



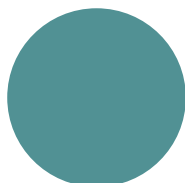
each

East Anglia's
Children's Hospices

Corporate Fundraising Pack

Help us care for children and young people across East Anglia





Thank you

A huge thank you for considering becoming one of our special charity partners. The generosity of local businesses like yours allows us to continue our vital care and support for local families.

Our care for children and families is all-encompassing and includes specialist nursing, therapies and ongoing wellbeing care through all the ups and downs. Depending on a family's needs and wishes, we can provide care in one of our hospices, in the family home, in hospital or in the wider community. This ensures every family receives care somewhere they feel safe and comfortable.

Our brilliant team works together to enable the best possible quality of life for children. We make every moment count with fun, supportive activities and events, including the simple pleasures of play, water, art and music. Families want their children to enjoy life and have fun. Every young person, including those receiving hospice care, needs the same things to thrive; friendship, fun, family time, activities and laughter.

Of course, our planned, coordinated end of life care ensures children are as comfortable as possible, and that families have everything they need to feel prepared. Together, we can continue to ensure families receive the support they need at the most challenging time of their lives.

Thank you again for considering East Anglia's Children's Hospices (EACH) as your charity partner.

We look forward to hearing from you!

Kevin Clements
CEO

About EACH



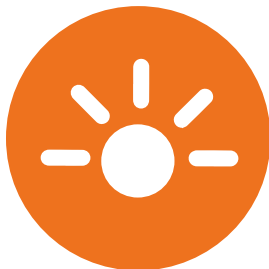
We are recognised as leaders in our field.



All our hospices are rated 'Outstanding' by the Care Quality Commission and we pride ourselves on delivering world-class care.



We need to raise **£30,000** in voluntary income per day to run all 3 hospices.



We offer **24/7 care** and advice free of charge to families who use our services.

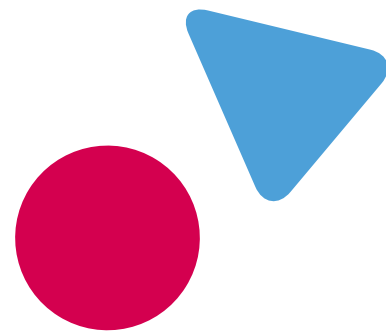


Our care covers **5,000** square miles.



We receive just **15%** of our income from statutory sources inc. the Government, County Council and Clinical Commissioning Groups.

A partnership with EACH



From small businesses to multi-nationals, all our partnerships are unique and have made a huge impact throughout EACH. We are absolutely delighted you are considering us as your chosen charity partner, we look forward to working closely together to deliver a successful, mutually beneficial partnership.

We offer a range of activities from employee fundraising and events that increase staff morale, to sponsorship and campaigns that drive awareness and product sales, making a tangible difference to people's lives.

We hope this pack gets you started and if you have any questions, please contact your local corporate fundraising team.

“Supporting a charity like EACH brings so much more to a business than simply fundraising. For our teams it has provided team building opportunities, it has enabled us to give back to the community in which we work, for some it has bought friendship and new connections, but for all, a real sense of pride and achievement.”

Kate Law, Milestone.

Partnering with EACH

- ✓ Support from your local fundraising team
- ✓ Regular updates with fundraising and volunteering opportunities, high-profile events and campaigns
- ✓ Opportunities to sponsor events
- ✓ Tailored updates on our work and how your support is making a difference
- ✓ Networking event opportunities
- ✓ Opportunities to work with our marketing and communications team to share your story.

Why choose East Anglia's Children's Hospices

- ✓ Support children and young people when they need it most
- ✓ Support a well-renowned local and regional charity
- ✓ Engage your workforce and boost morale
- ✓ Raise your company profile in the community.



How your money helps



£1,000

could provide one week of specialist nursing care to help children remain pain free and prevent emergency hospital admissions.



£5,000

could pay for 227 hours of a counsellors time, providing emotional support to help families cope in difficult times.

£10,000

could pay for a day of care at EACH Milton, The Nook or The Treehouse.

£15,000

could pay for a care assistant for six months, supporting children and young people.

£50,000

could pay for 41 bereavement support group sessions which include counsellors, a play specialist, art therapists and care assistants.

Henry's story

“What’s really comforting is knowing the care team are going to be there for Henry for his entire life. It’s a very special place.”

Proud parents whose toddler is defying the odds have spoken of the invaluable care and support their family receives from us at The Treehouse.

