

WOO FEST



St Richard's
Hospice

Caring for life

Business Supporters Pack

Join a community of businesses who's support
raises funds for St Richard's Hospice

Our story

Woo Fest was launched in 2015, initially as a one-off music festival aimed at remembering the life of John Simons and raising funds for St Richards hospice, who cared for John in the last few days of his life in 2013.

It worked very well, and **£6K was raised for the hospice**. So, we did it again, and again... **It's grown every year** into the first festival in many people's calendars raising over £33K in 2024 and now over £180K since it's inception.

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The festival is held in **beautiful surroundings near Upton Upon Severn** and **aimed at families**; there's something for everyone. On-site camping is also available.

The music includes many different genres and **a mix of originals and covers with largely local artists** and always a few from further afield, on 2 separate stages with continual music throughout our opening hours.



Our story

There are **many things for children to do** including arts & crafts, football and even watching wrestling. **Our objective is to give everyone a great weekend.**

We now run all concessions ourselves including food and drink and an on-site shop to **maximise proceeds for the hospice.**

Along the way **we have picked up national recognition**, winning the **Best Small Festival in the UK twice (2019, 2022)** at the UK Festival awards as well as **finalists in other categories** including **Grassroots music** and **Best Family festival**.

...winning the Best Small in the UK twice (2019, 2022) at the UK Festival awards

It's become increasingly apparent that **we have built a community; a community of musicians, volunteers, engineers and customers** who all understand the ethos of Woo Fest and its charitable aims - we have made many friends including welcoming volunteers who have experienced the incredible care of St Richard's Hospice.

We are proud that **100% of every single ticket goes straight to the Hospice** which is only possible through our army of volunteers and incredibly kind supporters and sponsors

More info at **www.woo-fest.com**



About St Richard's Hospice

St Richard's offers free, expert care and support for adults with an illness that cannot be cured, their loved ones and carers.

Since its inception in 1984, the hospice has provided palliative and end-of-life care, and bereavement support, to thousands of people.

Each year the hospice team supports more than 3,100 people in Worcestershire. This may be in the hospice, the local community, in GP surgeries, at clinics or by telephone.

It will cost in the region of £12 million to run the hospice this year, which includes patient care and all the necessary support services.

St Richard's is an independent charity and relies on voluntary support, including from donations, gifts in Wills, retail and events for the majority of its income with the remainder funded by the NHS.

More info at www.strichards.org.uk

St Richard's Hospice, Wildwood Drive, Worcester, WR5 2QT.

Charity number 515668



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Hospice**

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How we operate

Everyone involved in running the festival is a volunteer, many from a group of friends who have known each since school and other incredibly kind people who have joined the team and volunteered their time and/or equipment. This creates a feeling around the festival that is unique and just beautiful.

This support includes **sound & lighting**, all the talented **musicians**, **security** and **stewards**, **shop workers** and **bar workers**. Special mention here to our **Woo Fest kitchen staff** who have created a wonderful festival kitchen, cooking incredible locally-sourced food throughout the event

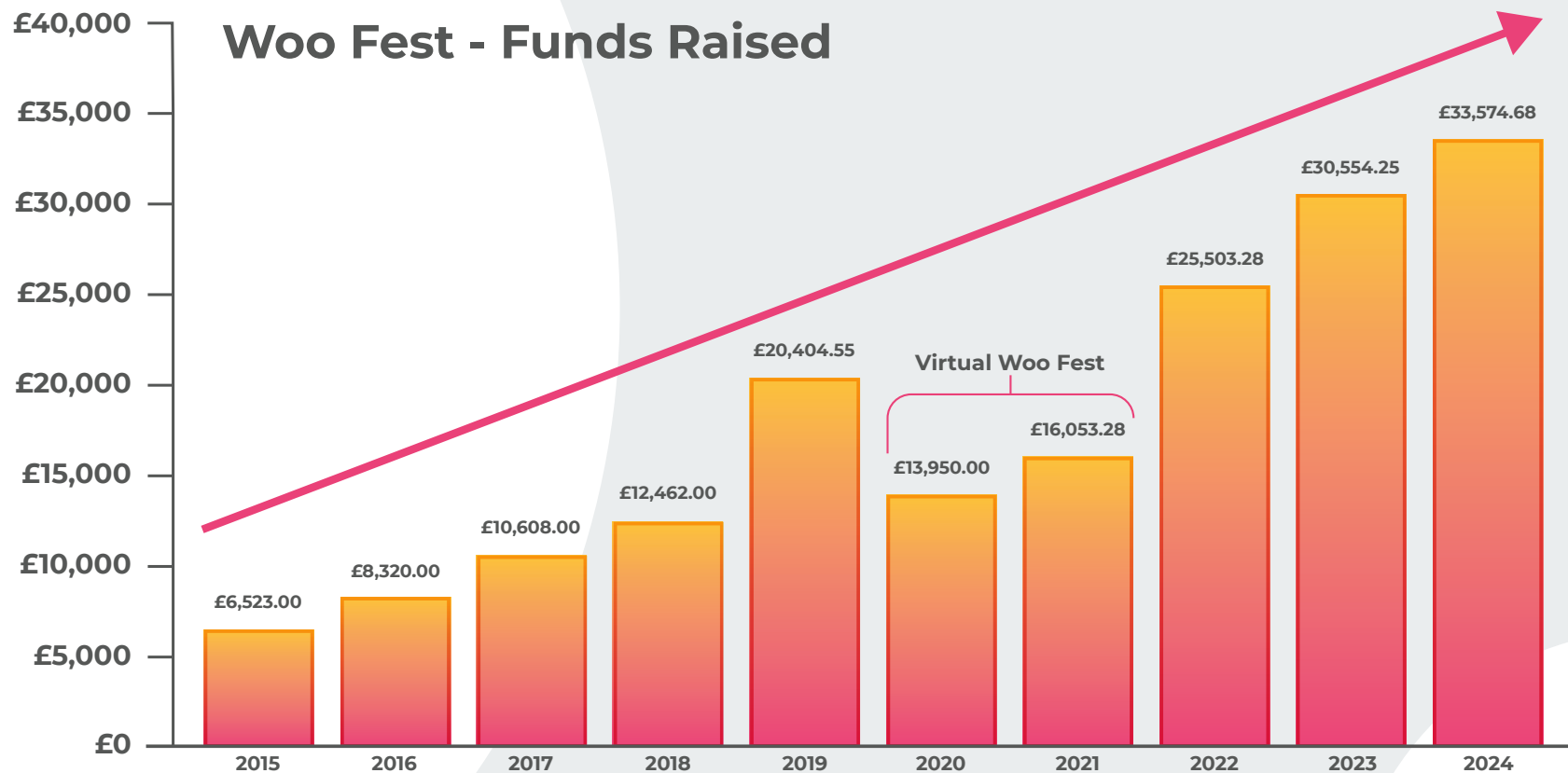
We have **acquired/been donated** lots of kit to run the festival with **2 containers full of materials including, flags, barriers, signage** and the **whole kitchen set up**.

