Business Support Pack

Thank you for supporting us.
Thanks to you
we can be there
when it matters.

Firstly, I want to say a huge thank you for choosing to support Sue Ryder and becoming one of our charity partners. Your support means we can continue delivering vital care and ensure people’s lives are full of love at the end of life.

At Sue Ryder, we are committed to being there when it matters and ensuring that at the end of life, those in our care are surrounded by the people and things that mean the most to them. We support them to have the conversations that help make sense of it all, and final moments that bring peace and resolution. Because at the end of life, all that really matters is love and family.

Without the assistance of supporters like you, none of the work we do would be possible. Together, we can ensure people are given the compassionate end of life care they need and that their loved ones are supported when they need it most.

Your contribution will have a hugely positive impact for the people we care for, enabling people to create those last special memories with their loved ones – whether at one of our care centres, hospices or in their own home. With you by our side, we can bring love and reassurance when someone’s time to say goodbye has come.

Thank you for choosing to support Sue Ryder. We look forward to working with you.

With warmest wishes,

Heidi Travis
Chief Executive
Sue Ryder

Our Sue Ryder Nurses at Sue Ryder Newbury Day Hospice
About Sue Ryder

We provide 2.2 million hours of care to thousands of people every year.

We provide 830,000 hours of end of life care to thousands of families every year.

It costs us over £55m a year to run our services.

We have around 1,000 doctors and nurses.

We have 7 healthcare centres providing palliative care and support across England.

Last year Sue Ryder Hospice at Home teams cared for 6,682 people.

Last year our Online Bereavement Support supported over 424,600 people.
A partnership with Sue Ryder

We are absolutely delighted to have been chosen as your charity partner and we are thoroughly looking forward to working with you to make this an engaging and successful partnership. We hope this pack gets you started and if you have any questions at all, please contact your local fundraising team.

At Sue Ryder we pride ourselves on looking after our partners. As part of our partnership you can expect to receive:

- ✔ Support from your local fundraising team
- ✔ Inspiring stories and impact reports showing how you are making a real difference
- ✔ Regular updates with fundraising and volunteering ideas
- ✔ Invitations to our events
- ✔ Social media, press and marketing support
- ✔ A tangible local relationship with national impact – Sue Ryder is a national charity with 100,000 social media followers and 1 million unique visitors to our website each month and we can’t wait to work with you to maximise your impact.

To help start inspiring your colleagues please share this short video with your team.

Contact us:
Sue Ryder Corporate Partnerships
call 0207 554 5985
e-mail corporate.partnerships@sueryder.org
visit sueryder.org/support-us/fundraise/corporate-partner

/SueRyderNational
@Sue_Ryder
How your money helps

£500 could fund 24 hours of expert care so that someone can spend their final days in familiar surroundings, with treasured memories and their family.

£3,244 could pay for someone to be cared for at home in their final days by a Sue Ryder Hospice at Home Nurse.

£13,000 could fund run one of our Sue Ryder hospices for a day. Our dedicated hospice teams include doctors, nurses, care assistants, occupational therapists and family support teams filling final days with kindness and love.

£40,000 could pay for a Sue Ryder Nurse for a year helping to fill more families’ final days with love.

At the end of life, love is really all that matters. Your support helps fill the end of someone’s life with love – Thank you.
Support from your business

**Sponsorship**
By sponsoring one of our regional or national events we can help you generate great brand awareness amongst your customers and our supporters. We can work together to create a package that works best for your business.

**Cause related marketing**
CRM is a fantastic way for your company to work with us to promote a product or service whilst raising awareness of Sue Ryder. Cause Related Marketing builds trust and loyalty for your brand among customers and staff, can increase sales, win new customers and retain existing ones. If you decide this is the right activity for you please get in touch so we can provide you with a Commercial Participation Agreement. You can still support Sue Ryder through the sale of your products without the need of a formal agreement by signing up to Work for Good.

**£ on the bill or checkout**
You don’t have to limit your support to products, why not add an optional amount or round-up on the bill or checkout, allowing your customers to show their support for Sue Ryder too.

**Give an hour**
Kick start our partnership from the first 60 minutes with staff donating one hour’s pay to help us support more people when they need it most. Could you make it more meaningful by matching the staff’s donation?

**Superdraw and lucky dip**
Do you like to treat your staff or customers or want to add an extra element to a product or service? Our lottery and lucky dip tickets are a great way to add an extra something!

