



Willow Burn Hospice Ball

We Are Willow Burn

Friday 25 March 2022





Theme: We Are Willow Burn

'We are Willow Burn' will launch in January 2022 to raise £35,000 to Sponsor a Nurse for a Year. The Willow Burn Hospice Ball on 25 March will be a celebration of this campaign.

We Are Willow Burn



When asked what is it about Willow Burn that makes it so special, everybody says “the people”. From the staff and volunteers, to the patients and clients, to the community of fundraisers, donors and customers. **They are Willow Burn.** ‘We are Willow Burn’ is a campaign to celebrate these special people and engage with new people to become part of Willow Burn either as service users, supporters or volunteers.

The Campaign

- Launches January 2022 with a video campaign including volunteers, staff, patients/their families and supporters.
- Online giving and SMS pages will be set up to for supporters to donate to the campaign.
- A fundraising challenge event will be held specifically for this campaign.
- Community fundraising packs will be promoted and distributed.
- All supporters will receive a “We are Willow Burn” pin badge.
- There will be weekly digital content of stories about patients, staff/volunteers and supporters.

The Ball Finale

- A celebration of the campaign.
- The video will be shown at the event.
- Themed Willow Burn raffles.
- Table decorations will tell the stories of patients, staff and volunteers and reflect Willow Burn.
- Staff and volunteer presence and involvement.
- £35,000 target of the whole campaign will be hit at the event.
- Each guest will receive a “We are Willow Burn” pin badge when they leave.

KEY POINTS

- Tickets £49.00 each or £490.00 table of 10 / £392.00 table of 8.
- Derwent Manor Boutique Hotel
- Three course meal and some drinks included in the ticket price.
- Live entertainment
- Fundraising: Raffles & Auction
- Raise £35,000 to sponsor a nurse at Willow Burn Hospice





Venue

Derwent Manor Boutique Hotel

- Capacity 200 plus
- Recently refurbished
- Arrival drink of sparkling wine or bottled beer
- Three course meal
- A glass of wine with the meal (red, white or rose)



Entertainment

The band for the evening is Soul Street

- Soul Street have years of experience playing for audiences at live events and weddings. The setlist has something for everyone and is designed to get people up and dancing for a party atmosphere.
- Soul Street is a local band and Willow Burn's counsellor is in the band which links well with the theme of the event.

MC: Anna Foster has been approached to present the evening.



Table Decorations



Sponsorship

- **Main Sponsorship**

1 x Opportunity

£2500

8 x complimentary tickets, logo on main event screen, opportunity to make a speech at the event, promotional materials at the event, draw the 100 raffle, ad in programme

- **Supporting Sponsorship**

5 x Opportunity

£1000

2 x complimentary tickets, logo in programme, logo on main event screen, promotional materials at the event.



Fundraising

- Ticket Sales
- Sponsorship Opportunities
- Various Raffle
- Auction
- Text Giving
- Envelopes

100 Raffle
Win £500
£10 per ticket

Willow Tree Raffle
Win A Night Away
£10 per ticket
Ticket is ----->



To Do

- Sell Tickets (pass warm contact to RT/SM to send out invoice and booking form)
- Raffle Prizes (RT to provide letter)
- Auction Prizes (RT to provide letter)
- Recruit sponsors

ANY QUESTIONS?

