



For more information contact Neil Morgan

Tel: 01246 221 892 neil@wmpw.co.uk

We've been supporting our Hospice and Charity partners since 1999 and continue to innovate and modernise concepts that reach and stimulate their target market.

From concept design to fulfilment and mailing, all IN HOUSE, we can offer you a bespoke service for your print, mailing and lottery needs.

- Free campaign advice to reduce costs and build donor/ client response
- Bespoke design service for our charity print clients
- Free data handling and health check for each charity mailing campaign we fulfil and mail
- Full service providers for one off raffles, bumper draws and scratchcard games
- Response handling administration services
- Management and handling of direct mailings and door drop campaigns
- Post raffle analysis and reporting

For more information please call Neil Morgan on 01246 221 892 or email: neil@wmpw.co.uk



CONTENIS



EVENTS

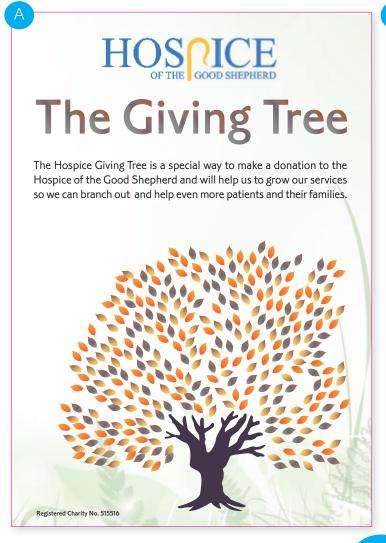
Whatever the event, make sure your supporters old and new know about it. Promoting your event is easy, let us know your budget and we can put together a special Promo Pack to suit your needs.

Mailings include:

- Postcards
- Single piece mailers
- Brochure in an envelope
- Unaddressed Door Drop Mailings
- Full letter pack

If you just want to promote the event around your catchment area we supply:

- Poster up to A0
- Banners up to 1200mm wide and as long as you want
- Pull up banners 2000mm x 800mm
- Leaflets and Brochures
- Collection boxes and collection tin labels
- Cards and till wobblers
- Cut out shapes ie stars, boots or luggage tags etc

















Join us for a recovery walk and event promoting recovery from addiction

Friday 18th September

The recovery walk will start at the Proact Stadium on Sheffield Road. Meet at 9.30am. The wolk will start at 10am and will finish at the Assembly Rooms at Chesterfield Market Hall. For those who do not take part in the walk, meet at the Assembly Rooms at 12 noon. The recovery event will commence with an agenda of

- Dear Albert a character award winning feature documentary about recovering from addiction
- Local Life Stories
- Guest Speakers and the launch of the new Derbyshire Recovery Website

Lunch and Refreshments will be provided

For more information and to reserve your place please contact Hope Springs tel: 01246 540 431 email: hopesprings540431@gmail.com

Get involved, help us break down stigma and celebrate your recovery and the recovery for your families

























'Support, care and hope for local people and those who love them'

w: www.stmaryshospice.org.uk



Take on the challenge of riding 25 or 50 miles across the Peak District

Sign up today!

www.ashgatehospicecare.org.uk Call: 01246 567250 Email: events@ashgatehospice.nhs.uk

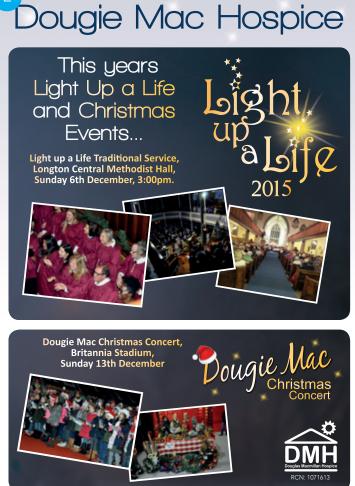
















CHRISTMAS / NEW YEAR

Don't miss out on the generosity of people at Christmas. Christmas is the season for giving, but in most cases you have to ask for your gift.

Christmas campaigns include:

- Cash in lieu of cards
- Share Cards
- Christmas Super Draws
- LUAL (see page 28)

- Gift brochures
- Christmas cash ask
- Christmas regular giving
- Santa Dash
- Christmas News



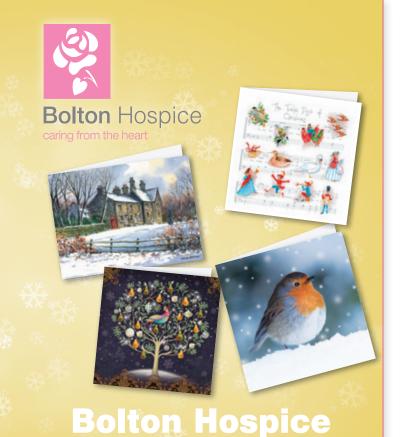




No.	Description	Cost	Quantity	Total
1	O Little Town of Bethlehem and We Three Kings - Twin Pack	£3.50		
2	The Twelve Days of Christmas	£3.50		
3	Home for Christmas	£3.50		
4	A Child is Born	£3.50		
5	Mr Snowman	£3.00		
6	Bearing Gifts	£3.00		
7	Going Home For Christmas	£3.00		
8	Christmas Choir	£3.00		
9	Cosy Christmas	£3.00		
10	Robin in the Snow	£3.00		
11	Brian Barlow - Winter Sports Belmont	£3.00		
12	Brian Barlow - Rivington Village	£3.00		
13	Partridge in a Pear Tree (Foil)	£3.50		
14	Brian Barlow 2016 Calendar	£3.50		
15	2016 Diary (colour)	£2.00		
16	Address Book (colour)	£2.00		
17	Rose Bracelet (suggested donation)	£2.00		
18	Fabric Rose Badge (suggested donation)	£1.00		
Co	ollection is available from the Hospice Shop at Queens Pa	rk Street	Sub-total	
			D 0 D	

Post and Packing Costs P & P Orders up to £10.00 ... Add £2.80 Orders up to £20.00 ... Add £3.80 Donation Orders over £30.00 ... Add £8.50 Orders up to £30.00 ... Add £6.00 Grand Total

