

Corporate Partnerships

Help us support the families who need us



Who we are

At Bluebell Wood we're a home from home for families facing the toughest of times. Since 2008 we've looked after children and young adults with a range of complex medical needs, whose lives are sadly just too short.

Our experienced care and family support teams offer vital wraparound support for these children and their families including overnight care, music therapy, counselling, sibling support groups, home visits and much, much more.

It costs over £5m to keep our doors open to families from across South Yorkshire, North Derbyshire, North Nottinghamshire and North Lincolnshire. We receive around 20% of our funding from government sources and the rest is raised by fundraising activity.

With the support of businesses like yours we've helped tired mums and dads get some much needed me-time; looked after brothers and sisters who feel angry, lonely or confused; and been there for families during the last moments of their child's life.

Looking to the future, we want to reach even more families with our vital life-changing care. This is where your company's support is so important.

If your organisation is as passionate about supporting children and young people with life-shortening conditions as we are, building a partnership with us is a fantastic way to make a real difference.



Meet Leoni

Despite being born with a rare condition delaying her growth and development, Leoni is strong, brave and happy and never gives up. Her mum and dad, Vicki and Darren, told us about their wonderful daughter and how a rare condition she was diagnosed with at eight weeks old (called Wolf-Hirschhorn Syndrome), affects their lives.

“Leoni can’t talk but she knows more than you think,” said Vicki. **“She is so funny and just loves to shout out loud!”**

Following a normal pregnancy, Vicki and Darren were shocked when doctors told them they suspected Leoni was blind.

After surgery at three weeks old, Vicki and Darren went through the unimaginable. Doctors discovered Leoni had two holes in her heart, amongst other complications and they were told to say goodbye to their baby girl. But defying all the odds, Leoni survived and was given a life expectancy of two years.


When visiting hospital for a further operation three years later, the surgeon who performed Leoni’s previous surgery was astounded by Leoni’s progress. Vicki said, **“He ran into the room to see us, and he couldn’t believe Leoni was still alive, he cried in disbelief! It just showed how incredible she is.”**

With the help of family and friends, Vicki and Darren had always navigated Leoni’s condition and all its challenges. However, when Leoni turned five, Vicki’s dad was diagnosed with cancer and the couple had reached breaking point.


Vicki said, **“Bluebell Wood was our rock at that difficult time. Leoni came for short breaks so that I could help my dad. We were able to come and go as we pleased for things like teatime at the hospice, which was so nice knowing she was well looked after every time we left.”**

“We were in our own little bubble for a few years after that and Covid was really challenging because we were always worried Leoni would pick up illnesses if we went anywhere,” Vicki added.

After illnesses and stays in intensive care, Leoni’s family reached out for support from Bluebell Wood again.



Leoni enjoying our sensory room.



Leoni enjoying our princesses and pirates day.

“We realised we needed more support and craved something familiar, so we came for a short break at the hospice. It’s peaceful and calming at Bluebell Wood and we feel so comfortable there. We can blend in with everyone else who is going through similar situations.”

Leoni is now almost 19 years old and enjoys coming to the hospice for short breaks and youth group activities.

Darren said, **“Leoni can be a child here, which is what she really needs.”**

“It’s always on our mind that Leoni’s life could be cut short at any time, but knowing there are people here who understand and can help us feels so comforting. I just can’t put a price on what the hospice does for us, it’s an absolute godsend for our family,” said Vicki.

By partnering with us, you’ll be making a real difference to families like Leoni’s.

Make fundraising your business

Whether you're a local, regional or national organisation, put Bluebell Wood firmly on your to-do list by becoming a member of our 365 Business Network.

For £365 (which is just £1 a day) as a member of our 365 Business Network you will enjoy a range of benefits, whilst helping us support families at the toughest times imaginable.



Benefits for you include:

- Access to exclusive networking events.
- Your logo added to our 365 Business Network webpage.
- Priority access to Bluebell Wood fundraising events and sponsorship opportunities.
- Having your business' reputation enhanced through PR and social media coverage.
- A unique chance to fulfil your Corporate Social Responsibility (CSR).
- Build mutually beneficial partnerships that are far reaching across our regions.
- Access to fundraising initiatives to engage your employees, plus a framed certificate of membership.
- Support from one of our experienced Regional Fundraisers to make sure the partnership meets your business objectives.

