

# You're Hired ...

## ... to raise money for St Andrew's Hospice Capital Appeal



### **The Brief for Candidates**

St Andrew's Hospice Capital Appeal are on the hunt for teams with entrepreneurial flair and drive to take part in our 'The Apprentice' style fundraising challenge. This competitive programme aims to encourage businesses and their graduates/apprentices to develop tasks aimed at improving their Corporate Social Responsibility and their employees' and customers' beliefs in the company's accountability to the community. Successful teams will be creative, ambitious and proactive; successfully managing a strategy to raise as much money as they can for our Capital Appeal.

### **The Task**

To raise as much money as possible for the St Andrew's Hospice Capital Appeal.

### **Categories**

Small Company Entry	1 - 10 employees	Aim to raise £1000	£100 to enter
Medium Company Entry	11 - 50 employees	Aim to raise £10,000	£250 to enter
Large Company Entry	51 + employees	Aim to raise £20,000	£250 to enter
Graduate/Apprentice	Personal entry with company support		Free entry





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### **The Project**

To develop an idea that engages your employees, customers, supply chain and network to raise the target amount for your category.

How you achieve this is up to you and your employees - get them involved!

Whether you choose to do small things often or hold one big event; the options are endless and the choice is yours. The Capital Appeal Team can support you throughout the process and we will keep your enthusiasm on a high with our monthly newsletter *Candidates' Club* where you can read about other teams and what they have been doing.

### **The Rewards**

- Promote and develop Corporate Social Responsibility within your company
- Learn more about your employees' leadership, team working, self development and networking skills
- Staff engagement
- Expand your business and personal network
- Give something back to the community
- Enhance your charitable image and increase your visibility throughout the community
- Celebrate success by joining us at our Gala Awards Dinner
- Play a part in transforming St Andrew's Hospice and specialist palliative care in Lanarkshire for future generations.





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### Timeframe

Launch - January 2017

Sign up - by March 2017

Presentations to the Board - September 2017

Gala Awards Dinner - October 2017

### Ideas

The sky is the limit with this challenge; we want you to have fun and think about what will work for your business. Perhaps you will decide to do one big event, or maybe numerous smaller ones are more up your street? Here are just a few ideas that have previously proved successful:

Raffles, Quiz Night, Karaoke Night, Party/Tribute Night, Dress Up/Dress Down Day, Sporting Tournament, Office Olympics, Baking Competition, Afternoon Tea Party

We can provide free fundraising materials such as balloons, banners, sponsor forms, collection cans and buckets. We can also provide a letter of authority if you would like to approach businesses for donations and prizes.

### Fundraising Target

There is no minimum amount you have to raise but we really hope you get behind the challenge and put in as much effort as you can to get the most from the experience! If you have a proven track record of raising funds for charity, why not challenge your team to beat your personal record?





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### Graduates/Apprentices

This programme is also aimed at encouraging young people who are currently undertaking a modern apprenticeship to develop projects aimed at supporting wider community benefits through fundraising and volunteering. It is also an ideal project for your graduates and trainees to develop their leadership skills.

The graduates/apprentices will benefit through development of personal and professional development including:

- Creativity
- Project management - recruiting a team, target setting, managing performance
- Marketing
- Presentation skills
- Confidence building
- Networking
- Communication
- Leadership
- Negotiating skills

Lanarkshire Enterprise Services (LES), in partnership with New College Lanarkshire and St Andrew's Hospice, can provide advice and mentor graduates/apprentices and support them with their chosen project.

This category will be judged not only on the amount of money raised but on effort, volunteering hours and personal development over the course of the project. We want this to inspire the next generation to become business successes.





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### **Presentations & Gala Awards Dinner**

All teams will be invited to present their strategy and project to our judges in 'The Boardroom' in September/October 2017.

All teams will also be invited to a celebratory evening in October 2017. Details will be provided nearer the time. Tickets will be approx. £50pp and will be available to buy individually or in tables of 10 or 12. There will be a presentation on the evening where you will see what other teams have achieved, as well as photos and footage from the challenge.

Prizes will be awarded in the following categories:

- Overall Top Team: will win a day's business consultancy with an industry leader
- Best in each category: taking into account a broad range of factors including creativity and amount of money raised
- Graduate/Apprentice Award - taking into account personal development, volunteering, fundraising, company support and networking.

This will be a great opportunity to recognise and celebrate all the great work you have done and network with other teams.