Your Details (BLOCK CAPITALS) Name Address Postcode Email Tel. I AUTHORISE YOU TO DEBIT MY VISA/VISA DEBIT/MASTERCARD/MAESTRO ACCOUNT WITH THE PURCHASE ABOVE Date Signature



You can also shop online at www.boltonhospice.org.uk/shop



Christmas Cards and Git

Bolton Hospice



1. O Little Town of Bethlehem and We Three Kings Twin Pack (Gold Foil) £3.50



2. The Twelve Days of Christmas (Silver Foil) £3.50



3. Home for Christmas (Clear Flitter) £3.50



4. A Child is Born



5. Mr Snowman £3.00



6. Bearing Gifts £3.00



7. Going Home For Christmas £3.00



8. Christmas Choir £3.00





10. Robin in the Snow



11. Brian Barlow Winter Sports Belmont £3.00



12. Brian Barlow Rivington Village £3.00



13. Partridge in a Pear Tree (Foil) £3.50



14. Brian Barlow 2016 Calendar £3.50



15. 2016 Diary (China Blue, Orange, Aqua Blue, Pink) £2.00



16. Address Book (Lilac, Pink) £2.00



(suggested donation) £2.00



18. Fabric Rose Badge (suggested donation) £1.00

The greeting inside these cards reads "With Best Wishes for Christmas and the New Year" All cards are supplied in packs of 10 with envelopes



















TICKETS

Holding a draw either as a stand alone or in conjunction with your existing lottery (Super Draw or Bumper Draw) can be a great way to increase your income.

Tickets can be printed on both sides and are usually:

- Standard size 190 x 75mm (other sizes available)
- 2 Perforations per ticket
- Glued into books of up to 50
- Sequential numbered
- Printed on 80gsm white paper

Don't just send a Draw Mailing Target It - Test It - Increase It



per ticket ____ Postcode: _ _ _ _

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These tickets are already recorded against your name – you only need to write details below if the tickets have been bought by someone else. Name and address of participant:

Stubs and payments to be returned by **Day / Month / Year** to the following address:

Hospice Name Address 1 Address 2 Postcode

Draw to take place on the Day / Month / Year



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Must be 16 years or over to play or claim a prize

















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katharine house

Snowball Lottery

These tickets are already recorded against your name - you only need to write details below if the tickets have been bought by someone else.

Name and address of participant:

Postcode

Tel

Please return stubs by 8th December 2014.

25 years of care

katharine house

hospice // \/ \

£250 second prize 10 prizes of £25

first prize

embracing life and living since 1989

Snowball Loftery

Must be 16 years or over to play or claim a prize

Closing date: 8th December 2014 Draw date: 12th December 2014
Lottery Manager: Lisa Hadley, KH Promotions Ld, Weston Road, Stafford, ST16
3SB generating vital funds for Katharine House Hospice Reg. Charify No. 1011712.
Licensed by the Gambling Commission (www.gamblingcommission.gov.uk) and
member of the Hospice Lotteries Association and the Lotteries Council. Gamble
responsibly www.gambleaware.co.uk. Any late entries will be treated as donations.
www.khhospice.org.uk





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Stan Robinson

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Winter Draw 2015

Please complete in BLOCK CAPITALS Name and address of participant:

_____ Postcode: _____

Please return cheques with this part of the ticket to

St Mary's Hospice Superdraw
Suite 6, Furness Gate
Peter Green Way
Furness Business Park
Barrow In Furness
LA14 2PE
Hospice

Closing Date 4th December 2015
Draw to take place on 11th December 2015



Closing date 4th Dec 2015

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Winter Draw 2015

1st prize - £2,500 s 2nd prize - £1000

3rd prize £200 4th prize - £100 Plus 10 cash prizes of £10

Players must be 16 years or over
Lottery promoter - Zoe Guest St Mary's Hospice, Ford Park Crescent, Ulverston, LA12 7JP. Draw Date: 11th December 2015.
Please return all sold tickets by 4th December 2015. Late payments will be treated as donations. St Mary's Hospice is registered with the Gambling Commission under Gambling Act 2005. www.gamblingcommission.gov.uk.
www.stmaryshospice.org.uk. Registered Charity Number: 517738



£1 per tick

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Rudolph's Red-Nosed Raffle

Name and address of participant:

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Postco

These tickets are already recorded against your name - you only need to write details below if the tickets have been bought by someone else.

Sunday 6th December 2015







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Christmas Raffle : Raffl Nadolig

These tickets are already recorded against your name. You only need to write details if the tickets have been bought by someone else.

Name & Address:Enw a Chyfeiriad

Stubs and payments to be returned by 14th December 2015 to the following address:
St David's Hospice,
Abbey Road,

Llandudno, LL30 2EN

Draw to take place on the 21st December 2015 Dyddiad tynnu 21ain Rhagfyr 2015





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Christmas Raffle : Raffl Nadolig



Dyddiad tynnu 21ain Rhagfyr 2015 1st Prize £3,000 Gwobr 1 2nd Prize £1,000 Gwobr 2 3rd Prize £500 Gwobr 3

Gwobr 3

Must be 16 years or over to play or claim a prize: Rhaid bod dros 16eg oed i chwarae ac i fynnu gwobr
Closing date: 14th December 2015. Draw date: 21st December 2015. Responsible Person – Julie Hughes, Lottery
Manager, Telephone no 0800 970 6242. Promoter – SI David's Promotions Ltd. Abbey Road, Induduno, L130 2EN
Gamble responsibly, gambleaware co.uk All prize winners will be notified automatically – no need to claim. Licensed by
the Gambling Commission under the Gambling Act 2005. www.gambling.commission.gov.uk Any late entries will be treated
as donations. All proceeds to St David's Hospice. Registered Charity No: 1038543

ticket: £1 Y Tocvn

per











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30 years of care

Name and address of participants

Tel: ______
Stubs and payments to be returned by 10th
December 2014 to the following address:

Hospice

Draw to take place on the 12th December 2014



holiday cottage in Cornwall Must be 16 years or over to play or claim a prize

Closing date: 10th December 2014. Draw date: 12th December 2014. Promoter: North Devon Hospice, Deer Park, Newport, Barnstaple, North Devon, EX32 0HU. Tel: 01271 347217. Gamble responsibly. gambleaware.co.uk All prize winners will be notified automatically - no need to claim. Licensed by the Gambling Commission under the Gambling Act 2003. www.gambling.commission if you do not want to receive further information from North Devon Hospice please call 01271 347217. Any late entries will be treated as donations. All proceeds to North Devon Hospice. Registered Charity No: 286554

Draw date 12th December 2014

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per ticket

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1000 Brown

Rotherham Hospice

1st Prize £3000 2nd Prize £1000 3rd Prize £500

Promoter: Mike Wikerson, Rotherham Hospice Lottery, Broom Road, Rotherham, South Yorkshire, 560 25W. A Ltd of Reg no 2234222 Licensed by the Gambling Commission under the Gamblin Act 2005, www.gamblingcommission.gov Players must be 16 or over, Gamble responsibly www.gambleaware.co.uk Registered charity number 700356.

per ticket 000000

New Years Draw

These tickets are already recorded against your name – you only need to write details below if the tickets have been bought by someone else.

