

### Charity of the year

Does your company have a Charity of The Year program? Often corporate organisations will nominate a selected charity to support for a period of time. We currently work with a number of Charity of the Year partners like Blandy and Blandy (include link), ensuring that we engage employees with exciting and innovative fundraising ideas, as well as bringing them closer to the cause through impactful volunteering and cause led activities. Often these opportunities are staff-led, so we'd love a nomination next time your company starts their process!

### Strategic Partnerships

Can your organisation help us fulfil our strategic objectives by funding vital programmes which support positive outcomes for staff and patients? Long term strategic partnerships with the Royal Berks Charity are focused on solving a particular issue, ensuring your company has a considerable impact on the local community we support and allowing you to share your skills and insight with us to improve and expand our service delivery.

### Staff fundraising

We'll help you generate an exciting fundraising calendar of ideas that will motivate and inspire your employees. You'll also get access to our packed events calendar that includes our very own flagship event, Walk for Wards and ability to take part in nationwide fundraising and advocacy campaigns, such as celebrating the NHS's Birthday with the annual NHS Big Tea.

### Corporate Donations and Gifts in Kind

If your company has limited time, a great alternative to a partnership is giving a donation or gifts in kind. This could be a one-off donation to a specific project, fundraising prizes, equipment, or even skills and training. Donations are carefully allocated where they're most needed, and you can contact our fundraising team to discuss how and where your donations might be used.

### Cause-Related Marketing

We have a history of collaborating with exciting brands on CRM (Cause-related marketing) campaigns, where a proportion of each sale/ agreed set amount is donated to the Royal Berks Charity for a particular product.

CRM campaigns are an effective way to boost your own sales by being attached to your local hospital charity and also generate vital awareness for our work.

A CRM will give your customers the opportunity to purchase your product and support the local hospital at the same time.

### Corporate volunteering opportunities

There are plenty of rewarding volunteering opportunities with the Royal Berks Charity for your employees and colleagues.

You can help the charity by:

- helping at fundraising events
- collecting donations for us in the local community.
- champion our work and spread the word at your place of work.

You can also help at the trust- we have 14 gardens at the hospital that need regular upkeep to ensure our wellbeing spaces are tidy and cared for, we have seasonal opportunities like wrapping Christmas presents for our patients or seriously ill children. To enquire about any of our volunteering opportunities email [charity@royalberkshire.nhs.uk](mailto:charity@royalberkshire.nhs.uk)

### Payroll Giving

Payroll giving is an easy and efficient way for you to donate to the Royal Berks Charity directly from your salary. Not only is your regular gift tax-free, but by choosing to support the Royal Berks Charity you can help make sure that the local hospital is supported and we are able to fund items above and beyond the NHS budget.

Because we know when your donation is coming, we can plan our specialist services and activities in advance. A simple and tax-efficient way to give

### Collection tin holder

Become a collection tin host and collect vital funds to support the charity and raise awareness for our work.

You will receive regular updates from the charity and a thank you certificate when the tin is full.

### Inspiring staff talks

If you want to know more about the Royal Berks Charity and our rich history at the hospital, our corporate charity ambassador or fundraising manager can come to your offices to give a staff talk. We can offer a quick 15 minutes at a team meeting or something more in-depth over a lunch break – get in touch to book us in!

### Sponsorship

The Royal Berks Charity has a range of sponsorship opportunities available to businesses we work with. We understand that every company is different, so we tailor our sponsorship packages according to your requirements.

In return for your sponsorship, we can offer you a range of benefits, including PR and publicity at the event.