

Making a difference, together

How your business can support our Charity



In support of:

North Manchester General Hospital

Manchester Royal Infirmary

Wythenshawe Hospital

Royal Manchester Children's Hospital

Manchester Royal Eye Hospital

Saint Mary's Hospital

University Dental Hospital of Manchester

Withington Community Hospital

Trafford General Hospital

Altrincham Hospital



Manchester Foundation
Trust **Charity**

Manchester Foundation Trust Charity is registered with the Charity Commission as
Manchester University NHS Foundation Trust Charity. **Registered charity 1049274.**

Why we need your help

Manchester Foundation Trust Charity helps to make a difficult time easier for patients across our family of NHS Manchester hospitals, at what can be a very emotional and daunting time.

With help from companies that support our Charity, we fund projects that benefit our patients and their families, particularly when they have long or frequent stays in hospital.

As part of one of the largest NHS Trusts in the UK, Manchester University NHS Foundation Trust (MFT), employs over 28,000 staff and provides a wide range of services from comprehensive local general hospital care through to highly specialised regional and national services.

Our Charity, supports all of the ten hospitals within our Trust. We do this by focusing our support on three key areas. These are:

Treatment

To provide state-of-the-art equipment for diagnosis and treatment

Research

To support research projects to improve our understanding of illnesses

Care

To help to create an environment that's more friendly and welcoming to our patients, their families and visitors.

But we can only do this with the help of our supporters. By supporting us today, you can help make a difference to the many patients we treat every year.



Manchester University NHS Foundation Trust is the lead provider for a significant number of specialised services including:

- Breast Care
- Vascular
- Cardiac
- Respiratory
- Urology Cancer
- Paediatrics
- Women's Services
- Ophthalmology
- Genomic Medicine

As a whole, our hospitals treat over
2.5 million patients
per year.

How your money can help

Your support will help the millions of patients and families we care for every year. No matter how big or small your contribution is, every penny you raise will make a lasting difference to our family of hospitals. Here are just some of the examples of how your donation can make a real and lasting difference.

£10

Could contribute to the cost of a **day-long music therapy session** for children with mental health conditions, improving their communication skills and helping them to feel more confident.

£60

Could purchase two **pet animatronics**, a lifelike cat or dog to provide **companionship for a patient with dementia**.

£100

Could provide **home comforts for one of our Bereavement rooms**, allowing grieving parents that have lost their newborn child, a place for solace and time with their loved ones.

£600

Could fund a **wheelchair for our patients** who have recently undergone a traumatic or life changing event, helping to aid their recovery whilst at home.

£2,000

Could help to fund **non-invasive technology to help urology patients**, increasing their self-esteem and confidence by giving them the greatest chance to become free of incontinence.

£10,000

Could purchase a **3DTV Pain Distraction Unit** which can provide a necessary and pleasant distraction, enabling our medical teams to focus on their examination of our younger patients.

£55,000

Could fund two **new specialist baby incubators** for our neonatal units, using modern technology to involve parents in their baby's care, when only one parent can be present, by playing recordings of a voice, heartbeat or music at a comfortable decibel.

If you would like to find out more about how your support can help our family of ten hospitals, please contact your Account Manager or visit mftcharity.org.uk

If you wish to support a specific hospital or ward, please let us know when you get in touch.

Meet our patients

Richard's story

Richard Potter felt so passionate about the care he received at Manchester Royal Infirmary, he decided to climb Ben Nevis to raise funds for our hospital. Richard was kind enough to share his story with us...

"I'd had what seemed like an allergic reaction to eggs, when I was eventually referred to specialists at Manchester Royal Infirmary. The word 'leukaemia' had come up before, but actually getting the diagnosis of chronic lymphocytic leukaemia was a huge shock. Until that point you hope it's a mistake, or something else.

My consultant was absolutely fantastic and the whole haematology department were incredible. A senior nurse explained all about the diagnosis and gave my wife Helen and I lots of booklets and information to take away. He answered all the questions we had – it was incredibly helpful. We were both in pieces but we were reassured I was in good hands.

When I described the help and support I was receiving to friends, they assumed I was at a top specialist cancer hospital. I was proud to tell them I was under Manchester Royal Infirmary.

After the chemotherapy finished I returned to work but I was still in touch with Manchester Royal Infirmary and had regular check-ups to keep an eye on things. But sadly in February 2018 I was diagnosed with myelodysplasia. I was told I would eventually die from the condition. It could be a few weeks or a few years, but it would happen eventually. I was told the only treatment that could save me was a stem cell transplant, however that came with huge risks.