Ashgate Hospicecare Ashgate Road

Old Brampton Chesterfield Derbyshire S42 7JD

Ashgate Hospicecare



Draw date 31st Dec

3rd Prize 3 night stay in a

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New Year's Draw

£2000 First Prize

13 other cash prizes



LETTERS

To get your message across, target your letter text to suit your donors.

Get your letterhead with all your artwork printed in colour and then put the variable data including letter text in black to ensure you target each letter to maximise your income.

Make it as easy as possible for your donor to respond to you – include a form on the foot of the letter.

Standard letter sizes

- A4 letters suitable for DL, C5, C4 and polywrap
- 396mm x 210mm letters suitable for DL envelopes
- 440mm x 210mm suitable for C5 envelopes
- A4 4pp suitable for C5 envelopes.

Don't just send a Letter Target It – Test It – Increase It









<<fi>111LE>> <<SURNAME>> You could be a winner by helping us to carel

Dear < < SALLITATION > >

HURRY!! ENTER NOW and you could be in with a chance to win our EARLY Bird prize of £100 in Marks & Spencer vouchers! Reply by 1st May to be in this special bonus draw.

As always all proceeds go to care for someone locally in need of our very special care.

If you are purchasing the tickets yourself then all you need to do is send us the stubs together with the form below and your remittance. There is no need to complete the stubs as the numbers have been allocated to you. If someone else is purchasing the tickets then we simply need their name and telephone number/e mail address on the stubs. Complete the form below and send it together with the stubs and your cheque/card no. in the return envelope.

Then sit back and wait for your winning cheque to arrivel

If you have a spring wedding planned, then why not use the tickets as Wedding Favours and give your guests the chance to win that £5,000!

The draw will take place on Friday 3rd July, 2015. All tickets and payments must be received by Monday 29th June. Any tickets received after this date MAY not be entered into the draw and the payments will be treated as a donation towards

the work of the hospice. If you have informed us in the past that you do not wish to receive a mailing from us then please accept my sincere apologies. Every effort has been made to comply but errors do occur.

If you are unable to help us then thank you for taking the time to read this letter. If you are a member of the lottery and your account is in credit on the day then you will take part in the draw anyway. Thank you so much for your support. GOOD LUCK!

Yours sincerely

Christine Crabtree

Lottery Manager

onday 29th June. Any as a donation towards ow Wood Close, Mellor Road

Main Switch: 0161 330 1100 Fax: 0161 330 0444 Appeals Office Directline: 0161 330 7788 Lottery Direct line: 0161 330 1133

You are invited

Superdrawl

Top prize a fantastic £5,000!

to help us to celebrate summer by taking part in our summer sizzler

You could win one

of 37 cash prizes.

www.willowwood.info admin@willowwood.info fundraising@willowwood.info lottery@willowwood.info

< <title>> <<INITIALS>> <<SURNAME>></th><th>Make your</th><th>Please fill in your ticket sales details below</th></tr><tr><th><<ADDRESS1>>
<<ADDRESS2>></th><th>gift worth</th><th>Proceeds from sale of tickets £</th></tr><tr><th><<ADDRESS2>></th><th>at least 25%</th><th>Additional Donation £</th></tr><tr><th><<ADDRESS4>>
<<ADDRESS5>></th><th>more to us</th><th>Total amount £</th></tr><tr><th><<ADDRESS6>></th><th>with Gift Aid</th><th>I enclose a cheque / postal order</th></tr><tr><th><<ADDRESS7>></th><th>Date DDMMYY</th><th>Please make all cheques payable to Willow Wood Hospice Lottery.</th></tr><tr><th></th><td>Date D D M M Y Y</td><td>Or debit my Visa MasterCard Maestro</td></tr><tr><th>Ticket No. <<First Ticket>>-</th><th>giftaid it</th><th>Card number Meastro only</th></tr><tr><th><<Last Ticket>></th><th>giftmade</th><th>Security code (last three digits on reverse of card)</th></tr><tr><th></th><th></th><th>Valid from [M, M, Y, Y] Expiry date [M, M, Y, Y] Issue number [Masstro only</th></tr><tr><th>I confirm I have paid or will pay an amount of Income Tax : April to 5 April that is at least equal to the amount of tax it Clubs (CASCs) that I donate to will rectain an my gifts for the</th><th>not all fire charifies and Community Amaleur Sports</th><th>SignatureDate D.D M.M Y.Y</th></tr><tr><th>VAT and Council Tax do not qualify. I understand the charity</th><td></td><td>Email: Tel:</td></tr></tbody></table></title>
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lease return this coupon with all counterfoits and unsold tickets by 29th June 2015 to: Willow Wood Hospice, Willow Wood Close, Mellor Road, Ashton-Under-Lyne, Lancashire OL6 6SL



Amount from sale of tickets £

I enclose a cheque / postal order

Please make all cheques and postal orders payable to 'Dove House Hospice Latti (please note: CAF Charity Cards or vouchers cannot be accepted as payment for a Or debit my Visa MasterCard Maestro

You have received Superdraw tickets as you have previously supported us. If you Superdraw mailings places tick here:

If you do not well to receive further marketing communications places tick here.