Visit www.bluebellwood.org/365 to register your interest in joining our 365 Business Network or contact our Regional Fundraising Team - they would be happy to help!

"We are delighted to extend our partnership with Bluebell Wood. They do some extraordinary things for young people and it's an honour to be a 365 Business Network Member.

We continue to sponsor and support their Business Expo that is going from strength to strength and is one of those dates in the diary to not miss.

Thank you to the whole team at Bluebell Wood for the amazing work they do and the support they provide businesses through their 365 Business Network."

Shane Young, Operations Director,
Barnsley & Rotherham Chamber



Our Skyline Spectacular networking event



Our business breakfast

Here are just some of the amazing organisations who support us...

Melissa Kroger, Managing Director
Fenwood Estates
Doncaster



"Bluebell Wood is an amazing local charity and we have been very proud to support them for the last couple of years. We have supported them by purchasing teddy bears and candles which take pride of place in every new home that we hand over to our customers. Our Fenwood joinery team have also enjoyed constructing a game which will be used at Bluebell Wood's organised events. We are committed to giving as much back to support this fabulous charity as we possibly can."

Dave Hawkes, Head of Product Support
Proact
Chesterfield

PROACT

"Proact have been delighted to support Bluebell Wood for over a decade now. As part of our sustainability programme, we auction off old laptops and phones to staff and in return they make a healthy donation to the charity. We also recycle our old computer hardware by sending old computer components to a disposal firm who give a donation to Bluebell Wood for a percentage of the revenue they make.

The motivation from colleagues in Proact is so strong and never more so than when we visit the hospice on our volunteer days, and see first hand the amazing work that the charity does."

Ewelina Wakefield, Supply Chain
Regional Bond Manager
DHL - Manton Wood
Workshop



"We think that by giving Bluebell Wood our assistance, they can better care for children and young people whose lives are tragically cut too short.

We have organised fundraising activities within the DHL Manton Wood site and also took part in the Dragon Boat Race. So far DHL Manton Wood have raised around £3,000 for Bluebell Wood. Keep up the amazing work you do."

Raegan Cosgrove, Communications Advisor
Cranswick Convenience Foods
Barnsley



"We've had the pleasure of working with Bluebell Wood since 2015. We took our commitment to the next level in 2023 becoming an official Charity of the Year partner and joining the 365 Network. Our relationship with Bluebell has gone from strength to strength and our colleagues are truly passionate about making their contributions in every way they can. Be it volunteering their time and resources, contributing to on-site fundraising initiatives, or even committing personal time to organising their own fundraising events – it's wonderful to see and be a part of. The 365 Networking events have allowed us to form connections with other likeminded businesses and we are extremely proud to be part of the Bluebell Family."

Staniforths
Rotherham, Sheffield & Barnsley

Staniforths

"We have raised over £16,000 for Bluebell Wood since 2020 through the sales of our Gingerbread George biscuits and carrier bag levy. We couldn't have done this without our amazing staff members and lovely customers.

We're looking forward to continuing to raise vital funds for such a fantastic cause."

Corporate volunteering



The Royal Mail team loved helping with some maintenance in the hospice gardens



The team from LV enjoyed helping prepare lanterns for our 'Light Up the Lake' event



Natalie, Jess and Rachel from BeFibre helping remove decorations at the hospice

Studies have shown that companies who invest in charity and community projects see increases in staff engagement, retention and find it easier to attract the best talent when advertising roles. That means volunteering with Bluebell Wood really is a win-win! Not only will you be directly supporting our vital work, but you'll be boosting your team's performance and strengthening your CSR programmes.

Our volunteering days are a great way of working together through your year of fundraising and connecting you to our charity (you can find out more about this later on this booklet). We are keen to deliver volunteering days that are rewarding for both Bluebell Wood and our partners, whether that involves sharing your skills with us, coaching our staff, or spending an afternoon on a key project in our hospice or gardens.

Your staff could also make a real difference by volunteering at one of our fundraising events. During these jam-packed days our corporate volunteers enjoy trying their hand at something new, engaging with members of the local community, and having fun as a team.

