

Key results (as at May 2023):

- Three course meal event serving 120 guests utilising hospice volunteers as waiting staff.
- Provide training day meals to local super league rugby club.
- Provide daily meals to children at a local nursery.
- Supply small buffets and afternoon teas to local businesses.
- Catering for private parties.
- BBQ for corporate events.
- Food offering at local community events.
- 150 coronation teas served.

Conclusions A steady flow of orders over the last 12 months has delivered a turnover of £60,000. We believe this is just the tip of the iceberg. With a re-energised team keen to utilise their skills, the foundations are now in place to take this to the next level. We are excited to see what the next couple of years will bring.

P-226 **STANDING OUT AMONGST THE NOISE. THE PLACE OF A HOSPICE AT A MAJOR MUSIC FESTIVAL. BE BOLD, BE INNOVATIVE, RAISE FUNDS**

Charlotte Hornblow. *Mountbatten, Newport, Isle of Wight*

10.1136/spcare-2023-HUNC.246

Background After the most successful year to date fundraising at a well renowned music festival, our organisation was able to gain from the three core benefits of using iconic merchandise to engage with a mass audience who would not usually interact with us, help to change common attitudes about what hospices do and gain additional support from the event organisers for future fundraising initiatives, which is typically seen with large national charities.

Aims To continue to stand out amongst the noise of a festival, being bold and innovative whilst building brand awareness through the sale of iconic merchandise, continuing to reach new donors, offering ad-hoc bereavement support and building stronger relationships with event organisers for future fundraising opportunities.

Method

- Developing an advanced stewardship plan for specific high profile event organisers.
- Expanding our event portfolio, gaining from the depth of high-profile event organisers, which is beneficial for them too.
- Use bright, iconic merchandise as a hook to engage with supporters.
- Focus on emotive ways to engage with new donors.
- Being bold and innovative in the way that we share key hospice messaging.

Results 2014: Festival income £12,854.86. Service delivery: 522 people on our caseload.

2022: Festival Income £35,363.81. Service delivery: 1741 people on our caseload. Additional event with support of festival organisers: £36,699. Comparison event – £2million to support causes outside of the event.

Conclusion In 2014 the total income from general donations and through the sales of our iconic merchandise was £12,854.86. We saw a 175% increase in this figure in 2022, with total income reaching £35,363.81. Regardless of the cost-of-living crisis and the predicted impact that would have on charitable donations, we were able to reach a mass

audience, raise awareness of hospice care, offer ad-hoc bereavement support, and raise vital charitable funds.

P-227 **MINI IN SIZE; MIGHTY IN IMPACT. HOW OUR MINI MARATHON BECAME A HIT COMMUNITY FUNDRAISING EVENT IN 10 YEARS**

Augusta Adu. *Greenwich and Bexley Community Hospice, London, UK*

10.1136/spcare-2023-HUNC.247

Background Fundraising teams are always looking for something to make their hospice stand out. With hospices having ‘patches’, a good place to start is by looking at local landmarks and what makes your patch unique. In 2013, our Mini Marathon was born when our Fundraising Team saw an opportunity to create our own event using the link of the London Marathon starting in Greenwich. Our event starts at the famous Bandstand, with children running 2.62 miles (a tenth of a marathon) around the park.

Aims To connect with families, schools, community groups and corporates. To develop local partnerships, i.e. Rotary Clubs, running clubs, Cadets.

Methods Offered a fun run aimed at children. Schools assemblies and leaflets. Sponsorship opportunities to businesses. Offering volunteer opportunities to groups.

Results Over the past 10 years’ £500k has been raised through donations and registration fees. Since COVID-19 we are rebuilding the event back up to 2019 levels of support, with 950 signed up in 2023, we expect to raise £50,000.

Conclusions This event has led to engagement from 37 core schools who regularly support the hospice with event promotion and fundraising. Our assemblies help explain what a hospice is to young people and breakdown barriers and misconceptions. The event embodies community spirit with Rotarians, local businesses, Pearly People, police, firefighters, the Navy and Cadets all coming out in force to support. More than £50K has been generated by corporate sponsorship. The whole community gets behind this event with local restaurants support with ‘kids eat free’ vouchers and after the event, Greenwich fills with families celebrating. Hospices could emulate this event in their drawing on their own unique landmark.

P-228 **WHERE DO OUR IN MEMORIAM DONATIONS COME FROM? AN EXPLORATION OF CARE’S RELATIONSHIP WITH FUNDRAISING**

Ann-Marie Kelly. *Heart of Kent Hospice, Maidstone, UK*

10.1136/spcare-2023-HUNC.248

Background Between 2017 and 2022 our caseload almost doubled, however, our in memoriam donations did not significantly increase. This piqued our curiosity: What was the relationship between the care we provided, and the in memoriam donations we received? This project supports the development of our next strategic plan (2024+). There is surging demand for the support of our Dementia Team, and increasingly, patients who are presenting with frailty and other more complex conditions. We sought to understand how the change in the profile of our caseload could impact on our future in memoriam fundraising.