We're keen walkers, so just before my second diagnosis we'd been talking about doing a challenge of some sort. Helen and I had climbed Snowdon and managed it okay, so with encouragement from friends we decided to climb Ben Nevis and raise money for Manchester Royal Infirmary Charity. In total the group of us raised £6,841.17 for leukaemia research at the infirmary."



// There has been a lot of sadness during my treatment, but there have been a lot of good things to come out of it too. I have nothing but praise for the haematology department and can't thank them enough for what they've done for me. //

Meet our patients

Theo's story

Baby Theo spent a total of 123 days in neonatal intensive care, 113 of them at Saint Mary's Hospital. His mum Lisa Juniper explains what happened...

"We were in total shock and completely delighted to find we were expecting our second baby after many years of infertility. My husband Phil and I told our son Jack the exciting news on his 11th birthday. We were all very much looking forward to becoming a family of four.

Life doesn't always go to plan however and our baby boy Theo came into the world at 25 weeks gestation weighing 1lb 14oz (850g). He was so tiny and very poorly when he was born. He was ventilated at delivery and taken straight to the Neonatal Intensive Care Unit (NICU) at Saint Mary's Hospital. It was such a shock and a very scary time for our family.

Our lives changed completely overnight – none of us had ever heard of NICU before we found ourselves there. The doctors and nurses worked day and night to care for our baby. We learnt how to change his nappy, give him tube feeds and wash his tiny little face and body, navigating all of his wires, breathing tubes and drips. Phil, Jack and I tried to get into as much of a routine as we could and ate family meals together in the relatives' kitchen. We got to know the doctors and nurses and lived in our NICU bubble while life in the outside world continued.

We spent 113 days at Saint Mary's Hospital NICU before being transferred to another hospital for 10 days. Theo was discharged home on oxygen and two weeks after discharge we found out he is severely deaf in both ears, for which he now wears hearing aids.

In spite of his traumatic start to life, Theo is doing amazingly well. He is super cheeky, extremely funny, catching up in size and learning how to walk.



// We will always be hugely grateful to all of the doctors and nurses on NICU that looked after Theo and our family so well. Without them he wouldn't be here today. //

It was an extremely difficult time for us and it has had a lasting impact on our family. We now fundraise for Saint Mary's Hospital to help other families through their NICU journey."

Our family of hospitals



North Manchester
General Hospital **Charity**

North Manchester General Hospital has a full Accident and Emergency Department, which includes a separate paediatric A&E unit. It also offers a full range of general and acute surgical services and is the base for the region's specialist infection disease unit.



Manchester Royal
Infirmary **Charity**

Manchester Royal Infirmary cares for over 630,000 patients every year with over 135,000 people attending our Accident and Emergency Department. The hospital provides specialist services in haematology and sickle cell disease and is a specialist regional centre for kidney and pancreas transplants.



Wythenshawe Hospital
Charity

Wythenshawe Hospital is a major acute teaching hospital that provides district general hospital services and specialist tertiary services. The hospital's main specialisms include, cardiology and cardiothoracic surgery, heart and lung transplantation, respiratory conditions, burns and plastics, cancer and breast care services.



Royal Manchester
Children's Hospital **Charity**

Our young patients come to **Royal Manchester Children's Hospital** from across the North West but also nationally and internationally. As the largest single site children's hospital in the UK, Royal Manchester Children's Hospital offers specialist services including bone marrow transplantation and paediatric intensive care.



Manchester Royal
Eye Hospital **Charity**

Since 1814 **Manchester Royal Eye Hospital** has provided world class ophthalmic care to the people of Manchester, today providing an extensive range of eye services for both adults and children across the North West and beyond.

Our family of hospitals



Saint Mary's Hospital
Charity

Saint Mary's Hospital has successfully developed a wide range of world class medical services for women, babies and children as well as a comprehensive Genomics Centre and Sexual Assault Referral Centre (SARC).



University Dental Hospital
of Manchester Charity

The **University Dental Hospital of Manchester** is one of the major dental teaching hospitals in the UK. The hospital provides specialist treatment and the highest standards of care for patients in a number of areas including oral and maxillofacial specialities, restorative dentistry and child dental health.



Withington Community
Hospital Charity

Withington Community Hospital provides specialist care to those patients requiring diagnostic treatment, day surgery and community services. The hospital's main specialisms include dermatology, urology, audiology, ENT and therapies.



Trafford General
Hospital Charity

Trafford General Hospital is a district general hospital providing a range of services to patients in its community, including general surgery and medicine, children's services, cardiology, elderly care, dermatology and rheumatology.



