



Lindsey Lodge Corporate Handbook

Working in partnership with local businesses
to support us in providing our care



HOW CAN YOU HELP YOUR HOSPICE?

At Lindsey Lodge we have been providing high quality, specialist palliative care and wellbeing services to local people and families living with life limiting illnesses for over 28 years.

Our services are provided free of charge, but are not free of cost. In a year our running costs are £3.7 million. We rely on our community through fundraising efforts and retail to fund the majority of this.

While your support will help us to continue providing the care we do, it is a great way to fulfil your corporate social responsibility (CSR). Having a CSR programme will not only improve your organisations image but can also improve employee engagement.

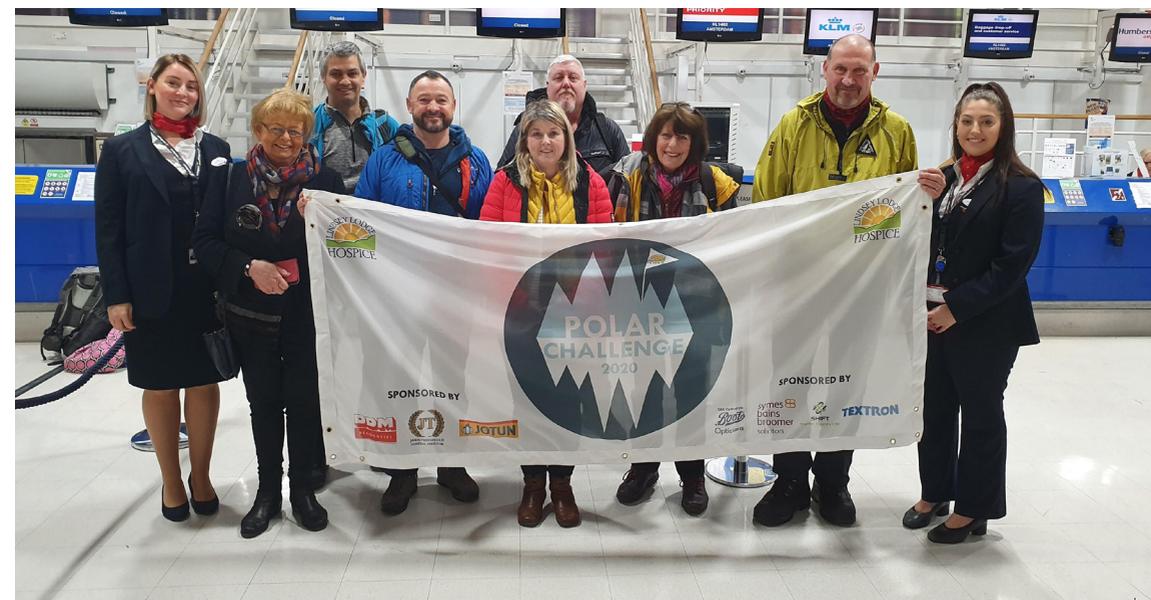
Within this booklet you will find all the options available for you to decide how you would like to support your hospice.

Limited availability remaining for 2022—For more information contact us on llh.corporate@nhs.net

- Sponsorship of our seven flagship events and campaigns to have your logo on all marketing in relation to the events
- Logo on any t-shirts and medals used at the flagship events
- VIP table of 8 to our Jingle Bell Ball
- Annual subscription to the LLH Business Club
- Regular promotion on our social media channels
- Logo on Hospice branded e-mail footers

Combined predicted earnings over all events/campaigns : £200,000

Combined reach through mail outs, leaflets and social media: 525,000+





We launched the Business Club in March 2019 and have since gained 23 members.

The Business Club offers local organisations the chance to be involved in a network of businesses that share the common interest of supporting their local hospice.