**Payroll giving**
Donating with Payroll Giving is a quick and easy way for your team to give to Sue Ryder directly from their salary each pay day. Payroll Giving donations cost at least 25% less as they’re taken pre-tax. Add us to your existing scheme or sign up to Payroll Giving online via our Payroll Giving partner, Hands On Payroll Giving.

**Corporate foundation**
Does your business or parent company have a foundation you could nominate us for? Our teams are keen to hear about opportunities that can fund a piece of vital equipment or a service for our patients.

**Donate unsold stock**
Your surplus or damaged stock can be sold through our 400+ shops or ecommerce channels, giving it another chance at life and raising vital funds.
Volunteering with us

Last year, over 15,000 volunteers supported us across the charity, and without them, we simply couldn’t achieve our ambition to provide more expert care to more people.

Corporate partners can volunteer at local events, lend a hand in our shops and in the grounds* of our care centres. There are some roles such as befriending available at our centres for those looking for a more long-term volunteering opportunity.

Sue Ryder is also keen to hear from corporate partners who might like to take on a pro-bono project or mentor a member of our team.

To discuss volunteering opportunities, please contact your local fundraising team.

*Volunteering in our grounds is not available at all centres
Our top tips for planning a fundraising activity

Our number one piece of advice is to start as soon as possible! Here are our top ten tips for fundraising success, whether you’re taking on a personal challenge or organising your own event.

1. **Choose an activity you enjoy and others will want to get involved in.**
   After all, fundraising should be fun! Please take a look at our fundraising guide or [click here](#) for activity inspiration!

2. **Start as early as you can.**
   As soon as you’ve decided what you’d like to do – start your fundraising. The sooner you start, the more you’ll raise.

3. **Check the calendar before you choose the date of your fundraiser.**
   Unless you’re making the most of a special occasion, make sure your event doesn’t clash with a major sporting event or another fundraising event that your company regularly takes part in (i.e. Children in Need or Comic Relief).

4. **Set up an online donation page.**
   Make sure you personalise it with your story so people know why you’re fundraising. We recommend using [JustGiving](#), our guide to setting up an online fundraising page is on page 12.

5. **Set a high but achievable target.**
   That way, you know what you are trying to achieve and everyone else can help you get there. Why not tie it in to a cost associated with our care, see how your money helps on page 3.
Think like a Dragon in the Den.
Set a budget and consider how to raise the most money. Aim to raise three times more than you spend. Keep costs low by asking for discounted or donated goods and services from your suppliers, local businesses, or find a sponsor.

Take a little time to plan to make it a success.
Making a plan keeps you on track – consider things like how much time you need and who can help you achieve your target. Your goal is for everything to run smoothly and for you to have a great time.

Tell everyone you can think of what you’re doing and why you’re doing it for Sue Ryder.
This could be by putting up flyers and posters, posting on social media, or why not change your email signature to shout about what you’re doing? Local media are always on the lookout for stories, too, so tell them yours. We can advise you on contacting the media and can share our press release templates.

Ask your employer about matched giving.
Many companies run gift-matching (AKA match funding) schemes where they will match the amount you raise, effectively doubling your pot. If you have volunteers helping out, don’t forget to ask them if their companies match-gift too.

Contact us for support.
Wherever you are in the country, there’s a Sue Ryder fundraiser near you who is keen to offer even more support, advice, promotional materials, inspiration and encouragement – just get in touch.
Other ways to support us

Donate your pre-loved items: did you know Sue Ryder runs more than 400 charity shops? If you’re having a clear out please consider dropping your items at your local Sue Ryder shop. You can find your nearest shop by searching on our website and don’t forget to sign the gift aid form.

Shop online with us: every item you buy online with Sue Ryder, will show someone you care so bag a bargain and visit our online shop.

Support while you shop: you can also donate to Sue Ryder through Amazon Smile, which allows you to raise funds for our expert care and support while you shop online, at no extra cost to you.

Play the Sue Ryder lottery: you can win up to £10,000 with Sue Ryder and help provide care for people with a life-limiting condition. To play our Lottery sign up here.

Leave a gift in your will: Sue Ryder offers special schemes that enable you to update or make your Will for free, either online, on the telephone or by visiting a solicitor. For more information click here.

Join the Grief Kind movement: when it comes to something as tough as grief, it can be hard to know what to say or do that might help someone you love. Click here to find out how you can be #GriefKind to those you care about.