Yelephone:

Mobile:

Email:

Post:

We will not pass

Card number Meestro only

Valid from M, M, Y, Y Expiry date M, M, Y, Y Issue number

Security code (last three digits on reverse of card)

Dont

giftaid it

Additional donation

Total amount

Please return this coupon and ticket stubs with payment by 11th December 2015 to: The Lattery Department, Dove House Hospice, Chamberlain Road, Hull, HUB 8DH. RCN: 509551

Donor No <<DONOR_NO>>

giftaid it

Date DDMMYY

<TOWN>>, <POSTCODE>>

<<POSTCODE>>
Tickets:
<<First Ticket>> - <<last
Ticket>>

us with Gift Aid

🔲 I am **not** a UK taxpayer

Make your gift worth at least 25% more to

I am a U.K (topp)get and wast Done House Hospic to claim back the tax on all my gifts made in the last flow years and all father gifts with further notice. Loodhem hove pool or will be made in the last flow years and all father gifts with the last flow years and in any gifts for that tax year. I understand that of either tax but a Video of Council fact do not experience with year flower flow year. I understand that of either tax such as Video of Council fact do not qualify it understand the damily will receibe, not one ey? I that I give inversely. Ego one eyes? I will give inversely. Ego one eyes? I will give inversely. Ego one eyes? I will all give inversely. Ego eyes yet it.

Please set me up an additional game number in the weekly draw











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Dear <<SALUTATION >>

2015 is Rotherham Hospice Lottery's 20th year of operation with over 1000 draws run. Over £5,000,000 has been raised for the Hospice charity by you, our loyal supporters.

One L2000,000 has been lased until inspect claimly by you, out inja supplicities. The Lottery raises vital funds for Rotherham Hospice and we would not be able to meet our current running costs without it. We need to make our Lottery even more successful in raising money for the Hospice and ensure that more of the money you spend goes directly to help fund Hospice work.

How many things cost the same today as they did 20 years ago?

The costs of running the Lottery are high with expenses such as software, staffing, postage, licences and fuel costs rising each year. Throughout the last 20 years the price for playing the Lottery has remained the same. It cost £1 in August 1995 when we ran our very first draw and £1 when we celebrated our 1000⁴⁷ draw on 24th October last year.

A bigger and better Rotherham Hospice Lottery

As the costs continue to grow and our income remains at £1 per play the contribution the lottery makes for the hospice is decreasing. We have left the cost of entry at £1 for as long as we possibly can but feel that in the interests of the future of the Hospice we are now in a position where we need to increase the cost of our lottery to £2 per entry per week. HOWEVER this contribution will enable us to have a bigger and better lottery with more chances to win bigger prizes.

are excited to be launching our new 2 Draw Game with possible Rollover Jackpots of up to £10,000 & £20,000!!!

FIRST CHANCE is our Main Draw which will continue with its existing prize structure of a Guaranteed £1,000, £500 rollover rising to maximum £10,000, £100, 2 x £50 and 30 x £10 prizes

All players will then be entered into:

SECOND CHANCE This is our new 'Rollover Extra' Game. This is a single £1,000 prize game, with all paid entries being entered into the draw along with a series of unsold numbers. If an unsold number is selected the £1,000 rolls over to the next week. If the prize fund has still not been won by the 20th week the unsold numbers will be removed and one lucky person will win £20,000.

We would like to offer a massive thank you for your support and wish you luck in playing our new £2 for 2 draws game

playing our new 22 for 2 draws game.

Please remember Rotherham Hospice Lottery is your only truly local Lottery helping only Rotherham people and every penny that we make contributes to the care and support provided by your Hospice.

The first draw to be run at 22 per play will be on Friday 6th March 2015. All payments due week ending 6th February onwards will be collected at the new price in order to ensure players have enough credit. Your current credit is <<<< Alla NeXes-> which will run out on <<<Abs. DATE>>. To ensure you have two chances of winning every week please complete the form below.

Colin Cawood-Campbell Colin Cawood-Campbell - Head of Fundraising



YOU CAN NOW RENEW YOUR LOTTERY PAYMENT BY DEBIT/CREDIT CARD. JUST CALL 01709 428730

As a standing order payer please either adjust your payment via Internet banking or complete

PAY BY STANDING ORDER - 🕆	arn to us in the enclosed Freepost envelope.
£ < <new payment="">> Every <<f< th=""><th>REQUENCY>> to commence from DD/MM/YYYY</th></f<></new>	REQUENCY>> to commence from DD/MM/YYYY
Bank Name:	From: Please amend your name and address details if they are incorrect <addressee>><<address 1="">> <address 2="">><<address 3="">></address></address></address></addressee>
Sort Code:/_/	< <address 4="">><<town>> <<county>><<postcode>></postcode></county></town></address>
Account Name: Signed: Date:	Lottery Number(s): < <lottery number="">> Tel:</lottery>

Please Pay HSBC 35 College Street, Rotherham S65 1AF for the credit of Rotherham Hospice Lottery: Sort Code 40-39-07 Account No 11647385 Paying Bank Please Quote Lottery Reference on all Transactions << MEMBER NUMBER>>

Please return the standing order mandate to Rotherham Hospice Lottery and not to your bank. return forms and payments to: Rotherham Hospice Lottery, Freepost RTKE-SYLTHBS, Broom Road, ROTHERHAM, \$60 25W Return envelope enclosed with this mailing.

A Ltd comp



Remember someone special

Dear

Our 25th Anniversary Year begun on 14th January 2016. We have had some wonderful event so far with our annual Race Night and Luncheon followed by the Midlands first ever Bubble Rush at Coombe Abbey, who would have thought how much fun could be had with bubbles! Over 250 of you got dressed up for our 25th Anniversary Ball and celebrated 25 years of care and support delivered by the Hospice.

We wouldn't have been here though without your support and on behalf of all of the people you have helped thank

We are entering the third year for our 'Sunflower Memories Appeal' and in return for a donation to the Hospice we have a lovely sunflower tag which the name of your loved one will be written and the tag will be planted in the wildflower garden at the Hospice during the month of June forming a lovely carpet of yellow blooms.

Simply complete the tear off slip below with the name of the per you would like to remember and return it to the Hospice in the enclosed envelope with your donation.

As you will see in your newsletter there are still many events ahea As you will see in your newsletter there are still many events and for you to attend, our annual Garden Party and Picnic Proms both held in the Hospice Gardens. Or maybe you would like to join ou Harvest Walk in September and we are planning a "Bake to make difference Competition to end a week of celebrations for Hospice Co. Week in October.