- Business Club catch-up events—subject to the current Covid guidelines
- Quarterly e-newsletter with feature opportunities
- License to use the exclusive Business Club logo to publicise your support for Lindsey Lodge
- Free use of our meeting rooms upon request
- Bespoke membership certificate
- Exclusive Business Club e-mail footer
- Details of your business support on the dedicated Business Club webpage with a hyperlink to your landing page
- Social media recognition and promotion throughout the year

£365 + VAT annual fee

BUSINESS CLUB

Our Elf Yourself event is teamed with Curly's Athletics to bring a family-focused 3k run which is followed by a 10k head torch trail run in the dark called Rudolph's Revenge for more serious athletes. This year, we're aiming for 1,000 participants on the day, as well as spectators and supporters.

The Elf Yourself event has multiple sponsorship opportunities to suit different budgets.

- Sponsor a station for £250 (+VAT) - five available (includes social media recognition)
- Be the sole t-shirt sponsor for £1,500 (+VAT) - Includes at least five social media posts
- Be the sole medal sponsor for £1,500 (+VAT) - Includes at least five social media posts

Reach through Lindsey Lodge social media: 60,000+

ELF YOURSELF RUN



HOSPICE HEROES



Can you sponsor our Hospice Heroes?

To better thank our supporters we launched Hospice Heroes. Any supporter that raises over £100 when they fundraise their own way is a Hospice Hero and will receive a medal for their achievement. Lindsey's Little Heroes (under 12's) will also receive a cape.

Your sponsorship will include your logo incorporated on the medal ribbon and on the Little Heroes cape, as well as being featured on the social media posts throughout the campaign.

The Hospice Heroes sponsor will feature on the Heroes Wall on our website. Hospice Heroes sponsorship is available from 2022.

£2,000 + VAT

CHRISTMAS SUPERDRAW

In 2020 we had our most successful Christmas Superdraw to date, raising over £28,000 for Lindsey Lodge.

With your help, we are aiming to continue growing the success of our Christmas Superdraw.

Your sponsorship includes:

- Your logo on Christmas Superdraw social media posts (reach of over 22,000)
- Your logo on the mail out that reaches 4,000 homes
- Your logo on each Superdraw ticket (112,000 tickets)
- A dedicated thank you during the draw and on our social media channels

£2,000 + VAT



LINDSEY LODGE QUIZ



While 2020 put a halt to our regular quiz nights, we're planning our biggest quiz yet and we'd like you to be a part of it! Your sponsorship will cover the cost of the outstanding prizes we will be offering and allow for all of the money raised to go directly towards patient care.

Your sponsorship includes:

- Your logo on all social media posts related to the Lindsey Lodge Quiz
- A dedicated thank you on the night
- A dedicated thank you on our social media channels after the event
- Discounted team entry price

£500 + VAT

Our wish list is a great way to support the hospice and see a tangible item that your donation pays for.

Our wish list is a way of sharing with our supporters the items that would help to provide extra comfort and support to our patients and their loved ones. Within our wish list are items that will help us to offset some of our day to day costs so that we can keep prioritising our funds directly for patient care.

If you would like access to our wish list please get in touch with our Corporate Team via:

llh.corporate@nhs.net

WISH LIST





Hospice Action week runs in the first week of October and we are encouraging as many organisations as possible to get involved!

We're calling on all organisations to pledge to sponsor, donate, volunteer or take on a challenge within Hospice Action Week. The following pages will give you plenty of ideas on what you could do within Hospice Action Week.

Go Yellow

Our Hospice Action Week runs alongside the national Hospice Care Week in which we ask you to wear yellow in support of your hospice. Can your workplace find a yellow outfit in one of the Lindsey's shops?

Sponsor a day of care

You can support the running costs of Lindsey Lodge for 24 hours within the Hospice Action Week for £500 (+VAT). In recognition of your day we will create a personalised certificate which will be on display in our reception on your chosen day and then be yours to keep. If you would like to share your story then we will feature this on our social media channels.

Sponsor a week of patient meals

You can support the cost of patient meals for Hospice Action Week for £150 (+VAT). In recognition of your sponsorship we will create a personalised certificate that will be on display in our restaurant and the be yours to keep. If you would like to share your story then we will feature this on our social media channels.