Friend of Sue Ryder: by setting up a regular gift, you’ll become a Friend of Sue Ryder. And, by adding gift aid your gift will be increased by 25%. Click here to find out more.
Shout about your support

Sharing on social media:
It’s so easy to promote what you are doing on social media - be sure to follow our social media accounts on Facebook, Twitter and Instagram and let us know if you need help crafting a post. LinkedIn is also a great place to share what your company is doing to support Sue Ryder.

Logo use:
You should receive a copy of our ‘in support of Sue Ryder’ logo with this pack! If you use it anywhere, please give us a heads up. If you are planning to use our logo on a product or alongside a service you sell, we’ll need to share a Commercial Participation Agreement with you. This is a legal contract that needs to be in place should our logo be used alongside anything you are selling. For more information about this please refer to page 6 of this document, or contact your team.

Regional press:
Sue Ryder has an expert PR team on hand to help promote our partnerships. If you think your local newspapers or relevant trade magazines might want to share a story about your support of Sue Ryder, let your local fundraising team know. They’ll introduce you to our local PR team who can work with you to create a compelling press release.

Materials:
We can provide branded materials such as buckets, banners, collection tins and t-shirts - just get in touch and we’ll get what you need!
Getting started with JustGiving

It’s quick and easy to set up an online fundraising page for Sue Ryder

1. To set up your JustGiving page, visit: Justgiving.com (you will need to create an account and log in if you don’t already have one)

2. Click on Start Fundraising

3. Select the Doing Your Own Thing option

4. In the drop down menu for Event Type select Something Else

5. Choose your web address – this is the link you’ll be sharing with friends and family when asking them to donate, and fill out all other boxes

6. Make sure you click ‘Yes’ if you’re running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won’t be eligible for Gift Aid.

7. Click Create your page.

8. We get notifications of new fundraising pages, but please share your fundraising page with us so we can support you every step of the way.

9. Regularly share your fundraising page on social media so your friends, family and colleagues can keep updated and support you.

Editing Your Just Giving Page

1. Set a target so colleagues, friends and family can see what you are aiming to raise - you can amend this along the way.

2. Add a photo to make your page more personal - those who add a photo to their page tend to raise 14% more!

3. Share your story - this is where you can write about why you are supporting Sue Ryder and what you are planning to do.

4. Did you know you can add regular updates to your page? This will remind and encourage your network to make a donation.

5. Here’s some suggested wording for your fundraising page if you’re feeling stuck:

   [COMPANY NAME] has chosen to support Sue Ryder as their [charity of the year/month/charity partner] and [during month/for the duration of x] I’m [taking part in xxx / will be raising funds] for Sue Ryder, (add the name of a particular centre if appropriate).

   Sue Ryder believes that the end of someone’s life is one of the most important times of their life. They know that those days can be filled with fear, uncertainty, pain and struggle. Or they can be filled with love – the people and things that mean the most to us, the conversations that help make sense of it all, the final moments that bring peace and resolution. The support to help grief fade and let acceptance take its place.

   Sue Ryder means a lot to me because....

   Please consider making a donation to support my fundraising efforts and I look forward to updating you along the way.

Creating a Just Giving team

1. Launch a fundraising page

2. From your fundraising page select ‘Create a Team’

3. Personalise your team page with your story and an eye-catching photo

4. Set a team target and launch your page!

5. Share your team page with your friends for them to join. You can find more information on team pages here.

JustGiving is the world’s most trusted platform for online giving. Your donations are automatically transferred to your charity of choice.

Top tip: Remember to update your story and use the sharable links with your network, we find doing this at least 3 times gives you the best chance of engaging your family, friends and colleagues.
How to bank your donations and contact us

Your donations make a huge difference! Here’s how to make sure they reach us safely:

**Making a bank transfer to Sue Ryder**
Bank Name: Lloyds
Account Name: Sue Ryder
Sort Code: 30-94-55
Account Number: 01518934
Reference: Company name and unique Sue Ryder supporter reference number provided by your local fundraising team.

Please let your local fundraising team know when you are depositing your donations or fundraising money into our bank account.

**Making a donation by cheque**
Please make cheques payable to ‘Sue Ryder’ and you can send them to your local fundraising team

Please mark the rear side of cheques with your contact details and unique Sue Ryder supporter reference number provided by your local fundraising team.

**Cash payments**
For any cash payments, please organise this with your local fundraising team so we can organise delivery or collection safely and ensure we can bank this as soon as possible.