With best wishes

Jogophio Looke

Jacqueline Leake Fundraising Manager

Thank you so much for your support to the Mary Ann Evans Hospice. We would like to keep in touch to inform you of events and developments in our services and fundraising ideas for the future. If you do not wish to receive mailines places contact the Hospice on 20,47685 5,439.

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d h			3	
a are	7		122	1
			3	0
		D.	1	2

I would like to create a Sunflower Memory for:	< <address=>> <<address_1>> <<address_2>> <<address_3>> <<address_4>> <<rown>> <<county>> <<postcode>></postcode></county></rown></address_4></address_3></address_2></address_1></address=>
(only one name per sunflower)	Tel No: Mobile No:
1	Email:
	FREE BIRTHDAY RAFFLE PRIZE DRAW Bits array month for 2016 for possibility for datable
	Name on Card: Prize every month for 2016 See newsletter for details
2	
	Card Number:
Sunflower Memories Appeal:	Security Code (Last 3 digits on reverse of card):
£	valid from: / expiry date: /
	Gift Aid Declaration. Your donation is worth more to us if you Gift Aid it
25th Anniversary Donation:	I want the Mary Ann Evans Hospice to Gift aid this donation and to treat all previous donations for the charities current financial periods and the preceding four financial periods and all donations I make in the future until I notify you
£	four financial periods and all donations I make in the future until I notify you otherwise, as Gift Ald donations.
	I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.
Total:	Signature Date
£	Signature
	*Make sure to include your total donation amount. *Sign 'Gift Ald' form if eligible.
Please make cheques payable to: Mary Ann Evans Hospice. Or pay by credit/debit card opposite.	*Complete Sunflower Memory details if applicable.
Please tick here for a receipt	*Remember to attach stamp. *Use the addressed envelope to return all of the above.
	amount using the prepaid envelope to CA CO CC Don No. DFN:

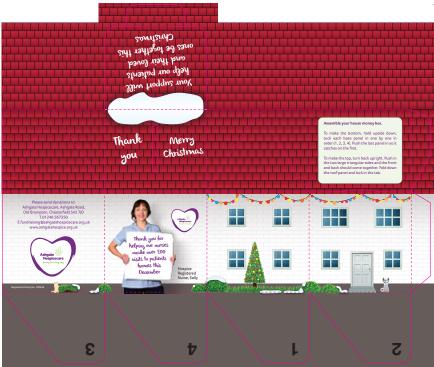
MONEY BOXES

Money Box Loose Change Appeal, every penny counts...

- A simple and very effective fund raising concept that is not expensive to produce. Why not get the box sponsored to cover the costs?
- Once it's full, you can replace it with an empty one.
- A standard box can return £25.00+ in funds. You can do the maths!









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ENVELOPES

When looking at your marketing strategies for mailings don't forget the first thing your donor will see – the envelope. The outer envelope is your chance to make an impact, to encourage your donors to open the pack and to get your message across.

We work with Royal Mail and many other downstream access companies to make sure you get the best postage rates.

We supply envelopes in all shapes and sizes. However, there are a few standard sizes which will be the most cost effective.

Outer Envelope Standard Sizes

- Oversize DL 114mm x 229mm
- Oversize C5 162mm x 229mm

BRE (Business Reply Envelopes)

Most BRE's are printed in black on 102mm x 216mm (Undersize DL) which fits into most outers or C6 (114 x 162mm) suitable for C5 or larger.

If you use a Royal Mail Freepost service, artwork is restricted. However Whittington Moor will be happy to set your artwork to conform to RM regulations.

FREEPOST ENVELOPES

(Royal Mail approval and registration required)







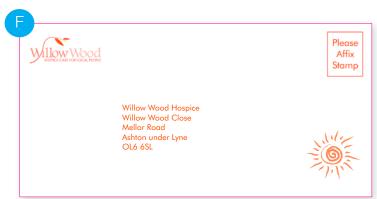


BRE ENVELOPES

(Royal Mail approval NOT required)

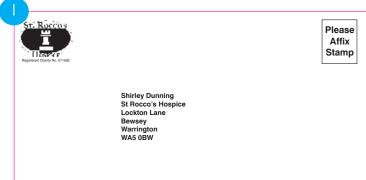












C5 OUTER ENVELOPES















DL ENVELOPES



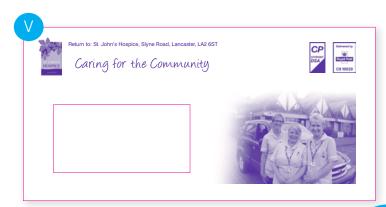














LIGHT UP A LIFE

For many years Light up a Life (LUAL) has been a major income stream for Hospices across the country. The most successful LUAL campaigns start with a full marketing strategy incorporating:

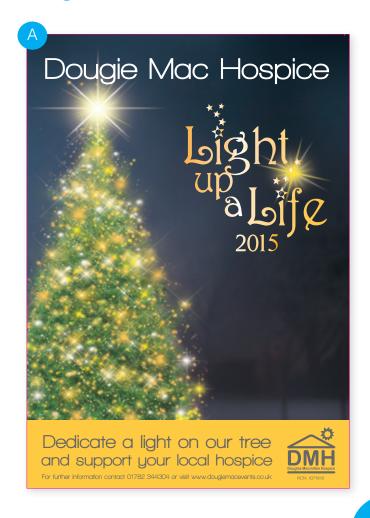
- Mailings
- POS materials
- Social Media
- Events
- Radio and press

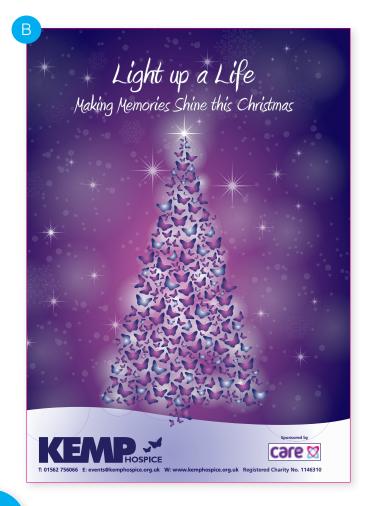
Over the past few years Whittington Moor have been involved in many **LUAL** campaigns and run **LUAL** seminars to help hospices increase their **LUAL** income.

