



**Alexander  
Devine**  
Children's Hospice  
Service

Reg. Charity 1118947



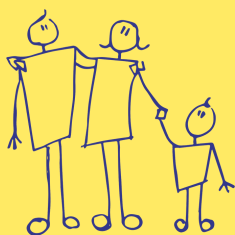
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**FUNDRAISING  
REGULATOR**



# TURN YOUR WORK INTO GOOD

Your Sales Fundraising Guide

# Our **vital** work is only possible because of companies like you



## 165+

children and families currently supported by Alexander Devine

## 1,370+



children in Berkshire alone with life-limiting conditions and research shows that this number is likely to increase by a further **11%** by 2030



”

Alexander Devine has opened up both of our worlds. I know I can leave Frankè with them and have peace of mind and utter trust that the wonderful and amazing team will love and look after my boy.

## WHO WE ARE

Alexander Devine Children's Hospice Service is a charity that provides specialist care and support to children with life-limiting and life-threatening conditions, and their families, across Berkshire and into surrounding counties.

## VISION & AIMS

Our vision is to provide a service within Berkshire and surrounding counties that will give children and families a choice of care and support from a skilled and dedicated team.

## OUR MISSION

**Reaching out to every child and family who needs us**

The specialist care and support we provide is free of charge for families. But it costs over

**£2.8 million+ each year**

just to maintain our current level of care.

With very minimal government and NHS funding, 83% of what our charity needs to meet the cost of running our service comes from donations, fundraising and gifts in Wills.

This means for every one hour of specialist care and support that we provide to each child and their family, only 10 minutes is funded by statutory sources.

**ONLY**



**each hour is funded**

**The support we receive from companies and small businesses enables us to provide specialist care and vital support to children and families who need us**



# Make a **powerful and positive impact**, no matter your business size, with sales fundraising



## WHAT IS SALES FUNDRAISING?

Sales fundraising is donating a portion of your business sales from products or services to your chosen charity. It's an easy way to use the work you already do, for good!

For example, you could choose a single product, or all your services, and donate 5% of sales to our charity for the year. Or you could pick a meaningful time period, like Christmas or children's hospice week, to donate a percentage of your profits to our charity.

It's flexible and open to any registered company, no matter your size or profits, and has some fantastic benefits for your business.

## HOW TO SIGN UP?

Via Work for Good, you can support Alexander Devine through a sales partnership in a simple, sustainable and legal way, whilst also creating a proven positive impact for your business too!

They provide a simple Commercial Participation Agreement, which is needed when you choose to fundraise using your products or services for any charity. Simply click below to set up your own Sales Fundraising partnership.

[Click here to start your Sales Fundraising partnership](#)

## Turn the work you do into good.



### 1. Join

It's quick, easy and free to sign up and create an account; where you'll join a community of like-minded purposeful businesses.



### 2. Pledge

Set up your fundraising campaign and create the necessary legal agreement that's needed when you fundraise through your sales.



### 3. Publicise

State at the point of sale (e.g on your website) how funds will be raised and then publicise your campaign to your customers or clients.

**To discuss your Sales Fundraising partnership for Alexander Devine,  
please contact Tai Bishop, Lead for Corporate Partnerships:  
[taib@alexanderdevine.org](mailto:taib@alexanderdevine.org)**

# Doing good for our children's hospice is **good for your business** too!



We are living in a world where people increasingly want to buy from and champion businesses that are led by their values, so doing good for our children's hospice service is proven to do good for your business too!



## 94%

THINK IT'S IMPORTANT

Consumers globally said it's important that the businesses they engage with have a strong purpose.

Zeno Group, 2020.



## 66%

WOULD SWITCH BRANDS

Consumers would switch from a product they typically buy, to a new product from a purpose-driven company.

Komornicki and Komornicki, 2018



## 69%

GREW FASTER

Unilever's purpose led brands, grew faster than the rest.

Unilever, 2019



## 4 x

MORE LIKELY TO PURCHASE

When consumers think a brand has strong Purpose, they more likely to purchase.

Zeno Group, 2020.



## ”

*We are delighted to support our local Children's Hospice Service, Alexander Devine, by linking the number of enquiries we receive over the year directly to a charitable donation to the hospice. This means we can raise money for a great cause and it keeps us focused on work at the same time!*

*It's an easy way to drive positive impact and unite our business with a charity whose services and values we believe in.*

**David Harrington, Director, Heatsense Services Ltd, [www.heatsenseservices.co.uk](http://www.heatsenseservices.co.uk)**

# Making a life-changing difference

Here are just some of the ways your sales fundraising can make a massive and life-changing difference to the lives of children and families we support across Berkshire and into surrounding counties.

## Pay for a whole week of care



Whether at our children's hospice in Maidenhead or out in the community in a family's home, hospital or school, we offer families a range of care and support services including: Respite Care, Specialist Play, Symptom Management, Family Support, End of Life Care and Bereavement Support. By raising a fantastic **£50,000**, you could help cover the cost of all of our specialist care and support for a whole week. What an incredible gift to give!

## Fund two weekends of overnight respite



Supporting a child with a life-limiting or life-threatening condition requires 24/7 round the clock care. The responsibilities for parents are exhausting. If you raised a fabulous **£10,000** you could cover the cost of two long weekends of overnight respite for a child, enabling them to have fun and receive specialist treatment, whilst their care-givers can take a much needed break and relax knowing their child is in trusted and caring hands.

£50k

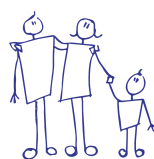
£25k

£10k

£5k



**Alexander Devine**  
Children's Hospice Service



## Fund an Alexander's Carer for a year

Our carers provide holistic care and support to children and their families. They are vital in helping our Alexander's Nurses at the hospice and out in the community and enable children and their families to have fun, play and make special memories together. If you were to raise a amazing **£25,000**, you could help us fund one Alexander's Carer for a full year.



## Pay for Play!



Specialist play helps siblings cope with their feelings, process what is happening in their lives and gives them a chance to enjoy activities with others. Our specialist Sibling Days provide vital opportunities for siblings to receive peer to peer support whilst simply just being children and having FUN! By raising a wonderful **£5,000** you could help fund 5 of these sessions for a group of siblings at our children's hospice in Maidenhead.

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[www.alexanderdevine.org](http://www.alexanderdevine.org)

Reg. Charity 1118947



# Thank you!



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[www.alexanderdevine.org](http://www.alexanderdevine.org)



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**CareQuality  
Commission**

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