Eighteen-month-old Henry Knights has a type of brain injury called Hypoxic-ischemic-encephalopathy (HIE). It followed prolonged complications during birth, during which time he was starved of oxygen. Henry needed to be resuscitated after being born and his prognosis looked bleak.

Parents Sally and Adam were bracing themselves for the worst. Their little boy was not expected to survive, and Henry was referred to us for palliative care.

The family spent three weeks at The Treehouse, all while watching Henry grow stronger. He was then allowed home, and now, 18 months on, miraculously, he continues to shine.

Henry has complex needs, including cerebral palsy, epilepsy and developmental delay, meaning milestones such as rolling, crawling and walking are difficult to achieve.

“We’re so proud of him,” Sally said. “He blows us away, and medical professionals are surprised when they meet him. They read his medical records and can’t believe he’s the same person.”

Sally says EACH has become a significant part of Henry’s journey, as well as being an enormous source of comfort and support for her and Adam.

“When he was discharged from hospital, we came here, because nobody thought he was going to live very long,” said Sally, the lack of oxygen not only damaged Henry’s brain, but his other organs, too.

“The Treehouse feels like a second home, everyone is so welcoming, and nothing’s ever too much trouble. Without EACH, the last year and a half would have looked very different, that early intervention, giving him access to such incredible things, has made a real difference in terms of the way he makes sense of the world.

“We don’t know what the future holds and we take it day by day, week by week. We couldn’t wish for better support than we get at The Treehouse. What’s really comforting is knowing the care team are going to be there for Henry for his entire life. It’s a very special place and somewhere we’re eternally grateful for.”



Support from your business

Sponsorship

The well-known and much loved EACH brand offers great commercial opportunity for local businesses. We offer a range of sponsorship packages that are an ideal way of promoting your brand to new audiences, engage with your colleagues and be part of a joyful event in your local community. We can work together to create a package that works best for your business.

Payroll Giving

Donating with Payroll Giving is a simple and tax efficient way for your team to give to EACH directly from their salary every pay day. You can make a difference by making regular contributions. Donations are deducted before income tax is applied, so they pay less!

each.org.uk/payrollgiving

Gifts in kind

Offering gifts in kind is a great way to show your support and help us make savings. Do you have a product or service that could help us save money in running our hospices? How about surplus stock, or end of line products for us to sell in our retail shops? Do you have a conference room that you could offer for our staff to meet?

Bring it, bag it, boost it

Get your team involved in clearing their homes of unwanted, good quality items. We can send you some donation bag labels to get you started. Take your donations to one of our shops, we have over 50 to choose from! If you have a large number of bags we can arrange for our retail team to collect them.

Events

Get involved in the numerous events we run all year round! Enter a corporate team to take on a challenge together, volunteer and help our event run smoothly, or become a sponsor to support the costs and promote your brand - there's something for everyone.

each.org.uk/events

easyfundraising

Get free donations for EACH on your regular purchases like office supplies. Start your online shopping at easyfundraising.org.uk, then shop as normal. Retailers will make a small charity donation between 0.5 and 5% of your total spend, to say 'thank you'.

Employee fundraising

From hosting an event, to activities in the office – your imagination is the limit! Organise something fun for your staff whilst raising essential funds.

Corporate volunteering

Corporate partners also have the chance to volunteer at our mass-participation events, support our shops or even help in the grounds of one of our hospices.

Please request an enquiry form from either your local fundraiser or corporate@each.org.uk.



Volunteering in your spare time.

You can lend a hand at one of our busy retail shops, or assist at our fantastic fundraising events.

Visit: each.org.uk/volunteering

Join our Business Circle

Connecting businesses to support local children and families

Joining the Business Circle will allow us to continue lifelong support for families, including specialist nursing.

A Business Circle membership offers:

- Private hospice tours
- Opportunities to sponsor events at a discounted rate
- Option to be the host venue for events
- PR opportunities including social media coverage
- Invite to social events
- Business Circle logo for use on internal communications
- Featured on our dedicated Business Circle webpage
- Actively support your local children's hospice
- Thanks and appreciation post on EACH social media platforms
- Tailored updates on our work and how your support is making a difference.



Business Circle

East Anglia's Children's Hospices

If you'd like to join our Business Circle visit
**[each.org.uk/
businesscircle](http://each.org.uk/businesscircle)**



**£1,000
per year
or £100
per month**



Boost your fundraising

for EACH with these top tips



1

It's better together

Fundraising is easier if you're working as a team, after all, fundraising should be fun. Invite colleagues to join you.

2

Check the calendar

Make sure your event doesn't clash with any major events in your company calendar.

