



**Ashgate  
Hospice**

# The **fund**raising business pack

**How your business can  
make a big difference**

**Find out how to  
get involved at:**

[www.ashgatehospice.org.uk](http://www.ashgatehospice.org.uk)



## Get involved in ways that truly matter

Get involved in meaningful ways to support a cause that truly makes a difference! Whether it's a small gesture or a bigger commitment, every bit of support helps Ashgate Hospice be there for people when it matters most.

**Together, we can make a real difference.**



## Grab a seat at our Annual Ball



Dress up, dance the night away, and raise vital funds for local hospice care. Our Annual Ball is a night of glamour, entertainment, and feel-good fundraising – all in support of people living with life-limiting and incurable illnesses.



## Golf Day

Get your team together and take a swing for a great cause! Whether you're a pro or just playing for fun, our Golf Day is a fantastic way to network, enjoy a day on the course, and support hospice care.



# Sponsorship opportunities

## Put your business in the spotlight

Supporting Ashgate through sponsorship is a powerful way to showcase your business while making a real difference to local people who need us. Whether you want to sponsor an event, a campaign, or a special initiative, there are plenty of ways to get involved.

## Event sponsorship - Make an impact while reaching your audience

### Main event sponsor

Become the headline sponsor for one of our major fundraising events and gain high-profile recognition.

From our glamorous Annual Ball to the iconic Sparkle Night Walk, aligning your business with Ashgate will boost your brand's visibility while demonstrating your commitment to social responsibility.



Take a look at all our upcoming events and find the right fit for your business.



## Sponsor a screen at Sparkle Night Walk

With over 3,000 walkers taking part, your business could be seen by thousands as your logo is displayed on big screens along the 10km route. A fantastic way to support our biggest event of the year while raising your profile in the community.



## Sponsor a Star

Shine a light on your business this Christmas by sponsoring a star on our building in Old Brampton. Each star helps us provide care through the winter months. Your sponsorship will not only support our dedicated workforce but also show your customers and colleagues that your business truly cares.



## Supporting Ashgate all year round

By giving a regular donation, you will help us to plan for the future, ensuring we can continue caring for patients all year round. Whether it's a monthly donation or a percentage of your sales, your ongoing support will make a lasting difference.

## Corporate donations and tax benefits

If you're a limited company, you can deduct the value of your donation from your taxable profits, which means you'll pay less Corporation Tax.

## Business spotlight: Kingfield Electronics

**Kingfield Electronics** has been an incredible supporter of Ashgate, donating £36,000 to help us provide expert care to local people when they need it the most. To say thank you, we gave them a nurse's tunic, which really represents the huge difference their ongoing support makes to our work.

Their regular donations are so important in keeping our doors open and allowing us to continue the vital work we do. They've also taken part in our Sparkle Night Walk and sponsored the Sweets and Treats trolley, showing just how committed they are to supporting our cause in every way they can.



## Business spotlight:



The team at **United Rental Group** has gone above and beyond to support Ashgate. Their employees generously volunteered to assist with our Treecycle campaign, collecting Christmas trees across North Derbyshire.

But their support didn't stop there - they also donated a van for our Fundraising team, helping us transport equipment and materials for events and campaigns throughout the year. Their commitment, from attending our Annual Ball to supporting the hospice in so many ways, is truly invaluable.

## Gifts or services in kind



### Donate what you do best

By donating products or services, you help us save money on operational costs so more funds can go directly to patient care. Whether it's printing, catering, professional services, or materials, your business can play a crucial role in keeping Ashgate running smoothly.

## Business spotlight:

**Jacksons the Bakers** provide bread, cakes, and treats for our hospice and fundraising events, saving us thousands each year, money that goes directly to patient care.



[www.jacksonsthebakers.co.uk](http://www.jacksonsthebakers.co.uk)

## Special donation offers

### Give as you go

Make giving easy by incorporating donations into your business model. Some examples include:

**10p** per coffee sold      **£5** per haircut      **20p** per carrier bag sale

## Business spotlight:



**FlameCare** have supported the hospice for three years by donating the first payment of each boiler cover plan sold, raising an incredible

**£9,918**  
so far!



### Simple, effective, and fun!

Encourage staff to join our lottery for just £1 a week, with a chance to win up to £25,000! There is also the potential for staff to join the lottery through Payroll Giving and make their contributions before tax.



**Win** Up to **£25,000**

Join today from **£1 per week**

Or become a Star Card Lottery Business Partner by offering discounts to lottery members, attracting new customers while supporting Ashgate.

Find out more about our Star Card:  
[www.ashgatehospice.org.uk/star-card](http://www.ashgatehospice.org.uk/star-card)

## Go above and beyond

### Extraordinary ways to support Ashgate

For businesses that want to go the extra mile, there are countless ways to make a bigger impact. Whether it's rallying your team for a challenge, giving employees paid volunteering days, or creating a legacy of support, your business can play a crucial role in helping us care for people when they need it most.

### Charity of the Year - make Ashgate your chosen cause

Choosing Ashgate as your Charity of the Year is a fantastic way to engage employees, build team spirit, and raise vital funds. We'll work with you to create a tailored fundraising plan, providing materials, ideas, and support every step of the way.

### Office fundraising - get your team involved

Bring your workplace together and host your own fundraising events. From Christmas jumper days and coffee mornings to entering a team in our Sparkle Night Walk or taking on a skydive, there are endless ways to raise funds, boost staff morale, and have fun in the process.