When your employees return to work we guarantee they will feel inspired, motivated, and closer than ever. For advice on how to develop your volunteering strategy to include Bluebell Wood, please email our Regional Fundraising Team at fundraising@bluebellwood.org. We'd be delighted to explain how your team can contribute to the wraparound support we offer families.



The Royal Mail team loved helping with some maintenance in the hospice gardens.

Paul from Royal Mail said:
"Volunteering in the garden for Bluebell Wood was a great experience. It's wonderful to do something so worthwhile for a fantastic cause."



The team from LV enjoyed helping prepare lanterns for our 'Light Up the Lake' event by handwriting the beautiful dedications we received.

"Our team really enjoyed our Volunteering Day at Bluebell Wood. We helped them prepare for their event where families can remember loved ones. It was a real privilege and honour to be able to support their team."



Natalie from BeFibre said:
"We honestly had such a great day. The hard work everyone puts in at Bluebell is amazing and it was a privilege to help and support. It was a massive honour for us to be there to help take down the decorations and we were all looked after so incredibly well! We can't wait to be back at Bluebell for more volunteering!"

Charity of the year Partnerships



Picking a cause as your Charity of the Year is like picking a meal at a restaurant - you need the appetite and desire, and to know you'll feel fulfilled with your choice. It's important you get this decision right - for you, your colleagues, and your company's strategic hunger. By choosing Bluebell Wood as your Charity of the Year, you can give your team a focus, and motivate them to work together with a joint goal: to help support local children and young people with life-shortening conditions, and their families too.

Becoming an official corporate partner will give you plenty of PR opportunities, help you reach new audiences, strengthen your profile and fulfil your social responsibility objectives.

You will be given a dedicated Regional Fundraiser, who will give you the ideas, enthusiasm, and recognition you need to make the partnership a success.

Our Charity of the Year fundraising partnerships are unique, varied and fun. Simply build a package from our menu of activities to suit your company.

Ready to order a Charity of the Year partnership?

Once you've worked up an appetite for fundraising, get in touch with us: scan the QR code, call **01909 517 365** or email fundraising@bluebellwood.org



Mowgli Steet Foods

**Zara Tattersall, Communications Manager
Sheffield**

"Charitable giving sits at the heart of Mowgli. We want to enrich the lives of the cities that we go to and in doing so, each of our 16 restaurants joins forces with a local charity.

Our Ecclesall Road restaurant chose to partner with Bluebell Wood so we could support their outstanding commitment to young people, whose lives are too short and their loved ones.

It was important that we stood with the staff and families of Bluebell Wood, to ensure their incredible services continued."





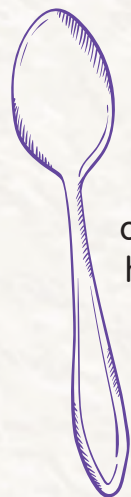
With a dollop of hard work and a dash of determination, your fundraising is sure to be an award winning recipe! **To build your own Charity of the Year partnership, simply tick off two or three activities to get started.**

Starters - Not sure where to begin? Include a couple of our 'go to' activities in your package to get you started.

Mains - Add some mains to create a solid foundation. They're sure to help you reach your fundraising target.

Desserts - Put the fun back into your fundraising with our dessert options.

Sides - Key ingredients that take minimal effort but keep you ticking towards your target.



Starters

Coffee morning..... **D**

Set a date in the diary and ask your team to bake or bring in cakes. They'll enjoy relaxing with a sugary treat knowing they're helping a good cause.

Can you pick a winner?.....

Whether it's GBBO, Strictly or the Euros, an office sweepstake is a surefire way to raise funds.

Dress down days.....

Adults love dressing up (or down) as much as kids do, whether that's a festive jumper, superhero cape or PJs!

Tombolas or raffles.....

You can incorporate these into any fundraising activity or event to increase your total.

Join our 365 Business Network..... **B**

For just £1 a day you can access fantastic networking opportunities and exclusive offers.

Charity of the year



Menu

Allergens

Take a look at our list of 'allergens' to see what fundraising activities you are drawn to (or which you want to avoid!)



Mains

Conquer Mount Snowdon..... **C E**

One for those seeking a challenge, tackling Wales' highest mountain will give you a great sense of accomplishment, and is sure to raise a significant amount for the hospice.

