

# Harrogate Hospital & Community Charity Corporate Partnership Opportunities



How we can work together and  
make a difference



Tel: 01423 557408

Email: [hdfc.hhcc@nhs.net](mailto:hdfc.hhcc@nhs.net)

YOUR SUPPORT

YOUR IMPACT

YOUR NHS



*Sammy Lambert  
Business Development,  
Charity and Volunteer  
Manager*



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## Hello and Welcome

I would like to thank you for taking the time to browse our Harrogate Hospital & Community Charity (HHCC) Corporate Partnership Opportunities Booklet.

Becoming a Corporate Partner ensures you have the opportunity to make life changing differences to NHS colleagues, patients and their families. Money raised for HHCC funds specialist equipment, training and services, going above and beyond the provision of the NHS to help enhance treatment and facilities for all departments and services across Harrogate and District NHS Foundation Trust (HDFT).

The HHCC and Volunteer Team are so excited at the prospect of working with you, your colleagues and your business. There are many ways we can work together to support your local NHS and reap the benefits for your employees and fulfil your business' social responsibility needs.

By working with us, your business will directly benefit patients, service users and staff at HDFT. You will help meet your corporate and social responsibility needs. Whether you provide one-off support or a long-term partnership, you will enable your employees, clients and customers to directly understand how their support makes a difference to your local NHS.

All money raised is utilised where the need is greatest and helps improve patient care and the environment in our hospital and community. You will make a positive impact on your local NHS. With your support, we will be able to make a difference to our colleagues, patients and their families.

The impact your teams will have as individuals, employees and as a business as a whole will be phenomenal and together we can achieve so much more.



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*Words can never say how much I appreciate what our NHS staff do for us, but a huge thank you to everybody for looking after us all.*



## Annual Corporate Partnership

We offer Annual Corporate Partnership packages although we are happy to adapt these to suit your business' specific needs. If you wish to discuss this further, please get in touch.



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## Annual Corporate Partnership Packages

### Premium Partnership Package — £10,000 pa

- Dedicated HHCC and Volunteer Team Relationship Manager
- Your Company Logo featured on the HHCC website and quarterly newsletter
- Two Corporate Volunteer Days
- Three Social Media\* promotional posts a month, including a link to your website
- Five free places for two of our events
- Opportunity to develop sponsored merchandise
- Discount on our events for your colleagues

### Standard Partnership Package — £5,000 pa

- Dedicated HHCC and Volunteer Team Relationship Manager
- Your Company Logo featured on the HHCC website and quarterly Newsletter
- One Corporate Volunteer Day
- Two Social Media\* promotional posts a month

### Essential Partnership Package — £1,000 pa

- Dedicated HHCC and Volunteer Team Relationship Manager
- Your Company Logo featured on the HHCC website
- One Social Media\* promotional post a month

\* Social media channels can include: Twitter, Facebook, Instagram and LinkedIn

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## Event Sponsorship Packages

### Platinum Event Package — £5,000

- Main Event Sponsor “In association with”
- Your Large Logo on the main event banner
- Four premium event tickets
- Six Social Media\* promotions and link to business
- Full page advertisement in the A4 Event programme and Corporate Partner’s half page introduction to the event (inside the programme)
- Logo in prominent position on event flyers, programmes, posters, banners and the website
- VIP treatment—meet and greet with invitations for your staff to attend exclusive drinks reception at the event
- Distribution of promotional material to all event attendees and guests
- Free memorabilia photo

### Gold Event Package — £2,500

- Your Large Logo added to main event banner
- Two premium event tickets
- Four Social Media\* promotions with business link
- Half page advertisement in the A4 Event programme
- Logo included on the flyers, programmes, posters, banners and the website
- Attendance for two of your staff at the exclusive drinks reception

### Silver Event Package — £1,000

- Logo added to main event banner
- Two standard tickets to the event
- Social Media\* promotion and link
- Quarter page advertisement in the A4 Event programme
- Attendance for two of your staff at the exclusive drinks reception

### Bronze Event Package — £500

- Logo added to main show banner
- Two standard event tickets
- Social Media\* promotion and link
- Logo in the A4 Event programme

## Event Sponsorship

We offer a number of standard event sponsorship packages, although we are happy to adapt these to suit your specific needs. If you wish to discuss how to become an event sponsor, please get in touch.



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## other ways we can work together



*We were delighted to help keep the incredible NHS workers and patients at Harrogate Hospital hydrated during the pandemic. As a local business, it's so important we show our support for the vital work that you do for the local community. We are forever grateful to you all.*



### Charity of the Year

Choosing on HHCC as your Charity of the Year is a fantastic way to support your local NHS, bring your staff together and raise vital funds which make life changing differences. Throughout the year, the HHCC Team are here to help, providing fundraising advice and support to help your organisation get the most out of your fundraising.

### Payroll Giving

This is a quick and simple way your staff can donate to HHCC. Set up a Payroll Giving Scheme whereby your staff will directly donate to HHCC from their pay before tax is deducted. This will boost your employees morale as they have a feeling of 'giving back'. This may be a £5, £10 or £20 contribution from their monthly salary which will directly benefit staff, patients and their families at HDFT.