# Business spotlight:

## Handelsbanken

**Handelsbanken** raised an incredible £6,500 as their Charity of the Year through a mix of office fundraising activities and sporting events, demonstrating their commitment to making a real difference. **Could your business do the same?**

**£6,500**

Raised for their  
Charity of  
the Year



## Donation drive - turn your pre-loved items into vital care

Our charity shops throughout North Derbyshire raise an incredible £4 million a year towards our care. On average, a single bag of donated goods raises £46 - imagine the impact if your business organised a donation drive!

Encourage staff to have a clear-out and collect bags of quality clothing, homeware, and books for us to distribute to our shops.

## Go Pink - take part in our hospice-wide fundraising event

During October, businesses, schools, and community groups are invited to host their own pink-themed fundraising events to support Ashgate.













Wear pink, eat pink, bake pink - whatever you choose, have fun while making a real difference. Every penny raised helps ensure we can continue caring for patients and the people important to them.



# How your support can make a difference

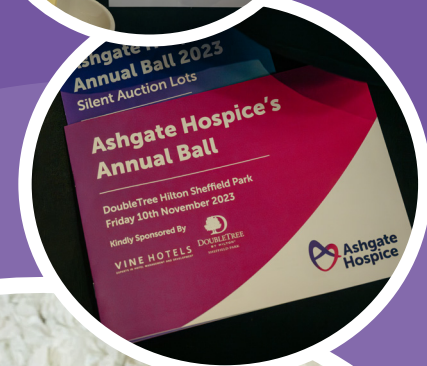
## Impact on your business

## Impact on Ashgate Hospice

|   |  |
|---|--|
|  <p><b>Staff morale</b><br/>Increase staff engagement and staff productivity by boosting morale</p>                                       |  <p><b>Every penny counts</b><br/>Only 31% of Ashgate's funding comes from local NHS budgets.</p>                                     |
|  <p><b>Social reputation</b><br/>Corporate Social Responsibility Partnerships promote your reputation in the community</p>                |  <p><b>Growth</b><br/>You will help us to reach more people than ever before</p>  |
|  <p><b>Profitability</b><br/>Companies investing in Corporate Social Responsibility generate 20% more revenue</p>                         |  <p><b>Outreach</b><br/>Your support will help us to support more people in the area</p>  |
|  <p><b>Make a real difference</b><br/>Support your local services and help us to keep vital support going</p>                            |  <p><b>Time and expertise</b><br/>Volunteering in our shops and at our hospice helps us to save vital funding.</p>                   |
|  <p><b>Attract and retain staff</b><br/>Companies with great Corporate Social Responsibility see a vast reduction in staff turnover</p> |  <p><b>Lasting legacy</b><br/>Help us plan for the future so we can continue to support people in need</p>                          |
|  <p><b>Brand awareness</b><br/>Boost your brand awareness and overall online brand attraction</p>                                       |  <p><b>Awareness</b><br/>You play a crucial role in spreading the word about Ashgate, helping us reach more people who need us.</p> |

## Business spotlight:

PDM has generously donated design and print work, helping us lower costs and maximise our impact. Their incredible support has saved the hospice £7,400, allowing us to direct more funds towards patient care. We're so grateful for their continued generosity!



## Match funding - double your impact

Boost your fundraising efforts by setting up a match funding programme! For every penny raised by your team, match it with an equivalent donation (or a percentage of your choice). It's a simple yet powerful way to increase your contribution and motivate employees to get involved. Make your fundraising go further with match funding!

## Gift aid - add 25% more at no extra cost

If your employees are eligible, they can increase their donations by 25% through Gift Aid - a government-backed scheme that boosts every contribution at no extra cost.

Last year,

Gift Aid raised an extra

**£222,725** 

for Ashgate! *giftaid*

Make sure your team takes full advantage of this opportunity to maximise their generosity.

## Other ways to support the hospice

### Social media – help us reach more people

Engage with us online and help spread the word! A simple like, share, and comment on our posts can increase our visibility and reach more people who need our care. It's one of the easiest ways to make a huge difference.



### Volunteer your time - be part of something bigger

Fancy doing something hands-on? Get your team together and volunteer at one of our events—whether it's collecting trees for Treecycle, helping out at Sparkle Night Walk, or lending a hand at a fundraiser.

It's a brilliant way to bond as a team, do something meaningful, and see the impact of your support up close. You'll have fun, meet great people, and be part of something truly special.





If you'd like to get involved and show your support for Ashgate, please contact:

Anna Jinks, Partnerships  
Development Officer

[anna.jinks@ashgatehospice.org.uk](mailto:anna.jinks@ashgatehospice.org.uk)  
or 07719 979 804



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## Tell us what you think

If you've experienced our services, we'd love to hear about it.

If you require this document in an alternative format, please contact the Marketing and Communications Team at [marcomms@ashgatehospice.org.uk](mailto:marcomms@ashgatehospice.org.uk)

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Jeśli chciałby Państwo otrzymać te informacje w innym języku lub formacie, prosimy o kontakt z działem marketingu pod adresem [marcomms@ashgatehospice.org.uk](mailto:marcomms@ashgatehospice.org.uk)

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care for everyone

Updated 03/25

Inspected and rated

Outstanding ☆

Care Quality  
Commission

Ashgate  
Hospice

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