Organise a charity dinner..... **D**

Many of our partners have hosted successful charity balls or dinners for their clients and stakeholders. You could donate part of the ticket sales to us and hold a raffle too.

Host a golf day..... **E**

Golf days are a corporate fundraising staple for a reason, and are a fantastic way to foster healthy habits.

Take on a sponsored walk..... **C E**

We're surrounded by beautiful nature walks, so get your departments together, lace up your hiking shoes and go!



A Adrenaline B Business

C Cardio D Delicious E Event



Enter our Dragon Boat Race.....

A E

Gather a team of intrepid rowers and take to the waters to raise funds. This 'main' pairs well with some of our 'starters' as part of our Dragon Boat Race's family fun day.

Regular giving.....

Encouraging your team to make a recurring monthly donation to the hospice is a great way to support us.

Host a family fun day.....

E

Hold a fete or sports day for your employees and their families in the summer, with picnics, tombolas and more.

Sponsor an event, appeal or newsletter.....

B

Covering the costs of one of our projects is great for PR and means more funds can go towards our vital care.

Support our Christmas tree recycling appeal.....

B

Become a logistics or recycling partner or ask your employees to consider registering their tree with us.



Sides

Collection tin or digital Goodbox.....

Host a tin or contactless donation Goodbox in your reception or public-facing spaces to increase donations.

Gift us marketing space/collateral.....

B

Free ad space or collateral helps us advertise events and appeals and is a worthwhile way to support us.

Gift Aid.....

Remind your employees to increase their individual donations by 25% through Gift Aid, if they're eligible.

Match funding.....

Matching the donations your incredible employees raise, either pound for pound or via an allowance your staff can apply for - is a great way to help the hospice.

Gifts in Kind.....

Donating products or services as a gift in kind means we can save resources. Why not gift us collateral to help promote an appeal, or food or water at an event?

Desserts

Join one of our corporate socials.....

B

Sign up to a networking event with a difference and meet fellow corporate supporters in a relaxed setting.

Run for Bluebell Wood.....

C

Charity runs are a great way for your employees to push themselves while raising vital sponsorship.

Take on a skydive.....

A

Could your MD or CEO take to the skies in one of skydives? We're sure an event like this would give them lots of cred around the office...



Set your fundraising budget



Our fundraising target:

£ _____

£ _____

So, you've placed your order for the year ahead... what happens now? It's time to set a fundraising target to make the most of the next 12 months. Fill out this totaliser at the start of our partnership and make sure to celebrate each milestone.

Your dedicated Regional Fundraiser will keep in regular contact with you while we're your Charity of the Year, to offer support and cheer on your progress.

We can offer you resources, inspirational case studies, PR and photo opportunities plus a lot of enthusiasm too, so don't hesitate to reach out if you need to.

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Our regional fundraiser is:



Workplace winners

Hold a raffle

Holding a tombola, raffle or sweepstake is a great way to raise funds, either at your workplace or as part of a bigger event.

It's important to know the Gambling Commission's rules before you start - you can find out more at www.gamblingcommission.gov.uk.

Play our weekly lottery

9-5 just got luckier! With seven cash prizes up for grabs - including a £1,000 jackpot - our weekly lottery is a great way to support Bluebell Wood while giving your staff a chance to win each week.

We hold exciting annual raffles with big prizes that are sure to catch the attention of your customers and staff team.

There are lots of ways you can help our lottery and raffles become the winning ticket for your team:

- Invite our lottery canvassers to your staff room or reception.
- Share our lottery and raffles on your social media, website or staff intranet.
- Sponsor the top prize in our raffle.
- Buy lottery gift cards or raffle tickets as staff incentives or Christmas gifts, or as a thank you to loyal customers.

For details on holding a raffle or supporting our lottery, call our Individual Giving Manager on **01909 517 365** or email lottery@bluebellwood.org



GambleAware

The Bluebell Wood Lottery is licensed and regulated by the Gambling Commission www.gamblingcommission.gov.uk. Our license number is 30333 and our lottery promoter is Samantha Wood.

Sponsorship opportunities

At Bluebell Wood we are keen to offer sponsorship opportunities that are mutually rewarding and have synergy between the event or activity and your company's ethos or audience. We value every £1, and with the support of a financial sponsor, as much profit as possible from our income generation activities can be re-invested into our core purpose of supporting local families.