### Group Challenge Events

Group Challenge Events are a way of raising money for HHCC and a way of improving team building skills. This can be through large national events including marathons, 'Total Warrior', triathlons, to quiz nights and team competitions.

### Matched Fundraising

Support your employee's fundraising efforts by matching the money they raise. This will motivate your staff, boost staff morale and demonstrate your organisation's support to your employees and to your local NHS.

### Sales

Support HHCC directly through your sales. This is a simple way of donating, it can help increase profits and develop brand awareness.

### Amazon Smile

Amazon Smile raises money without any cost to your business or employees. When your business or employees shop with Amazon Smile they donate 0.5% of the purchase price of eligible products to us! Just choose HHCC as your chosen charity and shop through: <https://smile.amazon.co.uk/>



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## Mr Holt's story

Mr Holt required surgery following a cancer diagnosis. Mr Holt stayed in Hospital for a short while, he said, "Ten out of ten, the nurses were efficient, kind and personally committed."

The care and treatment Mr Holt received made a huge difference to Mr Holt's life. Consequently, Mr Holt kindly decided he wanted to contribute to the cost of his life saving treatment. This operation cost a total of £47,000. Mr Holt said, "It has all been free! What more could one ask?" Mr Holt provided an extremely generous donation of £10,000 with the addition of Gift Aid and said "I am delighted to be able to give something back."

Thank you so much to Mr Holt for donating this substantial donation as a contribution to the cost of the operation to the NHS. Mr Holt's generosity will have a lasting impact to services at HDFT. Thank you!

*(To protect Mr Holt's confidentiality, we have changed his name)*

## Refurbishment of the Intensive Care Unit (ICU) at Harrogate District Hospital

Thanks to the wonderful supporters and fundraisers of HHCC, we were able to contribute to the cost of the refurbishment of our ICU. This includes amazing mood lighting technology which enables patients to receive care in a relaxing environment. Brand new imaged ceiling panels to give patients a sense of the outside sky, this not only benefits patients during an extremely challenging time, but this insightful addition to ICU has improved the working environment and boosts the mood of staff working on the unit.

A really nice touch to the newly refurbished ICU is the addition of a pull down bed for visitors to sleep on if they wish to stay the night, so they are close to their loved ones during a really difficult time. One visitor said, "It's amazing and feels like a hotel."



The difference you can make



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“ Thank you to all the NHS staff, you are doing an amazing job. I wouldn't be here if it wasn't for you ”

## Benefits for your company

We greatly value the generosity of our corporate supporters and we are always looking for ways to create further relationships with regional and national businesses. A corporate partnership with HHCC can not only make a difference to HDFT but also make a difference to your company:

- Fulfilling your business' social responsibility to support a local charity and your local NHS
- Developing your business' brand recognition and reputation
- Improving your networking and marketing opportunities
- Developing your knowledge and exposure to the charity and healthcare sector
- Boosting office morale amongst your colleagues
- Enhancing team work within and between teams
- Encouraging team building across your company
- Improving public relations with Media Outlets and the Public
- Enhancing the health and wellbeing of your colleagues
- Boosting sales by offering a percentage to HHCC

## Supporting your NHS

Many of your colleagues, employees, friends and family will have received support from the NHS. Being a patient or needing to use any NHS service can often be a scary and a difficult time no matter who you are. With your support we are able to provide patients with a little bit of extra comfort and reassurance when facing some of these challenging and difficult times.

By building a Corporate Partnership with HHCC, you will be supporting your local NHS and your business will make a big difference and bring hope and sparkle where it is needed most. Below are examples of how your support will make a difference:

Equipment	Environment	Services
<ul style="list-style-type: none"> <li>• £30 For a home birthing pool</li> <li>• £700 Supports ten Apnoea Alarms for children and young people to monitor sleeping</li> <li>• £2,000 To enhance Emergency Department Trolleys</li> </ul>	<ul style="list-style-type: none"> <li>• £50 Supports a Dementia Memory Box to enhance familiarity and comfort</li> <li>• £100 To enhance a relaxing garden space for staff, patients and visitors</li> <li>• £560 Smart TV for patients side rooms</li> </ul>	<ul style="list-style-type: none"> <li>• £10 Towards our inpatient DVD library</li> <li>• £200 For a tablet device for inpatients to keep in touch with loved ones</li> <li>• £500 Support our Befriending Service</li> </ul>



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# Thank you from the HHCC and Volunteer Team!

With your organisation's support, you can make a difference to patients and their families lives across HDFT. You can help enhance service delivery, improve training opportunities and help improve the patient experience and environment here at HDFT.

The money you and your colleagues raise will fund specialist equipment, training and services, going above and beyond the provision of the NHS.

With your support, funds raised make a difference where the need is greatest. It does not take much to make a life changing difference to our patients and their families.

Thank you for considering to support your local NHS. If you would like to discuss any corporate fundraising opportunities, please get in touch — the HHCC and Volunteer Team are here to help.



## Your HHCC and Volunteer Team

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**6,420** 

Between April - October 2020 our volunteers made an exceptional contribution during challenging times contributing 6,420 hours of their own time.

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**300+**

Activity packs provided by HHCC to patients which improved wellbeing.



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**3,000**

Scrubs made by our community for frontline NHS colleagues.



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