



# Better Together

Making the ending matter for the lives of local families



## What does it mean to be a Better Together Business Partner?

As a North Devon Hospice Better Together business partner, your business will have an impact on local families' lives. But, we can also have an impact on your team and make a real difference to your business.

North Devon Hospice cares for local families affected by a life limiting illness. We provide specialist care and support to patients facing illnesses like cancer, Motor Neurone Disease, heart failure and more. Plus we support the whole family, for as long as it takes. But we can only care for local families, thanks to you. The business community is a vital source of support for North Devon Hospice.

Together, as a network, we can ensure that the future of the hospice and our care and services are protected for our local community. We will ensure our relationship is mutually beneficial and show you first hand where your support makes a difference on the ground, every single day.



## What your support means

"The wonderful care and compassion empathy shown to both mum and the rest of the family make our dark days a little more bearable."

Family member

"When we were at the hospice all the worry was taken away from us. They looked after me and the boys as much as they looked after my husband. As soon as we arrived it felt like home."

Wife of a patient



8,641

visits to patient homes

2,762

patients and their loved ones cared for across North Devon

12,887

calls to patients and their loved ones

## Why Partner with us?

We believe in developing long term, mutually beneficial relationships, with businesses who share our key values and support our mission. With any business partnership we promise to give you:

- Opportunities to enhance staff morale and emotional wellbeing
- A high calibre and professional partnership giving you confidence to work with us
- Great PR opportunities, helping to raise the visibility of your company across North Devon
- A suite of promotional materials to showcase your role as a charity partner
- Regular reporting on the impact your business is having to share with your business and stakeholders
- Access to a supportive and diverse network of other local businesses

However you choose to partner with us, you will be making a real difference to the local families we are caring for right now and into the future. We can only care, because you do too.

**We are better together.**

## What partnership opportunities do we offer?

There are four main ways that we can work together to raise your profile, boost staff morale and increase engagement in your business and its activities. Our support packages give you a flavour of the benefits you could receive, but are by no means exhaustive. Which opportunity is right for you will depend on your key objectives and what you wish to receive from the partnership.

We're keen to tailor each package to your key objectives and look forward to working closely with you to achieve this. We pride ourselves on working a little differently and are always searching for new creative and innovative opportunities.



**CHARITY  
PARTNERSHIP**

**SPONSOR  
A NURSE**

**CAUSE  
RELATED  
MARKETING**

**EVENT  
SPONSORSHIP**



## **Charity Partnership** (For a year or longer)

One of our most popular methods of support; it offers the chance to get involved in all areas of the hospice. This is a unique opportunity to work with a local and highly respected charity to raise your profile whilst engaging and motivating staff. We will work closely with you to develop a fundraising programme which will appeal to a range of interests. For those who wish to take ownership of fundraising activities, take part in hospice run events or challenges or even volunteer their time and skills.

### **Take part in a hospice event or organise your own**

Be it taking part in one of our many hospice organised events and challenges or organising one of your own, this is a great way to engage staff and promote team-building outside of the work environment. Whether it's a sponsored walk, skydive or office fundraiser we will help to support you every step of the way.

### **Match Fund**

Whether your employees are fundraising, volunteering or donating via Payroll Giving, why not give them the chance to boost their fundraising by matching the money they've raised. Some companies offer this on a pound-for-pound basis, while others will specify the amount they're prepared to give.

## Volunteer at the hospice

We have a broad range of volunteering opportunities at the hospice, each offering many chances for excellent exposure for your company, and benefits to your staff too. From helping to maintain our gardens to redecorating our patient and family areas ensuring we can continue to offer a peaceful and relaxing environment for all to enjoy. Many of our business teams return year on year to see the difference they have made.

## Donate Gifts in Kind

As a hospice we simply couldn't function without the generous donation of goods and services from our local business community. Put quite simply, your time, products and skills are incredibly precious to us. From donating items for raffle prizes, to providing expertise to help us stage one of our many events, there are numerous ways your business, staff and products can help to ensure more money is spent on care, whilst raising your profile.



## Payroll Giving

Why not encourage your employees to make a regular donation directly from their pay packet. Crucially, this is taken out before tax, so the donation is worth between 20% - 40% more to the hospice, at no extra cost to your staff. It is easy for your business to sign up to Payroll Giving and encourage your staff to opt in and donate an amount every month to the hospice. Over the year you would be surprised how quickly these contributions add up, providing great opportunities for publicity as certain milestones are reached. Payroll giving is incredibly important to the hospice as it is a regular source of income which allows us to plan ahead for the future.

Pledge (per month)	Cost to employee (20% tax)	Cost to employee (40% tax)
£5	£4	£3
£10	£8	£6
£15	£12	£9
£20	£16	£12

## Join our Lottery

Our lottery club is a fantastic way of supporting the hospice, whilst also giving you and your employees the chance to win one of five weekly cash prizes, including the £1,000 jackpot for just £1 a play. If you have an employee reward and recognition program in place, why not consider entering your employees of the month into the hospice lottery.



## ♥ Sponsor a Nurse

Our team of hospice nurses have cared for patients on our bedded unit and for patients in their own homes for over 35 years. Our nurses provide pain and symptom control as well as comfort, support and reassurance to families helping them to live well and make precious memories for the limited time they may have together. By funding your local North Devon Hospice nurses, along with other businesses, you could collectively help to support the care delivered to your local community. This will help ensure we are there for local families well into the future.



Throughout the year your business would receive a host of benefits including:

- Accreditation across North Devon Hospice's social media. With our Facebook page alone featuring 12k likes, you will gain exposure and awareness with a captive and warm audience
- Accreditation in our 'Better Together' Business Partner e-newsletter
- Your logo featured on North Devon Hospice's website for the year, which receives around 20k views per month
- Promotional materials including a partnership logo, poster and certificate to use across your own marketing channels to highlight your company's support to stakeholders and the local community



## Sponsor an event

We are proud to offer a diverse range of high profile events. From our ladies only Nightwalk to our award-winning Mission: Unbreakable challenge, we strive to appeal to a range of interests, ensuring our events will align with your business and engage your desired target audience.

As an event sponsor, not only will you receive an array of benefits such as profile raising through our social media channels, local media exposure and community and stakeholder engagement, but you will also help to underwrite our event costs, ensuring as much sponsorship as possible raised by participants can go directly towards the care we provide.

Choose from any of our signature events or discuss options for new events with us, we are always open to suggestions for new income streams:



Floating Bye



A.O.N.B  
NORTH DEVON  
MARATHON



Light Up A Life





## Cause Related Marketing

As well as raising vital funds, a Cause Related Marketing initiative can strengthen your brand by shining a light on your CSR achievements and creating a point of difference to your competitors. It has been proven that brands that demonstrate social good are more likely to be viewed positively by consumers and they are more likely to purchase their products and services. Displaying our logos together on a product or service can have great PR benefits for both brands and, as well as help to drive sales.



## Get in touch



To tailor your partnership with us, contact:  
Claire Paine  
Business Relationship Manager  
07909 116 026  
[clairepaine@northdevonhospice.org.uk](mailto:clairepaine@northdevonhospice.org.uk)



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