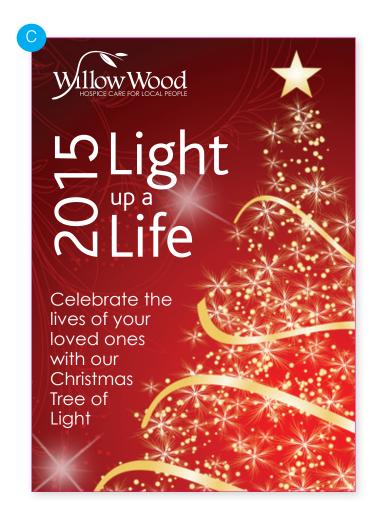
So from banners to postcards or stars to a full mailing, contact us to make your **LUAL** campaign grow from strength to strength.

Don't just Light up a Life

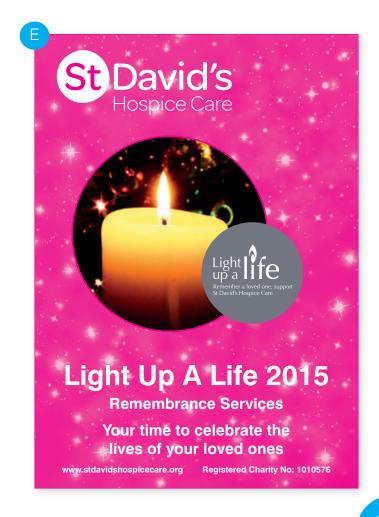
Target It – Test It – Increase It

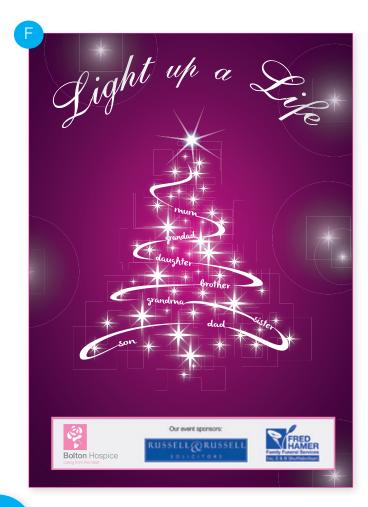


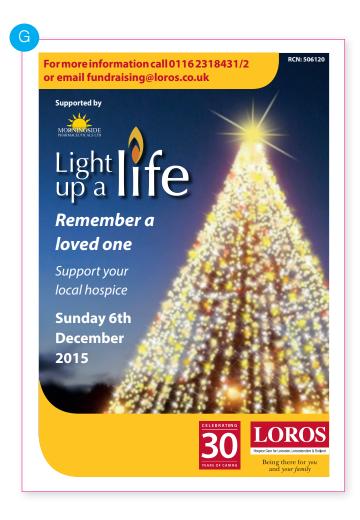


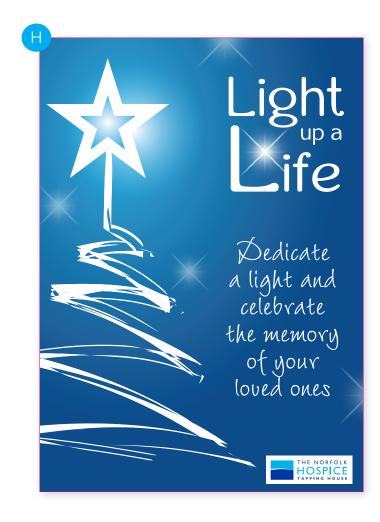


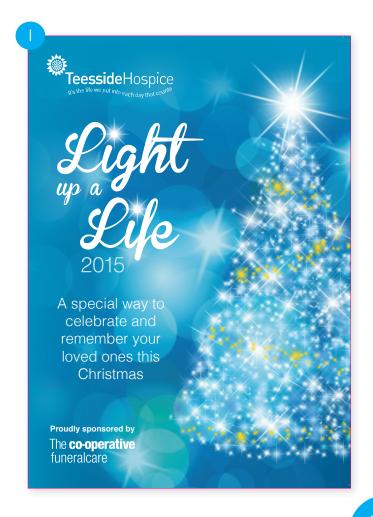


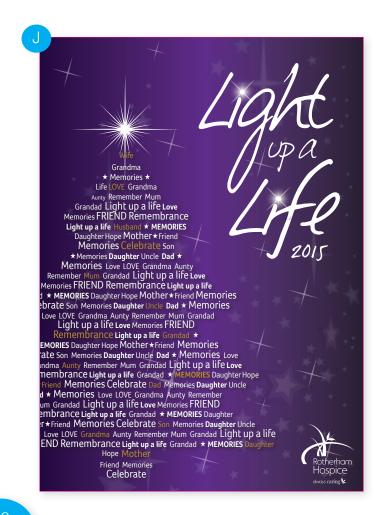


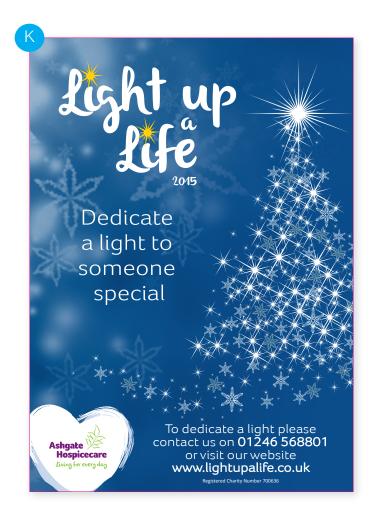


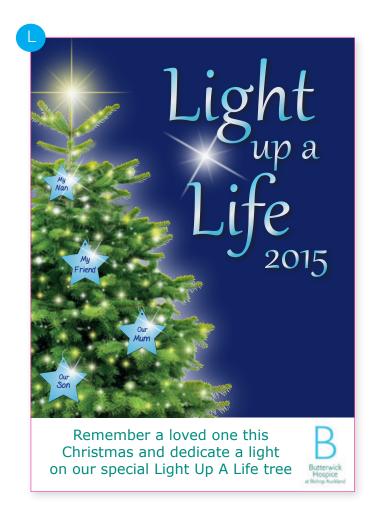




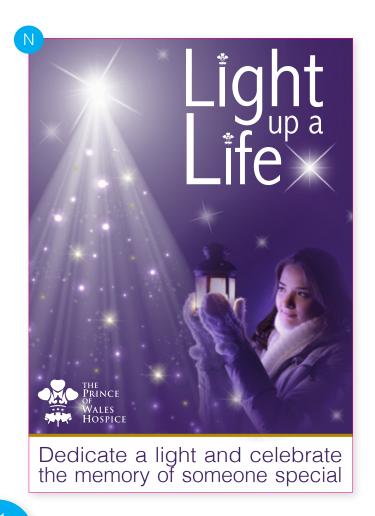












RETAIL

When donors and potential donors visit your shops – do they know all the other fundraising events you do? Your retail space is a perfect marketing platform, so promote with:

