



BE BRIGHT BLUE FOR BEAUMOND HOUSE FOR BUSINESSES

Beaumont House Hospice Care; providing personalised care for patients and families for 36 years in Newark & Sherwood

Be Bright Blue is Beaumont House Hospice Care's campaign to address the feelings of isolation and loneliness following a terminal diagnosis.

We have chosen this theme because when shock flits from disbelief, to fear then to an undeniable reality we want local people to know that we are here for them to turn to. But we know that anyone can be troubled by acute loneliness and we're there for them too. Howsoever the situation presents itself, our nurses are reassuringly at hand, at the hospice and in the community.

Be Bright Blue is an uplifting, three-month proactive campaign using two strands of action. Not only are we extending our supportive outreach to patients and carers but we're also hosting a feast of events and fundraising activities. Children and adults can get involved and help us make a statement with a piece of street art at our launch event in Newark Market Place on 4th November. Why not show your appreciation for your staff by bringing them along to join us at our Winter Ball or if it's something for the family you're looking for, pop into our Winter Wonderland event in the hospice grounds. We'll be visiting schools, hosting contact cafés, and holding three Light Up a Life services. If you fancy raising funds in a fun and creative way in your workplace, sign up to take part in our Be Bright Blue Day of Action, or if you would be willing to lend some support in the form of manpower hours, we have whole lot of charity bag packing to do and would really appreciate some volunteer support.

About Us For those who are new to Beaumont House, we are the only hospice in mid-Nottinghamshire delivering In-patient care, Hospice at Home and Day Therapy which makes us unique. Our charity cares for almost 500 patients a year, their families and carers who are often in need of advice, support and bereavement counselling. Our impact significantly increases patient dignity and personalised care.

Be Bright Blue is shining from November '23 to January '24 showcasing our popular events.

Make a real difference to your local community by sponsoring this campaign.

As the reach of Beaumont House's services expands, we are keen to engage with the corporate sector, collaborating together to improve the lives of those affected by a life limiting diagnoses. By sponsoring this campaign, you can enhance your company's social responsibility, increase brand awareness and reach new audiences. Working for the benefit of human welfare will send a clear message to your customers, increase public goodwill towards your business and boost staff morale and motivation.

What we can do for you and introducing you to new markets:

- Logo on our website will be seen by 1,500 to 2,000 local and national viewers monthly.
- Your company logo displayed in our four retail outlets in Southwell, Collingham and two in Newark as a corporate supporter.
- Press releases throughout the campaign benefitting your company from positive publicity.
- Bear your logo on specified promotional material.
- Provide you with resources to promote your events including posters, social media and web content.

There are many ways you can help us – for example by providing venues, sharing publicity, donating food, beverages and prizes. More directly you may wish to make a donation or sponsor an event.

Involve Your Employees Your support is vital for the sustainability of our services and the future of the hospice. Allowing your employees to take part in fundraising activities at work could make a considerable contribution to our cause. We have put together a "Be Bright Blue for Beaumont House Fundraising Guide" with 15 ideas to get you started, but please feel free to generate ideas of your own, especially where something has worked well in the past or is particularly fun to do.

Please contact Matt Colbourne to find out how your company can join us in making Be Bright Blue a huge success by calling him on 01636 610556 or email matt.colbourne@beaumonthouse.co.uk.

A campaign being held to fundraise for Beaumont House Hospice Care Registered Charity Number 1025442



BE BRIGHT BLUE FOR BEAUMOND HOUSE

CORPORATE/RETAIL FUNDRAISING GUIDE

BE BRIGHT BLUE



Could you turn your workplace blue? Decorate your shop window with blue lights, blue bunting, blue balloons or blue products and merchandise?

Would you display a 'Be Bright Blue for Beaumond House' collection bottle?

Or support Beaumond House by taking part in a fundraising challenge?

There are some ideas below, but you are welcome to do something totally different.

SPONSORED SILENCE



We understand that it's not always easy or appropriate to hold a sponsored silence at work but could you encourage quieter hours? Could you take part in a team-wide sponsored silence. If you have team meetings, could you get creative and find ways around talking, maybe using tech to support the silence.