Altrincham
Hospital Charity

Altrincham Hospital opened in April 2015 and is a purpose-built facility providing a high quality, modern, user-friendly environment for patients and staff and a range of general and specialist outpatient and diagnostic services.

How your company can make a difference

By choosing to support our work, your company can make a real difference to the many patients and families that we support every day. We consider all of our corporate supporters to be partners of the Charity.

We are keen to develop mutually beneficial partnerships which not only inspire and encourage consistent and committed support, but also provide unique opportunities to engage your staff and customers and support your business and Corporate Social Responsibility (CSR) objectives.

As a valued corporate partner of the Charity, you will be assigned a dedicated Account Manager who will work with you to ensure our partnership is tailored to suit your business. Our supportive and experienced team go the 'extra mile' to ensure that we communicate the impact of our partnership to your key stakeholders and to provide you with lots of ideas and opportunities on how your company can get involved.

Below are just some of the ways you can support our Charity.

Charitable partnerships

Choose us as your Charity Partner and let us help you develop a bespoke calendar of fundraising activities and initiatives that will support your business objectives and demonstrate your brand purpose. Our partnerships work hard to deliver for the companies that choose to support us; providing many business benefits including enhanced brand awareness and perception, increased customer loyalty and improved communication skills and cross-team working within your organisation.

Employee fundraising

We have hundreds of ideas for one-off events, all of which are proven to be effective at motivating employees, improving staff retention, and nurturing a positive company ethos! Our easy staff fundraising ideas in this pack should provide some great inspiration to get you started. You can also check out our seasonal fundraising ideas for further inspiration on the types of activities you can get involved with right away. Call us on **0161 276 4522** or email corporate.fundraising@mft.nhs.uk if you require this information.

Commercial partnerships

Why not consider linking with the Charity to promote your products or services by donating all or some of the profits to our Charity. This offers many benefits including increased sales due to an association with the Charity brand, and improved media and PR opportunities. We will work with you to ensure we maximise all opportunities to help your brand stand out from the crowd.



How your company can make a difference

Events

Why not host a networking event for your clients or colleagues - ask those attending to make a donation to the Charity, or organise additional fundraising activities during the event. This will improve morale, create a positive team spirit and demonstrate your commitment to corporate social responsibility to the guests attending your event.

Match giving

Encourage your staff to independently fundraise for the Charity by agreeing to match their fundraising efforts. Rewarding staff for using their initiative helps to improve staff retention.

Sponsorship

From our leading fundraising events such as Carols in the City and our annual Be Seen in Green... or Blue campaign, to our high value events such as our flagship Gala Dinner; we can help your company generate increased brand awareness, support your marketing initiatives, offer great networking opportunities and provide unique and engaging opportunities to activate your sponsorship.

Payroll giving

Payroll giving is an excellent addition to your company's charitable giving programme, allowing employees to donate in an easy and tax-efficient way. It's simple to set up and maintain, and can really help to boost employee engagement.

Gifts in kind

You may be able to offer products or services which would benefit the Charity and those we help. This is a low-cost way of supporting our Charity but can prove invaluable to us.

Volunteering

Often your talent can be as valuable as any financial contribution. You may be able to offer marketing, design or administrative assistance. Alternatively, you could donate your time and that of your employees to make public collections on our behalf.

The benefits

There are many great reasons to partner with our Charity!

As well as being associated with a Charity that supports one of the largest NHS Trusts in the country, and the 2.5million patients who use our hospitals every year, there are also a number of benefits to choosing our Charity for your fundraising goals. Supporting our Charity can help your organisation to:

- Encourage team building
- Develop employee skills
- Boost staff morale and motivation
- Offer employees meaningful and memorable opportunities
- Help retain and attract talent
- Generate positive PR
- Demonstrate your company's values and commitment to our Manchester NHS hospitals

// We are glad to assist, and it is a privilege to do what we can to help. For every penny our employees raise, we match it in corporate donations. It's one of our company's core beliefs: the importance of giving back to the local community through donations of time and financial support. //

Peter Done, founder and Group Managing Director at Peninsula Group

How we can support you?

Whether or not your company has worked with a Charity before, we will be here to support you to make sure our partnership is a success.

Your Account Manager will be your main point of contact and will work with you to ensure our partnership is achieving your objectives. They will be on hand to help out with ideas, inspiration and will make sure we shout about our partnership. From launch plans, to sharing stories on social media, sharing the impact of your fundraising and simply saying thank you to your teams, our passionate and experienced team will be on hand to help you get the most from our partnership.