- Posters
- Leaflets
- Banners
- Till wobblers

And for your retail space we also provide:

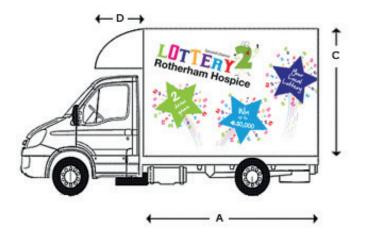
- Price tags
- Shelf edging
- Signs
- Wallpaper

We also produce Retail newsletters and Gift Aid mailings.

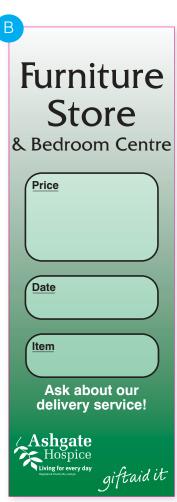


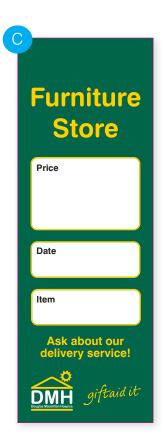














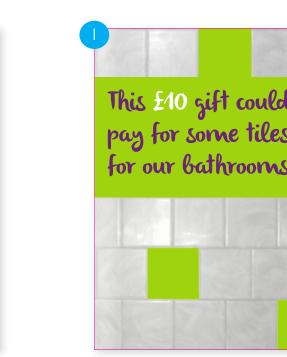
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Plus much more....







Wintage,

NEWSLETTERS

As with most of our bespoke print media, newsletters and newspapers come in all manner of sizes on a variety of paper stock.

Some of the more standard include:

- A4 (endorse folded) or A5 to fit into a C5 usually on a 130gsm paper stock
- Tabloid newspaper (min 4 page) on 55gsm or 70gsm endorse folded to fit in C4 envelope or polywrap
- Quarter fold newspaper (min 16 page) on 55gsm to fit in polywrap
- A6 printed on 130gsm suitable as a hand-outs or included in a "goody pack" or even smaller as a Z-folded pull out in a card cover

Remember to consider artwork, postage costs and the message you want to send before deciding on your newsletter style/size.





in touch







Dersingham fundraisers



Over the past 5 years, a small group of ladies (with the occasional help of their husbands), have dedicated husbands), have dedicated themselves to raising funds for The Norfolk Hospice, Tapping House. They have organised a huge number of events, including coffee mornings, a race night and fashion shows to name just a few. Alongside the events they organise, they are always on hand to help at Hospice events and store collections. The events that they have organised have raised well over £10,000 for the Hospice.

14 Community Fundraising Groups

Dersingham Fundraisers meet at one of the members homes every few months to discuss future events. Members, over the years, have come and gone and they are always keen to

welcome new people into their group. It is very social and not at all formal.

Vanessa, who founded the group and co-ordinates the meetings said, "It has been meetings said, "It has been fun getting involved with the Hospice in a variety of ways. It is always a pleasure to meet together to arrange our next events. We work very closely with the fundraising team who provide us with support and regular updates about the Hospice. I would strongly encourage anyone the Hospice. I would strongly encourage anyone who wants to support the Hospice to get together with other supporters and form a group like ours."

Mark Shea, Commercial Director at the Hospice said, "The Dersingham Community Fundraising

Group are excellent supporters. Time and time again they organise outstanding events which raise hundreds if not thousands of pounds for the patients. Having groups in the community organising events really helps us to not only raise funds but also raise vital awareness. We would really love to have more groups like this across region, attending local community events such as Group are excellent community events such as summer fetes on our behalf and organising events in their local communities."

a community fundraising group or are interested in setting one up, please contact the fundraising

sponsored by

Prince **Newsletter** WALES HOSPICE Autumn/Winter 2015

Gladys's Home From Home



understand that the hospice was also there to support people who needed help managing their symptoms.

In hospital, Gladys had found she often had to wait for pain relief because the wards were so busy. So, one of the first differences Gladys noticed about care at the hospice was that nurses were able to treat any ache or pain immediately. She was also surrised to notice that the was also surprised to notice that the atmosphere felt better, as staff weren't rushing about, and says she never heard anyone 'having a grumble'.

"All the staff are just so caring and happy to help with anything at all."

When the nursing staff offered her the opportunity to have a Jacuzzi bath, Gladys jumped at the chance. "I only have a shower at home so it was absolute luxury for me and I couldn't believe that there was no rush to it, I could take my time."

"I've felt so calm and relaxed here... It's like being in a home from

Gladys managed, with the care and support of the team at the hospice, to get her symptoms under control and was able to return home with additional support the hospice had arranged.

"Because of the care I received at the hospice, I'm a very different person to when I first arrived."

"To be honest I was really afraid of

going to a hospice. I thought it was just a cancer place and somewhere I was going to die."

On arrival, Gladys's commonly held

beliefs about hospice care were quickly dismissed as she came to

just what she needed.

A few things you may not know about The Prince of Wales Hospice...

- 24-hour specialist care is given to adults of all ages with a range of lifethreatening illnesses - not
- ☼ We help people manage their symptoms, then many return home.
- ** Our Day Therapy centre
 The Haven offers
 specialist care and rehabilitation for people who are well enough to stav at home.
- offering practical and emotional support and complementary therapies.
- And the most surprising?
 Just 39% of our funding
 comes from the NHS for

Please enter our raffle or make a donation today, so we can support people tomorrow. Thank you.

