



WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

Putting patients first

Corporate Partnerships

that can transform patient lives

Putting patients first
by working together
supporting the
services and staff of
Worcestershire Acute
Hospitals NHS Trust



Worcestershire
Acute Hospitals
NHS Trust

Welcome

Corporate partnerships play an extremely vital part in helping us change the lives of patients and staff of Worcestershire Acute Hospitals Trust.

Your support could fund medical equipment and health research, encourage excellence in healthcare for patients and their carers, provide better access to services and transform environments improving the overall hospital experience.

Patients are at the heart of everything we do. Our mission is to work together and collaborate with business and the community to deliver partnerships that will result in a true sense of achievement and tangible lasting outcomes.

Our Corporate Partnership pack is designed to inspire you with ideas and suggestions of how you and your business can raise funds, increase awareness, and the understanding of our work.

We pride ourselves on creating partnerships with all types of Worcestershire businesses, supporting Corporate Social Responsibility objectives and making your experience fun and fulfilling.

100% of your donation will go towards over and above core the Trust NHS services. None of your donation will ever be used to replace NHS services.

We hope you share our vision.

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Who we are

The Worcestershire Royal Hospital The Alexandra Hospital, Redditch and Kidderminster Hospital are a group of three hospitals working together under the umbrella of Worcestershire Acute Hospitals Charity, registered charity number 1054612.

We put patients first in everything we do, by supporting the services of Worcestershire Acute Hospitals Trust.

Since 1996, the impact of our fundraising has supported patients, families and staff, making a huge difference to their lives when it's needed most.

Our appeals are ran by Nurses, Doctors, Staff and Volunteers of the Trust, with the generous support of our patients and the communities of Worcestershire.

The charity has raised over £10 million since its inception, and with the ever challenging pressure on services, now more than ever the work of the charity is vital.



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What we do

We work with the Worcestershire Hospitals NHS Trust Divisional, Directorate and Specialist teams to identify and put plans in place to provide financial support through voluntary donations towards projects supporting the Trusts' developing Clinical Services Strategy.

Our priorities for fundraising and appeals focus on where our outcome and impact can be put into action by the Trust.

We collaborate with the Trust and other relevant service providers and charities towards supporting the areas within the Trusts' developing Clinical Services Strategy.

Key areas are:

Urgent and Emergency Care
Integrated Care
Acute and Specialist Planned Care

How you play a vital role

Each year we need to raise in excess of £1 million to maintain our commitment of supporting patients, providing over and above services, projects and equipment needed throughout the Trust.

But without the support of the Worcestershire business community, none of this would be possible.

Your fundraising directly makes the difference to not just a patient, but to a family, a friend and the whole community.



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-  £2,000 Specialist advanced clinical training
-  £5,000 New birthing pool
-  £10,000 New ECG machine
-  £15,000 New ultrasound equipment



Passionate about partnerships

Our corporate team will work with a passion and drive to create a partnership that will be mutually beneficial and highly effective, ensuring your business is valued for your contribution and commitment, regardless of its size or sector.

We will give your employees the chance to have a real impact on the lives of our patients and staff in their communities, while getting involved in some fantastic, entertaining and engaging fundraising activities and events to suit all tastes.

We provide the very best in partnership management, including:

- Raising funds and engaging your team with our cause
- Fun team building opportunities, including our varied calendar of events
- Volunteering your time in our three hospitals
- Offering your professional skills to support our development
- Achieving your brand goals with the help of our Marketing and Communications Team
- Sponsorship opportunities and gifting function space for our events
- Networking in the business community at our corporate events
- Assisting you in advancing your CSR goals
- Support in staff motivation and positivity
- Significant media coverage within Worcestershire and the Midlands



Participation & engagement

There are many ways you can raise money; remember fundraising can be done anywhere - at work, at home, on your own or as part of a group.

From taking part in a collection, jumping out of a plane, dressing up as a superhero organising a raffle or fire walking. Our team will try all sorts of fun ways to transform the lives of our patients and staff.

From running a marathon to attending our charity awards, our events calendar is packed full of opportunities for fundraising, sponsorship and participation.



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Sponsorship

Place your brand in front of a captive audience of potential future client's and corporate allies through sponsorship of our events, projects, appeals and campaigns.

Let us work with you to choose the package which meets your needs and puts your business in front of your potential future growth audience.



Other ways to make a difference

Payroll giving

Payroll giving is one of the easiest ways to support our charity. It is a valuable, long-term source of donations, providing regular income to support future appeals. It allows your employees to make simple, tax-effective donations to our charity.

Gifts in kind & Pro-bono support

Every company, big or small has something special of offer to us.

Whether thats helping us to save money through providing advice of expertise or simply asking your staff to personally donate their time, we would be delighted to hear from you.



Match funding

Match funding is on of the best ways to engage and motivates your employees, it incentives and boosts morale and donations.

You can match payroll giving donations, staff fundraising and volunteering activity giving you choice and flexibility.

Your contributions can be deductible for tax purposes too. We can hep you to administer and manage the process, saving you time and money.

Volunteering

We have an array of opportunities which suit all needs and interests.

So whether you are interested in delivering event support or participating with projects around our hospitals, your staff can really make a difference.





The Wellness Garden Appeal
Alexandra Hospital, Redditch



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Registered Charity No. 1054612

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