

CHARITY PARTNERSHIP OPPORTUNITIES THE LILY PAD APPEAL 2019



Raising £750,000 to build a new state-of-the-art Oncology Unit as part of the full redevelopment of Acute Paediatrics Services at Croydon University Hospital.

BECOME A LILY PAD PATRON

A single or regular donations or a package of financial and in-kind support - these are all options for companies who wish to become Appeal Patrons.

There's a range of Patron Benefits available depending on the scale of support offered.



A CHARITY OF THE YEAR PARTNERSHIP THAT WORKS FOR YOU!

Every business is different and we tailor our approach to your needs and priorities. Partnerships can be light-touch or highly engaged with regular activations for staff. For us, the fun factor is the key to any successful partnership!

Charity partnership activity can include:

- Internal Team Fundraising
- Fundraising Challenges
- Match Funding from Management
- Hospitality and Sponsorship
- Employee Volunteering



INTERNAL TEAM FUNDRAISING

Team socials, pub quizzes, raffles, bake sales, sweep-stakes, prosecco parties and coffee mornings..

We'll support you to organise in-house fundraising events - whatever scale, frequency, format that work for you.

FUNDRAISING CHALLENGES

We run an ongoing programme of Fundraising Challenges ranging from sky dives, wing-walks, runs, boat races. Sign up and take part as individuals or teams.

Dates for the Diary 2019

March: Fundraising Challenges kick off!

April: Croydon fundraiser - Lloyd Park Run.



MATCH FUNDING FROM MANAGEMENT

Pledging Match Funding at a company level for Employee Fundraising can really incentivise staff and demonstrate commitment from the top. We can work with you to set realistic targets and motivate your team to reach them!

HOSPITALITY AND SPONSORSHIP

Our lively programme of public events (galas, balls, auctions) provides year-round opportunities for client and team entertainment.

You can also boost your profile and exposure through event sponsorship or work with us to produce a public fundraiser of your own.



EMPLOYEE VOLUNTEERING

As part of The Lily Pad Appeal, we'll be holding regular awareness-raising days and collections in Croydon in 2019.

These activities are perfect ways for employees to engage with their community and champion the cause.



Volunteers also support us as stewards for fundraising events and challenges.

INCENTIVES AND BENEFITS

- The reward and feel-good factor of making real change in the community.
- Increased local profile through growing supporter networks at a community level.
- Credits (name and logo) online and in promotional print material.
- Credits/ Editorial in our quarterly magazine and via external press and radio.
- Dedicated mentions and thanks on our Social Media channels (Twitter/ Facebook).
- Priority booking for Chartwell Cancer Trust special events.
- Your name on a permanent Supporters Plaque in the new Unit.
- An invitation to the Grand Opening of the completed Unit.

Every partnership is unique and the associated benefits businesses can access will vary depending on the scale and nature of the support they can offer.

WE WOULD LOVE TO EXPLORE ALL OF THESE OPTIONS WITH YOU TO BUILD SOMETHING AMAZING TOGETHER FOR 2019!

If you are interested, please contact:

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