him in so that he could sit on the bed with him."

Jo's beloved Dad passed away at Cransley on the 28th of November 2019.

"At the end, he was so peaceful and the staff were amazing, not just with him but with my Mum and the

family too." "The way they cared made me so proud to be a nurse."

Jo's enthusiasm has inspired her teammates to sign up for the Mudnificent 7 on the 7th of August to raise money for Cransley Hospice. Many of whom also have links with the hospice.

"It has definitely lifted a mood on the unit thinking of an event to look forward to." "We want to be out of PPE and into that mud!" **"Our support is teamwork for all and to raise funds for a fantastic place."**

"There's a lot in the press about the hospitals but you don't hear anything about the hospices which is why I wanted to do something positive."

Many of the team will be covering their registration fees themselves so anything they fundraise will be for Cransley Hospice. **The team have already raised £1000 but need everyone's encouragement and support to help them get through this and reach their target of £3,000.** We wish them the best of luck in tackling this mudnificent challenge!

“
**THE WAY THEY
CARED MADE ME
SO PROUD TO BE
A NURSE.**

JO LONSDALE

If you read about Jo and her team and thought 'We could do that!' then we have just the challenge for you and your colleagues...



CHALLENGE EVENTS CALENDAR 2021

Walk the Cransley Way
April

Virtual Cycle for Cransley
13th June

Trek Hadrian's Wall
25th - 27th June

Sky Dive

3rd & 4th July

Cycle London to Paris

14th - 18th July

Mudnificent 7

7th August

Trek Snowdon at Night

7th - 8th August

Cycle Wales End to End

12th - 15th August

Great North Run

12th September

Trek Fest

18th September

Virtual VM London Marathon

3rd October

Visit our website to explore!
cransleyhospice.org.uk/events



THANK YOUR STAFF WITH THE CHANCE TO WIN BIG!

Are you looking to reward your team for all their hard work during the pandemic with a little bit of excitement? We have just the ticket!

'Your Hospice Lottery' holds weekly cash draws, where you can win one of 187 cash prizes - ranging from £10 - £1,000 plus a rollover of up to £25,000! Most importantly you will be supporting Cransley Hospice and helping us to continue providing vital care and support for patients and their families. It's a win-win situation!

What's more - 'Your Hospice Lottery' tickets are now available as one-off, single play

tickets! You've got to be in it to win it, so why not treat your team to their own ticket for a bit of Friday fun? Each ticket costs £1 per entry. All tickets need to be purchased before 9am on Thursday to be entered into the draw on a Friday.

Visit our Lottery webpage at www.cransleyhospice.org.uk/support-us/lottery to find out more.



We're incredibly grateful for any support given to us by our Corporate Heroes! Here's a round up of some of our recent donations.

Scott Bader for raising £518 from their Christmas raffle in lieu of Christmas cards!

Morrisons for raising £1,040 from their fantastic raffle!

Howdens Joinery branches in Wellingborough and Northampton for collectively raising £450!

VP Packaging for donating £1,500 in lieu of sending Christmas gifts to clients!

Red Fish Systems for raising £750 from various FUNdraising activities!

Nationwide for raising £298 from auctioning their Christmas hamper!

A N Patel Pharmacy for their annual donation of £105!

Active Support Service for raising £62 from their raffle!

DS Smith for their generous donation of £400 to our Tree of Lights campaign!

Belgrade Holdings for raising £100 through some fabulous FUNdraising!



SilverDisc support goes above and beyond for #GivingTuesday

We are very proud that local Digital Marketing agency, SilverDisc, continue to work with Cransley Hospice as an 'Official Charity Partner.'

Managing Director Alan Perkins and his team have been supporting Cransley Hospice since early 2019 - taking part in many of our events, as well as doing their own fundraising, including making homemade cards and hosting bake sales.

For #GivingTuesday on Tuesday 1st December 2020, the team dug deep and donated an incredible £1,100, in lieu of sending Christmas cards... and some very generous team members even donated their Christmas Bonus to us! Wow!



But that's not all! As a Google Premier Partner, SilverDisc not only fundraise for us, but they also support our Marketing team with their technical expertise and are currently advising on and managing our Google Ads, allowing us to reach new audiences in these very tricky times.

We couldn't be more grateful for their ongoing support and want to send a BIG THANK YOU to everyone at SilverDisc!

silverdisc



Great Bear Distribution take FUNdraising to a new level!

We are honoured to have been chosen by Great Bear Distribution as one of their charity partners, receiving a phenomenal

donation of £1,469.29 from all of their efforts!

Their enthusiastic fundraising has included dress down days, a 'bake off,' fancy dress themed days and a Christmas quiz. Thank you to the whole team for your support!

great bear
Part of the **culina group**
www.greatbear.co.uk

**Feeling inspired but
not sure where to
start?**

Contact our fabulous FUNdraising team for an informal chat about how you or your company can work together with Cransley Hospice to help local people in need of end of life care and support.

Louise Preedy
Community Fundraising Manager
louise.preedy@cransleyhospice.org.uk



**FOLLOW US ON OUR SOCIAL
CHANNELS!**



**A BIG
THANK YOU
TO ALL OUR
CRANSLEY HEROES**

WOW!!



Cransley 
Hospice

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info@cransleyhospice.org.uk

**THAT'S
ALL
FOLKS!**

www.cransleyhospice.org.uk