

THE FOREVER FRIENDS APPEAL

Corporates Who Care - What Can You Do?

There are many different ways that a company can support The Forever Friends Appeal. Here are some proposals, but you may have some of your own – we'd love to hear them!

Corporate Sponsorship or Charitable Donation – Your company might wish to support a specific department, piece of equipment or area of the hospital. In return we can acknowledge your support in the local media and there are opportunities for branding ranging from the 'naming' of a complete department or building, to plaques by individual items of equipment. Our 'naming' opportunities, e.g. 'The Bloggs PLC Children's Emergency Department' can be achieved with prominent corporate logos. You can also boost a charitable donation through the **Gift Aid Scheme**.

Adopt us as your 'Charity of the Year' – nominate the Appeal to benefit from any charity activity over the course of a year. You can undertake a range of fundraising ideas that will result in a huge impact in terms of the funds raised as well as ensuring that the staff feel like The Forever Friends Appeal is *their* charity. We can offer advice and support literature as well as providing you with our logo to use on any promotional print that you produce. We also have posters, stickers, balloons and merchandise available.

Company Events - You could organise an event involving members of staff, customers, clients and the general public. It can be as big or as small as you wish and the Appeal can help you organise your event and secure media coverage. If you would prefer to organise a small event with just staff you could incorporate a team building exercise with a pro-active outcome to benefit team work within the company.

Appeal Led Events - The Forever Friends Appeal has a programme of events which take place throughout the year, offering sponsorship and joint promotional opportunities. In return we can display your branding in a variety of ways – posters, correspondence, T-shirts and other merchandise, stage dressing etc. Your business name could be incorporated into an event title and will be promoted in relevant media publicity. Your staff could also take part in these events helping to raise sponsorship.



RUH & MOGERS CORPORATE CHALLENGE TEAMS
AT THE BATH HALF MARATHON

Small Business Sponsor Scheme – Join our Scheme which is specifically suited to smaller companies who are not in the position to donate larger sums of money to buy a piece of equipment outright. A donation of between £250-£500 from each of ten companies can buy a substantial piece of equipment or resource when clubbed together. Benefits include media coverage and a glass plaque incorporating the logos of the companies involved in sponsoring the equipment mounted in a prominent location within the respective ward, unit or department.

Recycling - no business or company can work without a computer in this electronic age, but what do we do with those old cartridges from our printers – re-cycle them! Register with **Envirocare** who will re-cycle all types of old cartridges as well as mobile phones and make a donation to the Appeal for each one received. Call **Envirocare** on 07000 244233 mentioning 'The Forever Friends Appeal', or contact us for a registration form.

Corporate Christmas Cards – the Appeal produces corporate cards in association with the Kingsmead Card Collection. These can be personalised with your own corporate message for your Company's use. A special design showing a Bath 'winter scene' is commissioned each year. Minimum order 50 cards. Please contact the Appeal office or Kingsmead Cards direct quoting 'The Forever Friends Appeal' on 01372 459579, or www.kingsmeadcards.co.uk/foreverfriendsappeal.

Give As You Earn – The Appeal is currently in discussion with Payroll Giving Agencies regarding the active promotion of The Forever Friends Appeal to employees in West Country companies. If your staff might be interested in donating in this way, please contact us.

Match Funding – you might want to encourage your staff's fundraising efforts by offering them a matched funding scheme where the company can match every point raised. This can double the amount raised whilst boosting the efforts of your staff, ensuring a team effort.

What can we do for you?

Working in partnership with a charity creates a positive perception for a company throughout the community. In 2002/3 - 53,000 patients used A&E; there were 24,000 emergency admissions; 31,000 elective inpatients/day cases; and 250,000 outpatient attendances. With so many patients, families, friends and colleagues visiting the hospital's 700 beds and 3400 staff, a link with The Forever Friends Appeal as a *Corporate Who Cares* has many benefits:

Publicity - all of these opportunities will generate excellent publicity. The Appeal works closely with, and is well supported by, the local media. We actively encourage photo opportunities and press releases to not only promote the Appeal, but to also ensure that the event works for your company and provides you with maximum publicity / promotion.

Branding – through supporting a specific piece of equipment or area of the hospital we can display your logo on equipment or in departments. We can also include your logo on any print with messages about your company where possible.

Departmental visits - we arrange visits to the department or unit(s) in which you are involved, giving you the opportunity to meet the staff and understand the need for the equipment, and when and how it will be used.

Receptions to thank major donors - are held on a regular basis and an invitation will be extended to say 'thank you' from the Royal United Hospital as well as the Appeal.

Newsletter - our regular newsletter is read by thousands, and your company will be acknowledged for its support. This is also a sponsorship opportunity.

Corporate support can be general or directed to specific areas of work, pieces of equipment or facilities in the hospital building. Every supporter of the Appeal will be acknowledged on a specially commissioned 'roll of honour' situated within the new hospital building.

If you would like more information on involving your company, please contact us. We would also welcome any ideas you have. The Appeal appreciates the support of its donors and is pleased to keep you up-to-date with all activities to ensure you feel part of a very successful fundraising campaign.