



*well wishers*

Raising funds to make a difference



Walsall Healthcare  
NHS Trust

# Corporate Support Pack



# About Well Wishers

As the official registered charity of Walsall Healthcare NHS Trust, Well Wishers delivers a variety of fundraising initiatives throughout the year that make a real difference to patients, their families and the staff that treat them.

All money raised is spent exclusively for charitable purposes to improve the health and wellbeing of patients across the Trust's hospital and community services, including Goscote Hospice, Fair Oaks Hospice, Hollybank House and the Palliative Care Centre. Every single penny is held and accounted for independently from the Trust's NHS funds.

Your efforts, support and donations make a huge difference; improving the hospital environment, buying medical equipment and helping us go above and beyond the NHS standard.

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# The Fundraising Team



**Georgie Westley**  
Fundraising Manager

Georgie has worked in the NHS for more than 25 years, with the last 15 years in a public engagement role, and is passionate about working with local communities to make a difference to the people of all ages who use healthcare services in Walsall.

"It is so rewarding to be able to show the generous people of this borough how their donations – no matter how small – have been put to good use in both our hospital and community services. I love my job and am continually amazed by our fundraisers and supporters, many of whom have experienced tragedy and loss, who just want to help others."



**Kimberley Aplin**  
Fundraising Support Officer

Kimberley joined the Fundraising Team in December 2022. With a long history of fundraising in her local community, she is very passionate about making a difference and likes the sense of giving something back. She is looking forward to continuing to make a difference in the area she was born, and, therefore her local Trust.

Kimberley said: "I love the diversity of my role, every day is different. I have met some incredibly generous people from all walks of life and have seen their contributions make a huge difference to the borough of Walsall".



**Martin Gethin** Charity Patron

Former British Lightweight Champion and IBF Super Lightweight Champion, Martin, is a Patron for Well Wishers. He has previously raised money for the charity by participating in runs and other charity events, but his most popular event is the charity's Annual Boxing Event now in its seventh year!



**Communications Team**

We work closely with the Communications Team here at Walsall Healthcare NHS Trust. The team helps us in strengthening our engagement - by writing countless media stories, designing posters for our upcoming events or keeping our website up to date; playing a huge role in Well Wishers' prominence within Walsall and surrounding areas.



**Humphrey**  
Charity Mascot

Humphrey has been our mascot since 2015, and supports us within the hospital as well as out and about in the community. He often makes a surprise appearance at many of our events - engaging with staff and cheering up patients and visitors.

# The Impact of Donations and Support

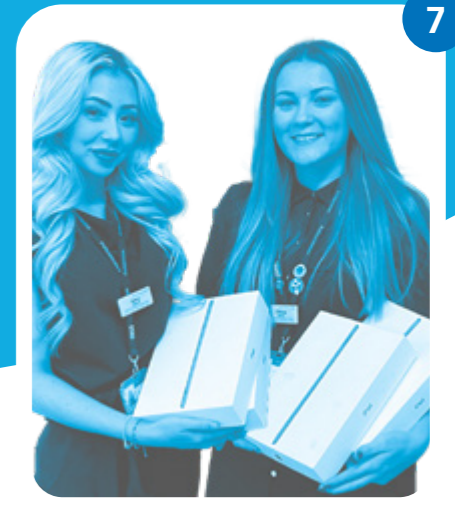
Every single donation or offer of support makes a difference. It all amounts to a better environment or service for our patients, staff, volunteers and visitors. Here are just a small selection of highlights of the improvements we've been able to provide thanks to the generosity of our community.

Ruby Doo visited the elderly and children's wards to help us celebrate the NHS's 75th Birthday.

The Mayor of Walsall is a regular supporter of Well Wishers!

We funded sleep packs for patients in our care to help them get better rest.

The tired playroom was given a Well Wishers makeover, complete with sensory play areas and new toys!



# Success Stories

## A makeover for the Discharge Lounge

Donations made through Well Wishers saw a new settee, tablecloths and tea and coffee making facilities within the Discharge Lounge added, to create a much more homely waiting environment, while patients wait for medication and transport.



Sister Rachel Dawson said: "These all-important touches have made a real difference to the Discharge Lounge and have transformed it into a much more homely environment for our patients.

"We're really grateful to Well Wishers for funding these items and helping to enhance our patients' experience in this way."



## Tattooing service returns for breast cancer patients

A nipple tattooing service for breast cancer patients is now back up and running at Walsall Manor Hospital, after being paused during the COVID-19 pandemic.

Funding from Well Wishers meant that patients no longer had to travel out of the borough for this treatment - a treatment that proved important for the confidence and wellbeing of some patients affected.

The charity funded refresher training sessions for all staff previously involved.