**Pay your money in online**
You can easily pay any donations or fundraised money online through our website. Please just visit sueryder.org/donate and make sure you use the text box to say who it is from.

Online Fundraising Platforms – Donations through platforms including Just Giving automatically transfer funds donated and any Gift Aid raised to us directly.

**Contact us**
If you have any questions about payment, please contact your local fundraising team.

“We are delighted to support Sue Ryder as our charity branch partner, voted for by our employees and members. Sue Ryder is a fantastic charity, and we have really enjoyed fundraising and volunteering for them over the last couple of years and being able to contribute to the excellent work that they do throughout the local community.”

Newbury Building Society’s – Wokingham
Fundraising and the legal bits

Everything you do when you are raising money for Sue Ryder needs to be both legal and safe. To put your mind at rest, please read the important information below.

Lotteries and raffles
There are strict and complex laws relating to raffles, lotteries and betting. There are also legal requirements regarding prizes, the cost of running a raffle or lottery and the way they are organised.

Some events that you might not think of as lotteries or betting are covered by lottery and betting laws.

The following guidelines relating to small lotteries are probably the most relevant to your fundraising, but do give us a call if you are not sure and we will be happy to help.

Small lotteries – Where a lottery or raffle is part of a social event e.g. a dinner, quiz night or fête, then different provisions apply (no formal licence or authorisation is necessary):

- Lottery and raffle tickets must not be sold by, or to, anyone under 16.
- Maximum of £250 can be spent on prizes.
- Donated prizes can be of any value but no prize can be given in cash.
- Tickets must not be sold outside of the premises or grounds where the function is held.
- The tickets must not be sold in advance and results should be announced during the function.

Raffles with customers and those which are not part of a social event, or to sell tickets in advance of an event need to be handled differently, you must contact your local authority to obtain a licence, this can cost around £20–£30. Please contact your local fundraising team for more information.

Licences and insurance
Please check if your event needs a licence. You will need a local authority licence for street collections unless the land is privately owned, in which case ask the owner’s permission. If it’s a shopping centre ask the management company, if it’s a pub ask the landlord and if it’s your local supermarket ask the store manager.

If you intend to play music at your event you may need a licence. Visit www.gov.uk to check if your event requires one and to find out how to get one. If you’re holding an event at a venue that plays recorded music they are likely to have a licence already but please do check with them.

Your company will probably already have suitable insurance cover for your event, unless it is unusual, but do check. If you are organising a large event, it would be worth getting abandonment insurance, which will cover all your costs if you have to call the whole thing off. Please ensure you follow your company’s policies and procedures and risk assessments are completed where necessary.

Food and drink
If you are providing food at your event, every person involved in the preparation and serving must have a basic understanding of food hygiene and where possible advertise what allergens the food you are providing or selling contains. If you are selling alcohol at your event you must get an alcohol licence from your local authority. You will need a Temporary Events Notice (TEN).
Bereavement signposting

As well as our care centres and hospices Sue Ryder offers a range of bereavement support for anyone in the UK, below is some information about these services:

Sue Ryder’s Online Bereavement Support provides a free and valuable service, making it easy for people to connect with the right support at the right time. It consists of:

- **Online Bereavement Community** – Find others who truly understand. The Community is a place where bereaved people can exchange messages, share their feelings and support each other.

- **Online Bereavement Counselling** – Our Online Bereavement Counselling Service provides free short-term support for anyone who is grieving. Sessions are with qualified counsellors and held online, in the comfort of your own home.

- **Bereavement information and grief advice** – Expert information and advice to help you deal with the practical and emotional issues after a bereavement, either for yourself or someone else who is grieving.

- **Grief Self-Help Service** - Featuring expert information, personal stories and a space to journal, the grief self-help service can help you understand and cope with your grief.

These services have supported more than 464,000 people in the past year and this support is available to anyone in the UK. If you or your team are in need of support please visit sueryder.org/support

**Grief Kind campaign:** When it comes to something as tough as grief, it can be hard to know what to say or do that might help someone you love or work with. That’s why we have created a national movement to create more kindness around grief and give more people the confidence to be there for friends and colleagues who are grieving. Follow this link to access our Grief Kind classes, podcasts and expert advice.

**Bereavement at Work:** Coping with a bereavement at work can be an incredibly difficult and emotionally fragile time. As an employer, it is crucial that you provide a supportive, open and flexible working environment for employees going through a bereavement. We provide practical advice so that you can help employees through their grief and support them effectively. Please visit our hub for more information and support.
There when it matters

At Sue Ryder, we believe that the end of someone’s life is one of the most important times of their life.

