



We are a new charity who are looking to develop relationships with companies and their employees and to work in partnership in a mutually beneficial way. With a rapidly expanding network we offer an exciting opportunity to make a real difference and to be associated with a growing, successful and worthwhile cause.

We offer many ways to get involved on a Corporate level, some of which we have listed below. You could choose us to be your nominated Charity of the Year (which would be great!) but there are also many benefits for you as a business, in establishing a long term relationship with Ben's Heroes Trust and continuing to help us support children with Cancer through Employee fundraising and Corporate Donation. By supporting Ben's Heroes Trust, not only are you helping children to keep fighting Cancer, there are also other benefits for you and your staff:

- The Positive experience of being involved with an young and rapidly expanding children's cancer charity and working together for a worthy cause
- Enhanced team building within the workplace by working together on fundraising initiatives
- Multiple Marketing and PR opportunities highlighting the good work done by the business and staff. Not only via your usual channels, but via our internet and social media platforms (in just over a year we have gained over 1200 facebook fans and are still gaining support)
We also have a charity partnership in place with a PR company who support us with obtaining press coverage and structuring and implementing a formal PR strategy with a number of exciting projects planned for 2014!
- We know it's not all about the money but it's worth noting that donations to charity are deductible from the total profits of your business when calculating Corporation Tax.

We know that partnership is a two way street, as such nominate Ben's Heroes Trust as your chosen charity and we will:

- Provide you with a dedicated Account Manager who can work with you to tailor your involvement strategy so that you achieve **your** objectives.
- Work with you to create a fundraising plan of challenges and events to engage and include your team.
- Promote local awareness of your involvement and support through our links with established PR company Polymedia PR.
- Keep you up to date with our work, projects and news, so you can see how you and your team are making a real difference to children with cancer.
- Enter your company into our annual awards and recognise the hard work that you and your workforce have undertaken to raise funds to progress our work with children with cancer.



There are other ways you can help Ben's Heroes Trust too:

- **App Sponsorship:** A unique and exciting opportunity to be involved in a brand new marketing platform! We are currently developing an App which will be available for free in the App store, and also downloaded to the 200 iPad minis we are providing to NHS Paediatric Oncology Units in the UK. You could be mentioned in our App as an 'event sponsor', providing the user with additional points for their score.
- **Real Event Sponsorship:** Sponsorship is a vital way of meeting the costs of putting on a fundraising event. Opportunities to sponsor on of our real events (not the App ones!) start from just £1,000 and give a great burst of positive local exposure to a new audience. Call or email us if you would like to discuss this further.
- **Gifts in Kind:** Raffles and auctions are a great way of fundraising at events, and also a fantastic opportunity for you to showcase your products/services. We are always grateful to receive gifts in kind. If you can help, please contact us.
- **Enter a Team in a Fundraising Activity.** Get your staff working together, we have a wide range of events that support teambuilding including runs, abseils, zumbathons and the fabulous Wildgoose Treasure Hunts! You could encourage them to raise more by matching their fundraising efforts! Go to our Events page for more details.
- **Corporate Hospitality.** Charity events are growing in popularity as new and unique ways to entertain your clients and partners. We have a wide selection of events to choose from including Black tie Balls, curry nights and sporting events. If you have something particular in mind, we may be able to organise it for you! Take a look at our Events page and contact our events team for more details.
- **Host one of our little red collection boxes.** Our little red boxes are very low maintenance, all are fully house trained and well behaved. They eat all kinds of coins and notes and are happiest sitting in busy places all day, but prefer to be locked safely away at night time.
- **Volunteering.** We love volunteers! Contact us for a chat about how you can use your time and skills to help us help our little heroes to keep fighting cancer.
- **Corporate Gifts.** Why not get ahead of the game, instead of handing out golf towels or memory sticks you can outwardly demonstrate your company's commitment to social give back by giving our beautiful corporate gift which will include a card declaring that a donation has been made to the charity on their behalf. You can also include your business card in the bag to maintain a level of branding and ensure that they give you a call with their business!
- **Give as You Earn.** Joining the scheme will enable your employees to donate easily. For further details, please contact us.

Although we are a new charity we already have a number of businesses supporting us in one way or another, but there is still room for more!



Polymedia PR

Specialising in every aspect of integrated communication, Polymedia PR campaigns are devised to respond to business objectives - to sell, to position, to persuade.

Working in both business-to-business and consumer sectors, we harness the power of media relations, creative design and production, the web, e-marketing, video, photography and not forgetting of course the increasingly important platform of social media.

Whether generating sales, handling a crisis, managing a client's reputation or engaging with the public on a planning application, our watchwords are the same - strategy, energy, determination, innovation, creativity, enthusiasm and acumen.

Polymedia joined us in 2013 and assisted in gaining publicity for our first project at UCLH, which generated fresh support for the charity beyond our existing network.

They generously took us on as their charity partner and have helped us develop a professional PR strategy and continue to support us in PR projects on a pro bono basis.



Devote

In today's business environment individuals and teams often struggle to find space and time to effectively think, plan and act. They become immersed in a reactive mode, switching attention between competing agendas, which inevitably distracts from their ultimate goal.

Our work enables individuals and teams to reflect upon what they are trying to achieve and how they are going to achieve it in order to help them focus, prioritise, adapt, develop and ultimately deliver. Our approach is first and foremost to listen. We invest time with clients to gain a deep understanding of the challenges they face and the context in which they operate, enabling us to create bespoke solutions to meet their specific needs.

Devote generously support us, not only financially through raffle prizes and event sponsorship, but also personally with their time, wealth of experience and business contacts.



KT&Co

“My name's Katie and I started KT&Co many years ago whilst studying Graphic Design at university. It started off as a bit of fun, a way to stretch my creativity by designing a brand and business concept for myself. Initially I just enjoyed making handmade greetings cards and invitations for family and friends but soon progressed to applying my creativity to more serious projects.”

“After honing my design skills and experiences as an employee for 10 years and sadly being made redundant I made the decision to go freelance. 4 years and 2 children later I am still striving to create the best designs I possibly can and I continue to find it rewarding, challenging and exciting.”

Without Katie's phenomenal design work and dedication of time our website, marketing material, event brochures, banners, t-shirts, posters even our business cards would be nowhere near as informative, engaging and fantastically professional looking. All of Katie's time and work has been donated free of charge.