Business supporters have been critical to this success, **the generous support from the business community ensures that every penny from every ticket can go straight to St Richards Hospice.**



Fundraising for St Richard's Hospice

The below graph highlights the amounts raised – now over £180K with continual increases (other than '20/'21 which were virtual festivals due to Covid-19).



Business support

We are lucky to be supported by businesses who underpin the festival and allow us to maximise proceeds to St Richard's Hospice.

Businesses support us in 3 ways:

- 1: **Supplying products** that we can sell at the festival (e.g. food ingredients, drinks, shop stock).
- 2: **Sponsor Woo Fest with funds.** These funds can be used to **purchase essential items** to continually **improve the festival** (e.g. kitchen equipment, card machines) or to **cover direct costs** incurred at each festival (e.g. stage hire, insurance). Also can include raffle matching and raffle prizes.
- 3: **Lending the festival equipment** and time to help us put on a fantastic show (e.g. PA system, signage, lighting, toilets, barriers, activities e.g. football sessions).

The net result of all this support effectively means we payback 8 times the total cost of the festival directly to St Richard's Hospice!

**Woo Fest 2024 – Total costs £4.2K,
total raised £33.6K**

Woo Fest **operates on a year-by-year basis**, so **any surplus** in sponsorship revenue is **added straight to the fundraising pot** – therefore we can never have enough sponsorship!



Why Support Woo Fest?

Simply put... **your business donation/support ensures that we can drive a return on investment** of at least x8 (based on 2024) for St Richard's Hospice.

There are many other benefits, including:

- **Being a significant part of something that brings joy to many people**
- Providing a **platform for local musicians to play in front of a crowd** (e.g. we pride ourselves on adding young musicians to the bill)
- Providing a **safe environment for people of all ages** and backgrounds
- Providing an **opportunity for people to give something back to St Richard's Hospice**; we have **many volunteers** who have **experienced their care**

We understand that just supporting good causes is enough for many community focused businesses, but **we do want to ensure that people see your support** – it's only right that our business supporters get the kudos they deserve. **This includes:**

- **Feature** of every supporter **on our Website**
- **Each act is allocated a sponsor** which is **promoted on social media** before and during the event
- **Your logo on the big stage screen** during the event
- Possible inclusion of a banner in front of the stages
- Opportunity to **promote your products** (if applicable)
- **NEW! Media pack** with images that can be used to show your support





Summary

The Woo Fest journey has been fantastic and it's only been possible thanks to the fantastic businesses who have supported the festival including large corporations to sole traders.

We believe **our festival is unique**, even for charity festivals, in that **every penny of a customer's entry ticket goes straight to the hospice**. This is only possible thanks to so many caring people and businesses.

We want to continue to grow our fundraising total and need more support to do this.

Let's see if together we can increase the pay back from x8 to even more! **Any help massively appreciated.**

Please get in touch with us!



Luke Simons

Email: simonslj@icloud.com

Mobile: **07789 998839**

Website: www.woo-fest.com



Ria Simons

Email: rsimons@strichards.org.uk

Mobile: **07970 683907**