Lindsey Lodge Golf Day

Are you a keen golfer? Or maybe some of your colleagues are. Round up a team of four and take part in the Lindsey Lodge Golf Day.

Play the Lottery

An easy way to support your hospice is to play our lottery and encourage your workplace to get involved! For just £1 per week you can be in with the chance of winning £1,000 each week with a further 80 prizes of £10. You may even be in with the chance of winning up to a £10,000 rollover!

Quiz

Within Hospice Action Week we will be holding a Lindsey Lodge Quiz. Sign yourself up and ask your workplace to do the same!





HOSPICE ACTION WEEK

Car boot sale

We're holding our first car boot sale! You can support Lindsey Lodge simply by coming along with your team. Or you could encourage your team to volunteer to help on the day.

Volunteer

There are plenty of opportunities within Hospice Action Week to get involved and volunteer. You could be sorting through donations at our Retail Distribution Centre, helping out in one of our shops, getting your team involved in gardening at the Hospice, or you could be a marshal at our car boot sale.

Pledge

Pledge to raise money for Lindsey Lodge your own way during Hospice Action Week. Use our Fundraising A-Z Ideas to give you some inspiration on how to kick-start your fundraising, or come up with your own initiative.

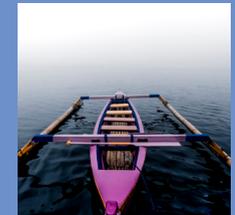
CHALLENGE WITH LINDSEY LODGE

Challenge with Lindsey Lodge provides a unique and fun team building opportunity for your workplace.

From jumping out of a plane, reaching peaks of mountains, walking across fire, tackling a survival weekend or uniting together to complete a month long fitness challenge—we have something to suit every team.

If you would like to know more about our Challenge with Lindsey Lodge options then please get in touch via: llh.challenges@nhs.net

10% off packages for 4+ people



A - Z OF FUNDRAISING IDEAS

a Abseil
Afternoon tea
Auction

b Bake Sale
Bingo
Bathe in a Bath of...
Book Sale
BBQ
Birthday Celebrations

c Car Wash
Cheese & wine night
Craft fair
Cricket Match Challenge
Events



l Ladies' lunch
Line dancing

m Marathon event
Match funding from your employer
Mini Olympics
Murder Mystery

n Name the teddy
Netball tournament
Non-uniform day

o Open Garden
Office party
Obstacle course



p Pamper day
Pancake day
Plant sale
Pop-up shop
Pub quiz

q Quiz night

d Darts Match
Dinner party/dance
Dog walk
Dress down day

e Eating competition
Eighties night
Egg hunt

f Fancy dress day
Film Night
Fashion show
Firewalk
Five-a-side tournament

r Race night
Raffle
Record breaker
Rowing challenge
Running challenge

s Sky Dive
Swear box
Silent disco
Sweep stake
Sports day
Shark Dive

t Talent show
Teddy bears picnic
Tennis tournament
Themed party

g Great North Run
Girls night in
Garden party
Guess the...
Games night
Golf day
Give something up