Could you challenge yourself and colleagues to stay off social media?

Ask for donations from others in the office, your friends and family too.

DONATE A COFFEE



How many of us have a shop bought coffee or cup of tea every month? Sometimes every week or even every day!

If everyone in your office donated the cost of one of their shop-bought coffees it could really add up!

ONE HOUR'S PAY



By donating one hour's pay, and encouraging others to follow your shining example, we can provide an hour of support to a patient. As an employer could you match any donations made?



'WEAR IT BLUE' DAY

Take the tie off and charge people to have a dress down day. Wear a onesie to work. Don some fancy dress. Or 'Go Blue' for a day and wear blue wigs, T-shirts and anything else blue.



AFTERNOON TEA

We are a nation of tea drinkers, so why not host an afternoon tea to raise some funds? Whether you do it at home, at work or at a local venue your event will be a sure hit. Simply pick a date, choose your venue and send out those invites. Charge an entry fee or ask for donations on the day.



BAKE SALES

Who doesn't love cake? A bake sale is a fun and easy way to raise money for a great cause.

Bake your way to fundraising success. Pick your venue, pick the date and time, share your event, invite your guests, recruit your bakers and/or ask for bakes from your guests. You could charge an entry fee or ask for donations on the day. Remember to use plenty of blue food colouring, blue icing and decorations!



BINGO

If the phrase "2 little ducks" brings a smile to your face then bingo could be the activity for you! There are more than three million regular bingo players in the UK, so you're bound to get a full house. Kelly's eye, lucky seven, knock at the door, legs 11.

Don't forget to tag us
@beaumondhouse
using #BeBrightBlueBH so we
can share your support!

GAMES NIGHT



- Forget the tech and reconnect
We all love playing games, but you don't have to be a master or a pro to host a games night. You just need games, a place to play and people to play with. It can be as simple as charades.

Tight on time? Put on a lunchtime session at your office and get colleagues to play for the price of a coffee. If you want a challenge, why not host a 24-hour gaming marathon asking for sponsors.

BAD TIE/T-SHIRT DAY



Corridors, shops, and office floors are quite often a catwalk.

Ask colleagues to wear their most tragic ties, shirts, or jumpers! Ask for a donation to enter and give prizes for the best (worst).

PENNY WARS



Fill an agreed container with coins in the quickest time - similar to the 20p coins in the Smarties tubes. The good thing about this challenge is you get to eat the Smarties first!

ENVELOPE FUNDRAISER



Ask everyone in the workplace to place £5 in a sealed envelope, writing their name on the outside. Pick one winner at random. Give 25% of the prize fund to the winner, and 75% to the charity.

People usually face some feelings of loneliness following a terminal diagnosis, losing their self-image, sense of control, relationships or independence. Often this can mean that they are isolated from the things they love the most.

Caring for a loved one can also be lonely and isolating.

By supporting our Be Bright Blue Campaign, you can help us to continue to provide personalised care, when every moment matters.



COME DINE WITH ME

Take advantage of departmental rivalry and ask each team to host a lunch. Everyone who joins in can give a donation and rate the lunch out of 10. At the end of the week, tally up the totals and announce the winning team.



INTERNATIONAL TASTING

Invite colleagues to taste the world! Every diner picks their own cuisine and the best tasting meal wins. Decorate, set the mood with music from the countries chosen and charge guests a small donation to take part.



LUNCH & LEARN

How many of your colleagues live alone? How many go home to an empty house? Eating with others has a positive impact on wellbeing.

Research has shown that this quality time benefits every aspect of our wellbeing - emotionally, physically, socially, intellectually, and mentally - which contributes to our overall quality of life.

Could you share lunch with others, could you arrange a lunchtime buffet, where everyone brings a dish to share, and donates to take part. You could share stories or just talk about your hobbies and interests.



Contact us on 01636 610556 or fundraising@beaumont-house.co.uk for further details

www.beaumont-house.co.uk/bebrightblue

A campaign to raise funds for Beaumont House Hospice Care Registered Charity Number 1025442