We know that those days can be filled with fear, uncertainty, pain and struggle. Or they can be filled with love – the people and things that mean the most to us, the conversations that help make sense of it all, the final moments that bring peace and resolution. The support to help grief fade and let acceptance take its place.

Your support makes all the difference. Every pound you raise allows Sue Ryder’s specialist team to provide the expert care that will make more space for love at the end of people’s lives. We can put them in control and help them make the right decisions. We can do everything in our power to create final days that are filled with memories. Taking away some of the pain, practicalities, and anything that gets in the way of what really matters. And help loved ones come to terms with their loss. At the end-of-life, love is really all that matters. Your support helps fill the end of someone’s last days with love.

Thank you.
Here are some useful templates to help you with your fundraising activities

Fundraising thermometer

Sponsorship form

How long do you think it will take me?

For more information contact events@suer Ryder.org

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Sue Ryder bunting

Sue Ryder is a charity registered in England and Wales (1052076) and in Scotland (SC039578). © Sue Ryder. Dec 2022.

Help support us to be there when it matters most...

Sweepstake form
Ricky and Gemma’s story

Gemma Sisson and her fiancé Ricky Moore had been together for nearly 16 years but never found the time to plan a wedding. So, when Gemma was admitted to her local Sue Ryder hospice with terminal cancer at the height of the first lockdown, hospice staff pulled out all the stops to help them tie the knot.

Ricky, who owns 1-RM gym, said: “We got engaged on Gemma’s 30th birthday in 2011 and had just never got round to organising a wedding but Sue Ryder turned it around in two days. They organised a priest, they set up a special room for us, they decorated, they got a cake. One lady called Vicky even came in on her day off to do Gem’s hair and makeup. She looked amazing. I can’t thank them enough for what they did for us that week. Gem’s parents came and my friend attended as my best man, and Gem’s brother and his wife watched through the window. That’s all we needed. We couldn’t have had a better day under the circumstances and that’s all down to Wheatfields.”

Gemma loved to exercise and even qualified for the British Body-Building final in 2016. She was initially diagnosed with stage 3 cancer in 2018 after finding a lump on her leg. Ricky said: “We were told she could potentially make a full recovery at that point. So through the spring and summer of 2018 she was having chemotherapy and radiotherapy and then in January 2019 they said there was no sign of any cancer.”

However, a month or so later Gemma started getting pain in her back and after a couple of visits to A&E she decided to see a physiotherapist who recommended she should have an urgent scan. Devastatingly, the scan confirmed the cancer had returned in her neck and spine. Ricky said: “Gemma was admitted to hospital straight away. She had a massive operation in August and had metal rods put in her neck and spine. She had stage four secondary cancer at that point and we knew it was incurable but we still had about three or four good months together and we really tried to make the most of that time.”

Gemma was first admitted to in February for pain management and after two weeks was able to return home. “They did an amazing job. They really looked after her and got her pain under control. She was able to stay at home all through March and April. The lockdown had started by then so I didn’t have to work and it meant I could put all my focus on looking after Gemma and spending as much time with her as possible. “We also had a Sue Ryder nurse who was really nice. She said there is a bed ready for you whenever you feel it’s too much at home. At the end of April Gemma had made the decision to stop the chemo and then she went downhill really fast. By the start of May she was losing the use of her limbs. Gem stayed at home as long as possible but it got to the point where home care wasn’t enough and we had to make the really tough decision for her to go.”

Gemma died on July 22, 10 weeks after she was admitted to the hospice. She was 39. Ricky and the couple’s family and friends have since raised an incredible £34,000 for the hospice’s urgent appeal and continue with their fundraising.
“It’s important to us to give back to the local community and we’re proud to support Manorlands Hospice. Our customers and staff share our affinity with the hospice, always recognising and supporting our fundraising efforts. We’re glad we can do something that adds value to our business whilst helping an important local charity”

New Coley Nurseries - Bradford

“The 100 challenge encouraged most of the WD group people team to get fit! They chose to maximise their steps, walk 100 miles, run 100km, do 100 sit ups a day for 10 days and then most importantly, refuel with a 100cm caterpillar cake! We are grateful for the team at St Johns for the fresh, fun ideas that help us fundraise for the hospice and keep our team connected for reasons other than work”

Willmott Dixon - Letchworth Garden City