h Halloween party
Head shave

u University challenge
Unwanted gift sale

v Variety show
Vintage sale
Virtual Quiz

w Walk to work week
WingWalk
Wax it

i Ice skating
Indoor gaming tournament

j Jazz night
Jewellery making
Jumble sale

k Karaoke
Knit-a-thon

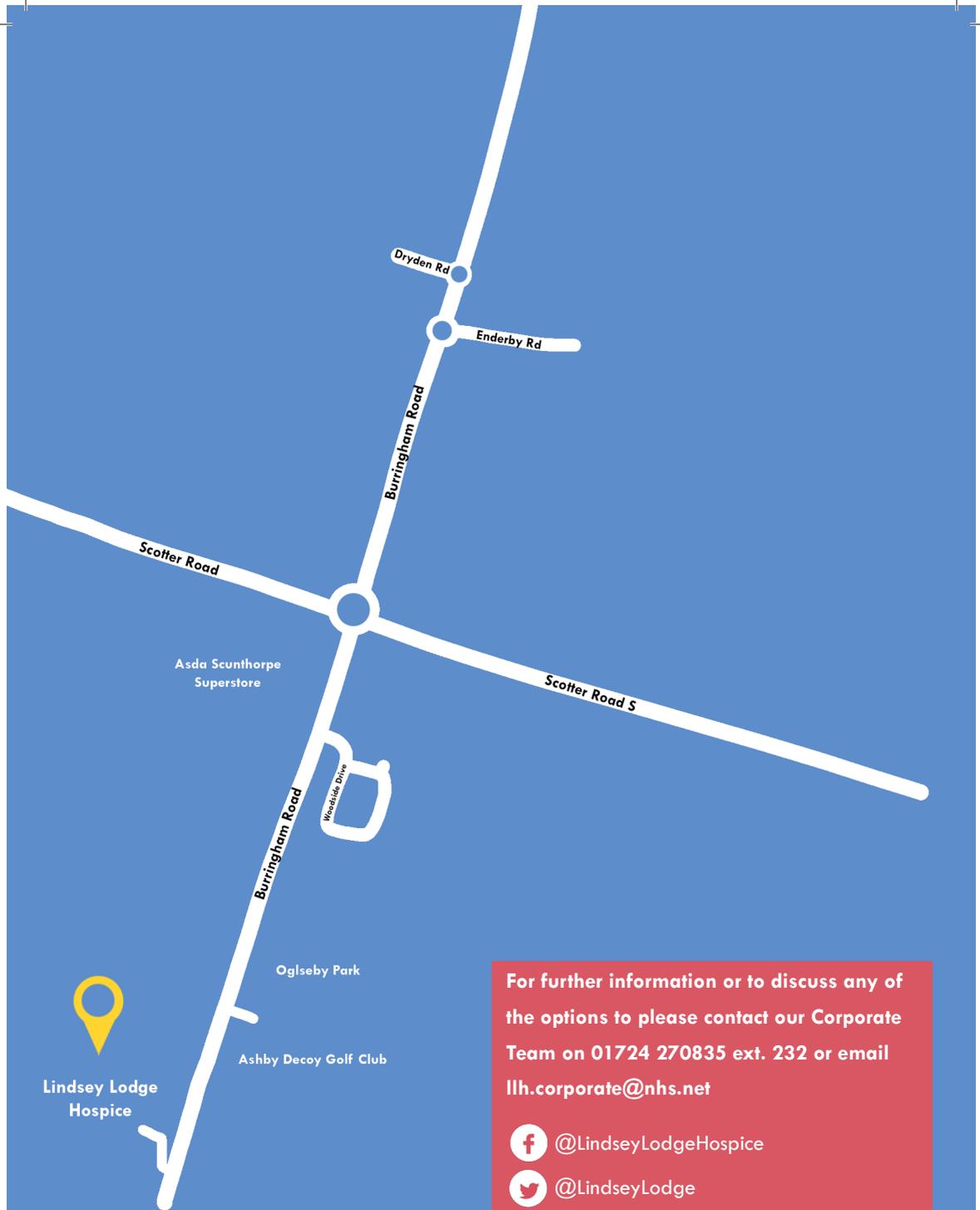
x X-factor competition

y Yogathon
Yorkshire Three Peaks

z Zip wire
Zumbathon



Ideas in pink text are bookable Lindsey Lodge events



For further information or to discuss any of the options to please contact our Corporate Team on 01724 270835 ext. 232 or email llh.corporate@nhs.net

 @LindseyLodgeHospice

 @LindseyLodge

 @LindseyLodgeHospiceNorthLincolnshire

 @LindseyLodgeHospice



Registered with
**FUNDRAISING
REGULATOR**

Charity Number 702871