

Your Corporate Fundraising Guide



Why choose North London Hospice as your charity partner?

We have been at the heart of the North London community since 1982, providing specialist end-of-life care to those facing life-limiting illness.

We also care for the family and friends of our patients too. Our mission is to provide the best of life, at the end of life, for everyone.

Our corporate partners play a vital role in supporting our work and services. We value each partnership, and work hard to ensure your journey with us is meaningful and successful for all.

As our charity partner, there are many ways to support North London Hospice – from staff fundraisers and annual donations to volunteering and event sponsorship. However you decide to support us, we will be there to support your endeavours, provide updates on the impact of your support and promote our partnership and your fundraising initiatives through our varied communication channels.

It's thanks to organisations like yours that we are able to continue providing our highly skilled and compassionate palliative and end-of life care to more than 3,500 people each year in the boroughs of Barnet, Enfield and Haringey.

The following pages will give you tips and advice on how to make the most of our partnership.



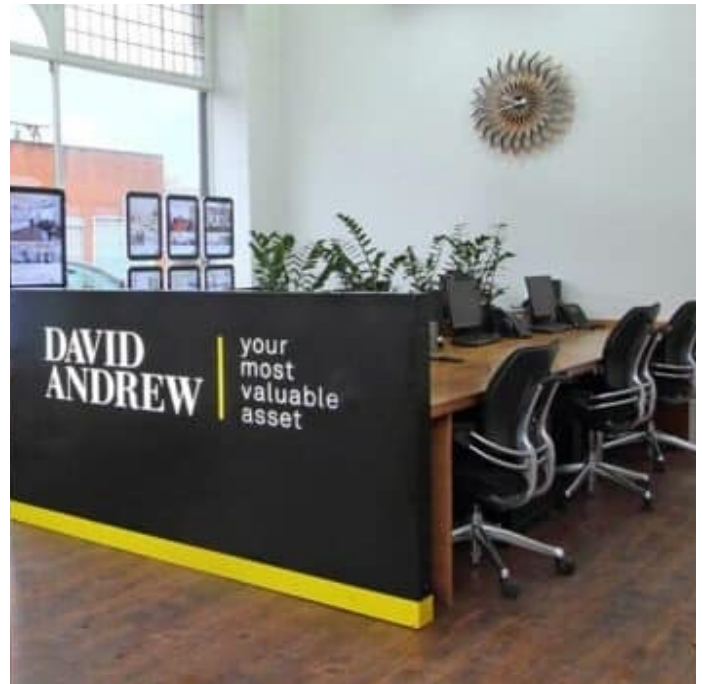


Corporate fundraising successes to inspire you!

David Andrew – North London based Estate Agent

In October 2022, David Andrew launched a new initiative to support North London Hospice. This independently owned North London based estate agent was established in 1994 and has a network of four offices. To help with fundraising for end-of-life patient care, David Andrew Estate Agents have offered to donate to North London Hospice 10% of any fee they receive via an instruction from any staff members or supporters of the Hospice.

The generous pledge was introduced after David Andrew Marketing Manager Gina Barclay, experienced the care the hospice provides, when her mum was supported at home by our Haringey community nursing team. "My family experienced first-hand what a vital role the hospice plays in providing end-of-life care to patients and the compassionate support they offer - which is why David Andrew approached North London Hospice with an offer to help raise much needed funds for an incredible and well-deserving charity," said Gina.



If you are thinking of selling or renting your property and would like further information about this promotion, please call David on **020 7619 3750** or email david@davidandrew.co.uk



Toolans, North Finchley

"We are only too happy to help in any way possible in raising funds as a small token of our appreciation for all that you do for everybody within your care. You are without doubt a wonderful and marvellous organisation for the people in the community."



SGN Retail is an independently owned petrol forecourt operator trading across the UK from over 100 sites.

Running local service stations around the UK throughout and after the pandemic, SGN Retail were aware of the stresses and strains on their communities and decided to try to make a difference. In 2021 they launched their "Working with our Community" campaign and partnered with around 30 local hospices in the UK, including North London Hospice.

- Customers can use their sites to donate personally.
- Customers can 'Round-up' any purchase to the nearest £ - or more.
- SGN Retail donate 50p for every sale of a Car Wash, Adblue, Screen Wash and RBT Hand Sanitiser.
- At participating Texaco Star Rewards sites consumers can donate their reward points. That's matched by SGN Retail, delivering a 2p per litre donation to us.
- All hospice staff and volunteers receive a 2p per litre discount off their fuel purchases.

Since 2021, SGN Retail has raised over £32,000 for us, to help provide essential end-of-life care to people throughout Barnet, Enfield and Haringey.



"At HSBC North London Market group we pride ourselves on being at the heart of our local community, offering help and support whenever we can. We are especially proud of our tradition of getting involved in volunteering opportunities.