Putting the 'fun' into fundraising

We have a range of ideas to help you get started on your fundraising journey! We've pulled together a few of our best ideas below that are quick and easy to set up.

Dress up/ dress down days

Dressing up possibilities are endless, from film characters to evening wear, funny hats and hilarious outfits! Ask your colleagues to join the fun and dress up (or down) for the day with a suggested donation. You could even award your colleagues for the best dressed or most creative costume.

Donate instead of gifts

In lieu of birthday or celebratory gifts this year, you could ask colleagues, friends and family to make a donation instead. Signpost people to your JustGiving page and watch your fundraising grow!

Cash collections

Organising a bucket or tin collection is a simple and effective way to raise funds. We have a range of items for collecting donations including buckets, plastic collection tins, contactless money tins and cardboard collection boxes for our fundraisers to use or to be placed in shops, cafes or businesses. Please get in touch with your Account Manager or telephone 0161 276 4522 to discuss your requirements and we can advise what would be best for your activity or chosen location.

Take on a challenge

Do it your way! Run, walk, hike, bike or swim. Set yourself a challenge and do it your way or get your team together to complete a relay challenge. Ask people to sponsor you to raise funds whilst enjoying the many benefits of staying fit and healthy in the great outdoors.

Sweepstakes

Guess the... number of sweets in a jar, name of the bear, money in the change jar! We have a number of sweepstake sheets available, which can be used as part of an event or any ongoing fundraising. Ask your Account Manager to email these to you and pick your favourite.

Host a virtual quiz night

Everybody loves a quiz! Compete against colleagues (either in person or virtually) and put your knowledge to the test! Ask someone in your workplace to host the quiz and compile the questions, make a suggested donation amount and then simply set up a link on Zoom or Microsoft Teams and get ready to be quizzed! You may also decide to make this a regular occurrence and take it in turns to host.

Christmas Jumper Day

Take part in Christmas Jumper Day and award a prize for the best dressed or most festive. If the dedicated date in December doesn't work for you, pick your own preferred date and collect donations to take part.

Walkathon

Set your team a challenge to walk 10,000 steps a day for a whole month and keep a log on your pedometer... or set a distance challenge. You could try to walk (virtually or in person) from Lands End to John O Groats! People can sponsor you for the amount of steps you plan on walking, and you could even give prizes to those who walked the most in one day.

Coffee swap

Get your team together for a virtual coffee swap morning. Have a go at creating your own flat white, Americano or even an iced latte and donate your normal coffee shop money to a special cause.

Go Gold

Throughout September, we will be encouraging our supporters to get involved in our Childhood Cancer Awareness Month. Host a gold inspired party at your work place and create gold inspired games and décor.

Be Seen in Green...

OR BLUE

To mark our annual Be Seen in Green... or Blue day in June, we're asking our supporters to go green for Royal Manchester Children's Hospital, be blue for the NHS, or even combine the two! Join us by donning your favourite green or blue clothes and decorating the office with a green or blue theme for the day for a small donation to our Charity!

For further information, our seasonal fundraising ideas and our easy staff fundraising ideas should provide some great inspiration to get you started. If you would like a copy of these documents, get in touch with your Account Manager to email these to you.

Communicating our partnership

The key to success is promotion!

There are lots of different ways for you to promote your fundraising to colleagues, your customers and your business stakeholders – to showcase how your company is supporting Manchester Foundation Trust Charity. We've included a few tips below to help you get started, ensure you are making the most of your fundraising and get the word out there!

- Create posters for your events and activities. Share with all of your teams via your staff intranet (if you have one), or on notice boards or via email and newsletters!
- Keep everyone in the loop and share details about your event/activity on your Twitter, LinkedIn, Facebook and Instagram pages. Your followers will be really keen to hear what you are doing and how they can get involved.
- Speak with your Account Manager at the Charity about how we can share your fundraising story. We would be happy to work with your Marcomms team (if you have one), and work on any joint initiatives that will help to boost your fundraising.
- We would love to know how your company are fundraising and how much you've raised so please do get in touch as soon as you can to tell us all about it!
- Manchester Foundation Trust Charity is available on all of the below channels – so make sure you follow and tag us in any of your fundraising activities. We would love to hear what you're up to and share it with our followers!



Using the Charity logo

If you would like to use the Charity logo in the promotion of your event or fundraising, please request this from your Account Manager and we can provide the logo with guidance on its use. Please note that all materials will need to be approved before print or publishing to ensure our logo is being used appropriately and in conjunction with our brand guidelines.



