



primrose
hospice

Care Compassion Community



Working together to make a difference

A guide to Corporate Fundraising for
Primrose Hospice & Family Support Centre

About Primrose Hospice

At Primrose Hospice we are honoured to be able to support patients with life-limiting illnesses and families, providing them with the care and support they need during difficult times. Primrose Hospice is an independent charity and relies heavily on support from the local community. We have to raise over £1.95 million each year to continue to provide our services free of charge for all patients and families.

By working with Primrose Hospice you will be supporting a critical local charity in their work for the community.

"If it wasn't for the staff at the Day Hospice my mental and general physical health would be a lot worse. I feel I can talk about anything and get the advice I need."

"My husband attending Day Hospice has made such a difference to both of us, it has allowed me time to exercise and have downtime, which really helps"



Your support could... provide wellbeing sessions aimed at promoting individual's physical, psychological, emotional and spiritual wellbeing, helping to combat loneliness and isolation.

Your support could... help patients, carers and bereaved adults and children access counselling and therapy from our highly trained team of staff and volunteer counsellors.



Your support could... enable patients living with life-limiting illnesses such as palliative heart failure, lung conditions, cancer, and neurological conditions to attend our Day Hospice.



Benefits of working with Primrose Hospice

We can help:

- ♥ Support your CSR objectives.
- ♥ Help define your corporate identity - How your company contributes to the community can be the cornerstone of its brand, demonstrating their ethics and trustworthiness.
- ♥ Boost Staff morale – Fundraising and volunteering with colleagues builds moral through the positive experience of giving back.
- ♥ Raise your profile – Take advantage of PR opportunities demonstrating to clients, customers and business partners that your organisation and its leadership team are dedicated to charitable causes.
- ♥ Provide joint branding and sponsorship opportunities.

“I can't praise the wonderful people of Primrose enough and the services they provide. My wife found great friendship and solace there during her illness and they have helped me and my children massively since she passed. They really care!”

Did you know...

There can be financial benefits for you too. Companies can claim tax relief and pay less corporation tax as a result of their charitable giving.





What can you do?

There are so many great ways to support Primrose Hospice at work. We have included a few ideas below, but you may have some unique ideas of your own. Every company is different, so it's a good idea to think about what suits you and your team.

- ♥ **Charity of the Year** – Work with us by taking on a year of fundraising, choose from some of the ideas below or get creative to reach your fundraising target for the year.
- ♥ **Payroll Giving** – The Payroll Giving scheme enables you to donate regularly from your gross pay or pension to charities of your choice. The donations are taken before income tax is applied, making it a tax-effective way to give.
- ♥ **Sponsorship & Events** - We host a range of exciting fundraising events throughout the year which your business can take part in or even sponsor.
- ♥ **Challenge Events** – One of the most popular ways to support Primrose Hospice is to take on a challenge. We have a range of exhilarating challenges from wing walks, to marathons, to climbing the highest peaks, to name but a few.
- ♥ **Gifts In Kind** – Do you have a skill or resource we need that you would be willing to share?
- ♥ **Volunteering** - We have some great opportunities for employees to volunteer with us, including gardening, hospice maintenance or supporting at our events.

Let's get together!

If you would like to support Primrose Hospice we would love to hear from you. Lets work together sharing ideas tools and resources you will need to help ensure your fundraising is a huge success.

**Call the Fundraising Team for a chat,
drop us an email, or pop in and see us**

T: 01527 871051

E: events@primrosehospice.org

Primrose Hospice & Family Support Centre

St. Godwalds Road, Bromsgrove, B60 3BW



Charity number 700272



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