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## New look playroom gets the thumbs up

Bright, colourful walls, activity tables, new toys and a wet play area are just what the doctor ordered for young patients on Walsall Manor Hospital's Children's Ward.

And they gave their new playroom a big thumbs up when its £23,000 transformation was unveiled, watched by many of the fundraisers who had helped its makeover.

Walsall Healthcare's Well Wishers charity funded the work on the tired play space with thanks to the donations from the supporters of the charity's appeal. They worked with the ward's Play Specialists to create the new look feature.

The Mayor of Walsall, Councillor Chris Towe, cut the ribbon and declared it officially open in July 2023.



Among those to visit at the special event were some of the wonderful supporters who helped to make the transformation possible. They included George Stretton and his family who asked for donations to Well Wishers to celebrate George's first birthday, Craig Timmins and Michael Gough who fundraised with a 24 hour work out, and Raj Phandey and Hollie Mills who donated £5000 in redundant funds.



Scan for more

# Sponsorship and Opportunities

As a community-driven charity, we see the real difference that your support makes. All the money raised goes straight to the hospital and our community services, so as a thank you for your generosity and support, we'd like to give something back.

## We have the following package options:

### Official Supporter

£500 for 12 months

- A feature in our **internal, electronic staff newsletter 'Dose'**, with link to website, once a month
- Your logo and name featured on **'Supporters' page** on our website, with link through to your website.
- **Screensavers** across staff computers, showing logo, name and QR code to website
- **Social media promotion** once a month
- Your business promoted on our **Connecting our Communities** wall in the Main Atrium of the hospital
- Opportunity of **12 promotional stalls** in the Main Atrium of the hospital

### Proud Supporter

£300 for 6 months

- A feature in our **internal, electronic staff newsletter 'Dose'**, with link to website, once a month
- Your logo and name featured on **'Supporters' page** on our website
- **Screensavers** across staff computers, showing your logo
- **Social media promotion** once a month
- Your business promoted on our **Connecting our Communities** wall in the Main Atrium of the hospital
- Opportunity of **6 promotional stalls** in the Main Atrium of the hospital

### Friends of Humphrey Bear

£60 for 1 month

- A feature in our **internal, electronic staff newsletter 'Dose'** (single feature)
- One off **social media promotion**



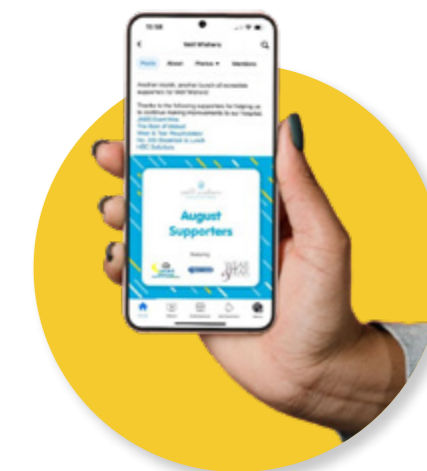
Almost 6000 staff receive our digital newsletter straight into their inbox.

The Well Wishers website gets an average of 3,000 visits per month.



Screensavers appear on nearly every laptop and desktop within the Trust.

Our Facebook page has more than 3000 followers.



The Connecting our Communities wall is in one of the highest footfall areas in the hospital.

# Other ways to support

Businesses often choose to support us in other ways. Whether it's in addition to a package or instead of, we're always immensely grateful for your support. Here are just a few examples of how other businesses have done just that.

Catering or supplying refreshments for events



Prize donations for quizzes, tombolas or raffles.



Monetary donations



Entering teams to our quizzes, coming along to events



Donating items to sell in our Fundraising Hub



Giving back through corporate social responsibilities



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# Testimonials

thebestofwalsall

## The Best of Walsall

The team at Best of Walsall are honoured to have Well Wishers as their named charity. We have an amazing working relationship that benefits both the charity and the businesses within Best of Walsall and we are proud to play our part to enable Well Wishers to keep doing wonderful things for the people of Walsall.



## J.A.B.S Event Hire

We have worked with Well Wishers for over 6 years now and support a variety of events, including their popular charity boxing event. As a Walsall-based business, it's great to support a charity that provides that little something extra to the experience of our friends, family and colleagues when in their care.



## H & Jodie's Nisa

Our years of support to Well Wishers have included raffle prizes, sponsorship, and funding for appeals - we even have our name on a market stall in the children's playroom! We appreciate that Well Wishers highlight our support on social media and local press, which is always great for our business.

# Get in touch!

If you're interested in supporting Well Wishers, please get in touch via one of the methods below.



01922 656643



07974 616377



wht.fundraising@nhs.net



walsallhealthcare.nhs.uk/charity



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## Fundraising Hub:

Well Wishers  
Walsall Manor Hospital  
Moat Road  
Walsall  
WS2 9PS

Registered charity number: **1057416**