3

Create an online donation page

Make it easy for people to donate! Set up an online donation page, such as JustGiving.

4

Tell your story

Adding information about why your company is supporting EACH helps your supporters understand why you're fundraising, and could help raise your fundraising total.

5

Don't be afraid to share

Add your online donation page link to your email signature, share it on your intranet and email colleagues asking if they can sponsor you. Posters are also an effective way of attracting attention in the office.

6

Matched giving

Don't forget to ask about match funding. Many companies offer schemes where they will match your fundraising total, effectively doubling your pot.

Contact us for support

We've got lots of resources available to help make your fundraising a real success! Get in touch with your local Corporate Fundraiser to see what's available.
corporate@each.org.uk

Miles' story

Mum Georgia Williams has spoken of the “overwhelming and completely consuming” reality of having a child with complex needs – and the invaluable support she receives from EACH.

Miles, three, was unexpectedly diagnosed with dilated cardiomyopathy and heart failure when he was just two weeks old, in October 2019. The left side of his heart is oversized, meaning it doesn't effectively pump blood and oxygen around his body. Miles' condition has led to complications throughout his short life but he remains a happy, bubbly little boy.

“Although he's only young, he's intrinsically positive and extremely affectionate and he adores his older brother, Blake.

Georgia said: “He's a child who sees the good in everything and is rarely seen without a huge grin plastered across his face.

Despite her son being a ray of sunshine, Georgia says nothing can prepare a parent for suddenly having a critically-ill child to look after. Herself and husband Brandon, had no idea anything was wrong during the first fortnight of Miles' life.

However, things moved quickly after a night of poor feeding and drowsiness led to them taking him to the doctors.

They then had to make an emergency dash to the A&E department at Norfolk and Norwich University Hospital, before being blue-lighted to the intensive care unit at Great Ormond Street Hospital, in London.

“We had no idea anything was wrong, so the speed at which everything happened was hard to grasp and we were minutes away from losing him,” said Georgia.

“We tried to create normality for Blake as best we could, but we often felt completely overwhelmed and out of our depth.”

During their time at GOSH, the family were introduced to EACH and they continue to receive support at The Nook.

“As a family, we've benefited from fun-filled family events, sibling-only events for Blake to let off steam, counselling services and home volunteers who offer us various help around the house.

“The fact we have a family care coordinator who checks in regularly and offers ideas and support for us as a family is a wonderful source of stability for us. Everyone I have spoken to have been incredibly supportive and so willing to help in any way they can.”



How to bank your donations

Donations by bank transfer

Bank: NatWest

Sort Code: 60-24-52

Account Number: 14613441

Reference: Within the reference box, please include your company name and supporter ID number.

Please let your local fundraising team know when you are making a donation via bank transfer.

Donations by cheque

Please make cheques payable to 'East Anglia's Children's Hospices' and send to EACH, Church Lane, Milton, Cambridgeshire, CB24 6AB.

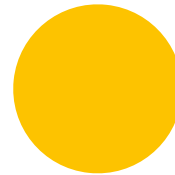
Donations made online

Donations can be made easily through our website. Please visit each.org.uk/donate and reference your companies name.

JustGiving

Online fundraising platforms such as JustGiving automatically transfer funds donated and any Gift Aid raised directly to us.

Its easy to set up a [JustGiving page](#) click the link to get started.



Frequently asked questions

What services do you offer?

Our services include specialist nursing care, short breaks, wellbeing activities, therapies, counselling and volunteer services in the family home; all tailored to meeting the individual needs of the whole family.

What area do you cover?

We provide services in Cambridgeshire, Essex, Norfolk and Suffolk.

How many hospices do you have?

We have three; Milton in Cambridge, The Nook near Norwich and The Treehouse in Ipswich. We also offer care to families at home and in the community depending where they would like to receive it.

What age children do we care for?

We support families at any point from pregnancy through to the young person's 18th birthday. For bereaved families there is no cut off point for our services. We offer care and support to the whole family, including parents, siblings and grandparents, providing a range of therapies and wellbeing support as well as expert medical care.

Why do we need the money?

We rely on donations for the majority of our income and in 2025 we need to raise £8 million from fundraising and £9.8 million in income from our shops. That's £10,000 per hospice, per day we need to raise to provide the services we offer. We only receive 15% of our income from statutory sources.



Get in touch

For more information and support with your fundraising:

Email: Corporate@each.org.uk

www.each.org.uk

Follow us:



Member Organisation
Chartered
Institute of
Fundraising

We rely on
voluntary donations
for the majority of
our income. Please
support for us today!
Scan the QR code
to find out more.