North London Hospice came to our attention through one of our valued colleagues. Her husband was diagnosed with cancer and was cared for by the hospice before he tragically passed away. The amazing care he received, and the tremendous support that the hospice staff gave to the family, made a lasting impression on our colleague. This made us want to help North London Hospice continue to provide this essential service to others at their time of greatest need.

When we heard about the Big Fun Walk, we knew it was an excellent opportunity for our staff to get involved in this fundraising event. As the principle corporate sponsor, we were able to get staff involved in both completing the walk and helping to steward the event. This was great for team-building, giving us a chance to have fun outside of our normal working environment, whilst raising valuable funds for a worthy cause. The feedback from everyone involved was really positive, and our colleagues were so proud that they were able to help such a wonderful charity, and in turn give something back to our local community".

Since 2022 HSBC have raised over £17,000 for North London Hospice through sponsorship, staff fundraising and matched giving from Big Fun Walk.

Corporate Fundraising inspiration

Whether you're after an active or social fundraiser, we have plenty of ideas to suit your needs.

In the office:

Straightforward, guaranteed to go down well with your colleagues and you don't even need to leave your building!

- Bake sale
- Raffle
- Fancy dress
- Sweep stake
- Nomination challenges – sponge the directors?
- Give up something you love
- Birthday donation collections

Extreme:

We can help you plan for these activities, just get in touch with your North London Hospice Fundraising Manager.

- Skydiving, bungee jumping
- Marathons and ultramarathons
- Endurance challenges

Get active:

Set a distance you want to reach, perhaps the distance between all three of our boroughs. Form teams and race the distance over an agreed timeframe.

- Walking, hiking, running
- Swimming, rowing, boating, surfing
- Sports tournament
- Or do it at your gym on static bikes, rowing machines or treadmills

Other venues:

Invite your clients, friends, and family to make this a night to remember!

- Charity gig
- Talent night
- Open mic night
- Comedy night
- Cocktail evening

Sponsor one of our events:

We have plenty of sponsorship opportunities at our events – please do get in touch if any of the below are of interest.

- Big Fun Craft sponsorship
- Big Fun Walk or our new event, Big Fun Run
- Donate goodies to one of our events - perhaps food, drinks, vans or your venue space

Get in touch with the Community Fundraising Team for details on sponsorship packages.





Other ways you can support us:

We'd love to chat to you about other ways you can support our work – below are just a few ideas:

- Become a hospice volunteer, this might include volunteering at one of our North London Hospice shops
- Join our Compassionate Neighbours scheme
- Join our Ambassador network scheme as a fundraising event volunteer

Paying it in!

The simplest way to ask collect donations is to set up an online donation page and ask for sponsorship.

Complete the following steps and you'll hit your target in no time.

- Go to JustGiving, select North London Hospice as your chosen charity
- Follow the instructions to set up your page
- Choose your fundraising target, page title and team member. Make sure you personalise with a photo of you, your motivations for doing your fundraising and your fundraising target.
- Tell people why you are fundraising for North London Hospice and how their donation can make a difference to people's lives.
- Once your page is set up, share it widely! Post the link on social media, write it on posters in the office, share it in emails with friends. You get the idea! We advise you to ask those generous sponsors to donate first to encourage others to donate high!

We want to say a big thank you! We would not be able to continue to provide essential end-of-life care to people throughout Barnet, Enfield, and Haringey without supporters like you helping us. If you'd prefer to donate to us in a different way, please choose an option below:

Cash - You are very welcome to pop in from Monday to Friday, 9am-5pm.

Send a cheque to our office - Donations can be made payable to North London Hospice and sent to 47 Woodside Avenue, London, N12 8TT.

Pay directly into our bank account - Please contact us directly to ask for bank account details.

Pay by credit or debit card - Either online [northlondonhospice.org/support-us/donate/](https://www.northlondonhospice.org/support-us/donate/) or over the phone on 020 8446 2288. Please always include your company name as a reference so we know who to thank!

If you have any questions do not hesitate to contact fundraising@northlondonhospice.co.uk for advice on how to pay your money in to us.



Thank you!

We'd like to say a huge thank you and good luck with your company fundraising. Your support makes our work possible.

Once you know how you'd like to support us, drop us an email or call us. We'd love to help in any way we can - from discussing how to plan a fundraiser to guidance on setting up an online giving page. We are based at North London Hospice's Head Office in Finchley – so if you live or work nearby, do not hesitate to give us a call about scheduling a visit!

Fundraising Team

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47 Woodside Avenue, London, N12 8TT

Email: fundraising@northlondonhospice.co.uk
Telephone: 020 8446 2288

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Company Registration No: 01654807 (England and Wales)