Manchester Foundation
Trust **Charity**

**There are
plenty of ways
you can share your
fundraising story!**

Why not create a video that can be shared via YouTube and across your social media channels? If your company has a blog this is also a great platform to share your fundraising journey. Your followers will be really interested to hear about your activities and it's also a great opportunity to say thank you to people that have supported you.

Setting up an online fundraising page

We recommend setting up an online fundraising page to all of our supporters for their various challenges and events. One of the most popular sites is JustGiving, but there are also other sites you can use.

Setting up a page is really simple and will take you a matter of minutes to complete, depending on how detailed you want your page to be. Please note that our umbrella charity, 'Manchester Foundation Trust Charity', covers all the hospitals that the Charity supports so please search for that name or our registered charity number 1049274 to ensure you select the correct charity. Or simply scan the QR code below with the camera on your phone to find us on JustGiving.

For further information, please check out our Maximising Your Online Fundraising pack. Call us on **0161 276 4522** or email corporate.fundraising@mft.nhs.uk if you require this information.

Teamwork makes the dream work!

You can set up a company 'Team' page so that all your company wide fundraising is in one place. Make sure all your teams are linked to everyone taking part in your fundraising to ensure maximum sharing. You can do this using the 'Team' function on JustGiving or get in touch and we can show you how to set this up.

How to keep it safe and legal

Before you start on your fundraising journey, please check out our How to Keep it Safe and Legal guidelines, which we can email to you, for everything you need to know to ensure your fundraising is above board.

Scan here to visit our JustGiving page



justgiving.com/cmft



Fundraising materials



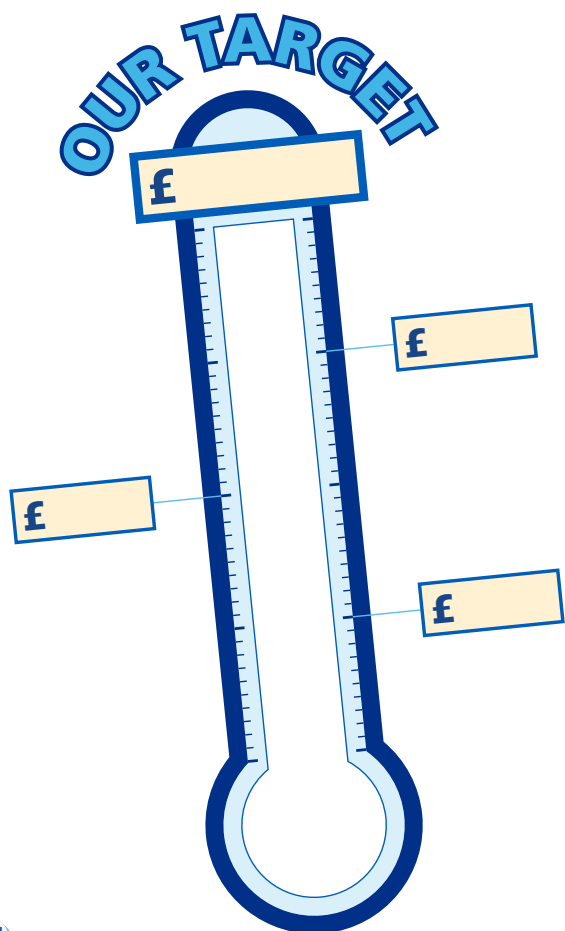
If you are planning to organise a fundraising event, we have lots of different fundraising materials such as balloons, t-shirts, and collection buckets which can help support your fundraising. Your Account Manager will discuss this with you and determine what items may be best for the activities you are planning.

Sharing your fundraising progress

We have an interactive digital fundraising thermometer which creates a great visual to track the money you have raised so far against your fundraising target. We recommend that you share this with your colleagues to encourage and praise the progress you have made so far.

Get social

We have a number of social graphics available for you to upload onto your social platforms to show that your company is supporting our Charity. These can be used across Facebook, Twitter and Instagram and will help raise awareness of your fundraising activity amongst your followers.



If you require any of these additional fundraising materials, call us on **0161 276 4522** or email corporate.fundraising@mft.nhs.uk and we can send over what you need.

Get in touch

Contact the Corporate Fundraising team

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mftcharity.org.uk



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We would love to stay in touch!

Sign up to receive our quarterly corporate newsletter at mftcharity.org.uk/corporate-sign-up

  Manchester Foundation Trust Charity

 @MFT_Charity  @MFTCharity

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Manchester Foundation Trust **Charity**