You can help us achieve this by investing in Bluebell Wood to: sponsor one of our flagship events; sponsor a raffle (including donating our top prize); or cover the costs of a newsletter or large scale mailing.

How this can benefit you:

- **Interact with thousands of people**
As a sponsor, you'll promote your brand to thousands of event-goers/supporters who are all ready to learn more about you!
- **PR, social media and marketing opportunities**
We make sure our sponsors' goodwill is valued and highlighted across social media, in the press and on associated collateral.
- **Brand alignment**
Sponsoring a project aligned with your brand means you can share your values with a ready audience of potential customers.
- **Corporate responsibility**
Sponsoring an event or project is a great way to give back, engage your workforce and achieve your company's aims.

To discuss our current sponsorship packages, please email our Regional Fundraising Team at fundraising@bluebellwood.org.



Sponsored by

BEATSON CLARK

DELIVERING THE DIFFERENCE

Rotherham-based glass bottle and jar manufacturer, Beatson Clark have sponsored our Tree Recycling campaign for the last three years.

"We're incredibly proud to be part of the campaign as it supports the vital work Bluebell Wood does, whilst also encouraging recycling within our community. We're looking forward to continuing our support of the hospice and more of these exciting projects."

Dawn Pugh, Sales and Marketing Director at Beatson Clark

Could your team brave the UK's highest tandem skydive?



Enter an event

Could your team take on a challenge to raise money for local families who need us?

Whether your entire department takes on a hiking trek, or you encourage your boss to experience the UK's highest tandem skydive jump, there's no better way to test your strength, wits and creativity than by signing up to a Bluebell Wood event.

Our fundraising events are a fantastic way for your employees to have fun and work together, or even create some healthy competition between your departments.

We also have plenty of opportunities to sponsor events in our calendar (see our sponsorship page for details) or provide resources or volunteers, so there are infinite ways to get involved!

The best part is, whatever you do, when you take part and raise money you'll be supporting local families during incredibly tough times. From skydives and running challenges to racing in a dragon boat, we have an event to suit you!

To view our events line-up visit www.bluebellwood.org/events or email eventsteam@bluebellwood.org - our team would love to hear from you!



Do you fancy entering your team in our Dragon Boat Race?

Business focused fundraising

Each year, we host our Business EXPO. Some of the best and brightest local businesses gather to network, meet new clients and build relationships.

There's always plenty of fun to be had too, with entertainment and inspiring guest speakers.

"Attending the expo has raised our profile in South Yorkshire and I'm glad we are able to support Bluebell Wood. To other businesses thinking of supporting Bluebell Wood, I'd say 'do it'.