Future Fundraisers up to date information

and online bookings Vietnam Hill Trek and Community Project 2016 Information Evening or email fundraising@pwh.org.uk

Interested in sponsoring one of our Hospice events?

> **Tracey Mearns** on 01977 781474



The Five Towns Plus **Hospice Fund Limited**

Halfpenny Lane, Pontefract, West Yorkshire, WF8 4BG

T: 01977 708 868 W: www.pwh.org.uk E: contact@pwh.org.uk

www.pwh.org.uk

Thursday 22nd October 2015 Sunday 13th December 2015

Interested in our overseas trek next year? Come along to our meeting to find out more and what you will be doing to support the local people. Contact the fundraising team on 01977 708868 or email fundraising@pwh.org.uk to book your place now.

Sunday 8th November 2015 Christmas Craft Fayre Come along to the Kings Croft Hotel for a fantastic crafty Christmas shopping day of handmade items.

Tuesday 24th November 2015 Festive Florals

hosted by



Gain inspiration for your Christmas and wedding flowers from the live demonstrations by Michelle. Contact Michelle on 01977 798300/798391 for more details.

4th – 18th December 2015
Festive Lights Fundraiser
Visit our festive lights walk at Farmer
Copleys, Pontefract between 5pm
and 8pm each night.

6th, 8th, 10th &14th December 2015

Join us for our annual services here at the hospice or across the community, to remember loved ones. See page 6



Skydive
Take the plunge and take part in our
sponsored Mothering Sunday skydive;
an opportunity to celebrate the mum in
your life with a memorable fundraiser.

7th - 11th April 2016

The Roubaix Challenge
A must for die hard cyclists! Enjoy the chance to ride along the infamous cobbles of Paris-Roubaix the day before the pros!

BANNERS + SIGNS

If you're looking to get your charity noticed or an event promoted why not go BIG!

We can supply you with anything from roll up banners, banner stands, vinyl banners, folding displays & other point of sale items in vibrant full colour.















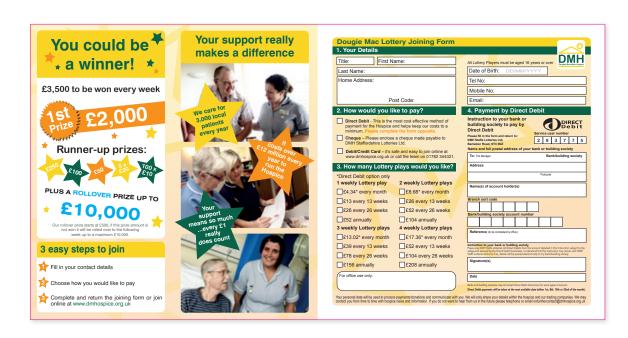
LOTTERY

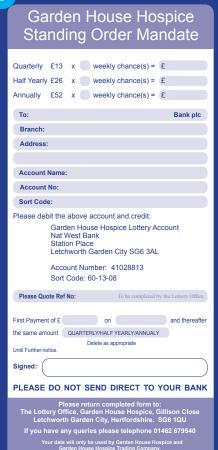
Running a weekly lottery can be enormously profitable and Whittington Moor is here to ensure you maximise that income.

If you already run your own lottery we are also here to help. We print full promotional materials or help recruit new members with mailings.

Don't just send a Lottery Mailing Target It – Test It – Increase It









WELCOME TO YOUR HOSPICE LOTTERY!

1

How does it work?

- On receiving your form our lottery computer allocates you a unique player number for every £1 chance you have purchased
- This is sent to you in the post and is entered into the prize draw which runs every Friday.
- Each Friday 33 winning numbers are selected at random by the lottery computer.
- You don't even have to claim winners cheques are sent out by first class post on the day of the draw – it couldn't be simpler!

33 Prizes every week

Only £1 to enter, Easy to Play

1st Prize - £1000 9



3rd Prize - £50 and 30 x runner-up prizes of £10

Why should I join?

- All proceeds go to Garden House Hospice
- Your money goes directly to local people needing hospice care
- Your chances of winning a prize are high over 30% of our members have won at least one prize - with some winning more than once!

Winners Quote

"I was delighted! The win was timely as our dishwasher had just broken – so I was able to buy a new one and buy the family a few treats too! I am keen to support my local hospice as it needs to raise in excess of £1.6 million per year from voluntary donations and fundraising activities so it can continue to offer specialist care free of charge to its patients".



3 Easy Steps to Play

Decide how many entries each week you would like and how many weeks you would like to play for Choose how you would like to pay. You can pay by:

Bank Standing Order

Your bank will make the necessary payments (saving you time and us money)

- Credit Card
 By authorising us to debit your credit card
- Cheque Send us a cheque made payable to Garden House
- Cash
 At any of the hospice shops

Hospice Lottery.

Fill out the attached form and send it back to us at Garden House Hospice, Gillison Close, Letchworth Garden City, Hertfordshire. SG6 1QU or take it into any of our shops in an envelop marked for the Lottery Office.

	Yes, I'd like to help Garden House Hospice I would like to play Garden House Hospice Lottery every week. (Please print in BLOCK CAPITALS)
Ŋ,	Your Details
ı.	Mr/Mrs/Miss/Other: Forename
N.	Surname
В.	Address
H.	Postcode
П	Telephone
ì,	Email
Н	My subscription:
	I wish to pay Quarterly for chance(s) per week x £13 = £
Ш	I wish to pay Half Yearly for chance(s) per week x £26 = £
	I wish to pay Annually for chance(s) per week x£52 = £
	Payment Method
1	Standing Order – Please complete above – then turn over.
M	Cheque/Postal order made payable to Garden House Hospice
	Card - I authorise my card to be debited with the above amount*
	Card Number:
	Access Visa Euro Master Delta
	expiry date: /
	Security Code (Last 3 digits on reverse of card):
į	I am 16 or over and confirm that I understand it is an offence to gamble under this age limit.
i	Signature Date
ŀ	Please return completed form to: The Lottery Office, Garden House Hospice, Gillison Close Letchworth Garden City, Hertfordshire. SG6 1QU

