



## Friends of Michael Sobell House

Michael Sobell House, Mount Vernon Hospital, Northwood, Middlesex HA6 2RN:  
Fundraising: 01923 844152 / 844906, Reception: 01923 844531, Fax: 01923  
844938 / 844565: [www.michaelsobellhouse.co.uk](http://www.michaelsobellhouse.co.uk)

## Supporting Michael Sobell House

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### **1. Standing Order and Pledged Gifts**

Some of our closest supporters understand our need for regular funds, and have pledged continued support over a specific period. Others have taken out standing order payments to give us the confidence and security to continue with our long term programmes. We need further funds for projects which are currently on hold, such as expansion of our Palliative Care Education programme which aims to spread knowledge of specialist palliative care amongst a wide range of healthcare professionals.

### **2. Sponsorship**

We have many sponsorship opportunities available, including:

- Print and production of one of our leaflets, booklets or our newsletter, "Friends"
- New educational appeals - for example an awareness campaign in the local community

Sponsorship is an excellent way to enhance your own company image, or brand, and increase awareness of your organisation; 75% of UK companies believe that charity links enhance business image (source: MORI).

### **3. Employee involvement**

Working with the Friends of Michael Sobell House can help increase staff motivation and morale. Encouraging staff to get involved with employee fundraising is a great way to build team spirit and company loyalty. Staff can develop their own fundraising initiatives, or we can help with a number of fun and exciting fundraising ideas.



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Company sports days, balls and dances, auctions, dress down days and sponsored silences are all popular ways to help raise money for Michael Sobell House.

We welcome the opportunity to come and talk to company staff in order to better communicate these messages perhaps through the medium of a “worktime learning” session.

### **4. Payroll Giving / Give As You Earn**

Staff can support Michael Sobell House through a payroll-giving scheme. If an employee wishes to donate £5 per month to Michael Sobell house, this will be taken from their gross pay, so in effect they are only giving £3.60 - the tax man gives the rest. Some companies choose to promote matched giving - so donations given by an individual are matched by the company. Again this promotes great staff loyalty and motivation.

### **5. Gifts in Kind**

There are many other ways a company can support Michael Sobell House, and gifts in kind are valued and much appreciated offers of support. As a relatively small charity we are constantly assessing our financial priorities and many of the items that other organisations take for granted can be seen as a luxury to us. Gifts in kind can include:

- Auction and Raffle prizes  
Events support such as Supermarket vouchers to enable us to purchase supplies e.g. refreshments for over 300 people taking part in our Annual Sponsored Walk. We also need refreshments for participants taking part in our Plant Sale and Corporate Golf Day.
- Printing
- Transportation for goods delivery and collection
- Free training

### **6. Recycling**

The Friends have teamed up with two recycling companies, Aurom Environmental and Accutecc in a new initiative to help raise funds through recycling. We are appealing for old and unwanted mobile phones and used toner and printer cartridges that can either be recycled or refurbished and resold to help our vital work.



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With the main provisions of the EU Directive on Waste Electrical and Electronic Equipment (the WEEE Directive) due to be transposed into UK law following the Government's consultation period in the Spring of 2006, we feel that this initiative will have very broad appeal.

We are looking to link up with as many businesses as possible to set up collection points for these items.