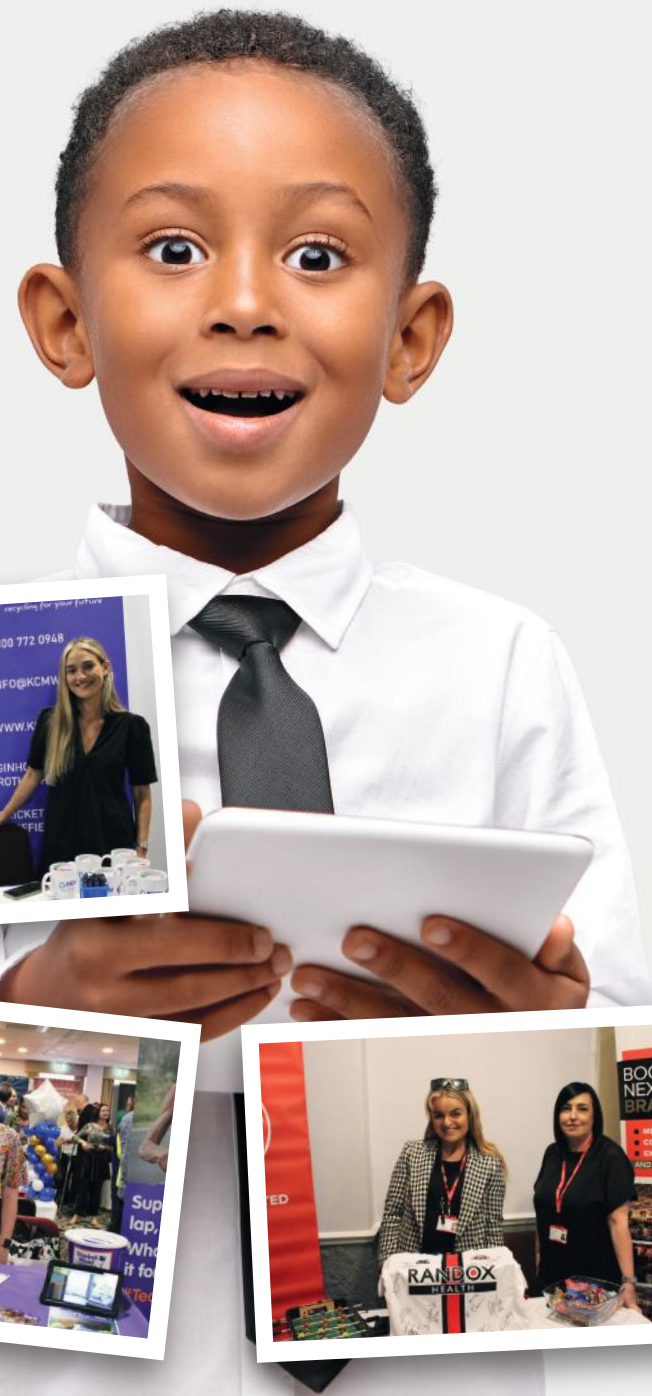
The footfall at the expo has been impressive, there was over 30 exhibitors and I do think we've got more connections. I'd definitely come again."

Evolve Your Digital
David Krushell



Exhibiting at events like these offer you a fantastic opportunity to promote your business whilst making an exhibition hall's worth of contacts both in and outside of your field.

Best of all, each exhibitor can be proud to know they're supporting our life-changing work too. To find out more email fundraising@bluebellwood.org.



Make your money go further

From skydives to sponsored walks, there are so many ways your employees can support us, but what else can businesses do to make this money go further?

Matched funding

Matched funding is a great way to recognise your team's fundraising achievements, inspire other colleagues, and instill pride in your organisation. You can choose to match your employees' donations however you'd like - such as matching donations pound for pound, or creating an allowance that staff can apply for.

Regular gifts

Another way to support the hospice and make payday do more good is by making a regular donation to Bluebell Wood. As a business, this can be a great recommendation to make to your staff. If an employee earns £1,504, why not ask them to set up a recurring gift of £4 to support our vital work? It's likely they won't notice the difference each month but we certainly will!

Ask your customers to add £1 to the bill

If you're a retail business looking for an easy way to raise money for charity, then asking customers to donate with their bill could be for you. When your customer is ready to pay, just ask them if they are happy to have £1 added to the bill for Bluebell Wood. You could do this by adding an option on the bottom of the bill like restaurant and Bluebell Wood charity partner, Mowgli, does (mentioned earlier in the booklet). They have supported us since 2019 and raised over £45,000 through this scheme.



Other ways you can add a donation:

Product specific

Do you have a specific product or dish that you'd like to promote or encourage customers to try? Why not make it a charity special with a small donation from each purchase going to Bluebell Wood, just like our friends at Staniforths Bakeries. Staniforths donate 20p every time someone buys a Gingerbread George or Georgina biscuit and have raised over £16,000 for us.

Micro donating (rounding up)

You could offer to round the bill up to the nearest £1. What would have been the change is then donated to Bluebell Wood. This can be very popular because of the low cost to your customer. You can soon turn donated pennies into hundreds or even thousands of pounds over a year in this way.





Get in touch

Thank you so much for your interest in supporting us through your workplace. Your support will make all the difference to children and young people whose lives are just too short, and their families too. If you have any questions about your fundraising, or just want some advice, please get in touch. We would be happy to put you in touch with your friendly Regional Fundraiser.



01909 517 365



www.bluebellwood.org



fundraising@bluebellwood.org



Bluebell Wood Children's Hospice

Charity No: 1076958. Bluebell Wood Children's Hospice, Cramfit Road, North Anston, Sheffield, S25 4AJ.



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