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-227 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**


**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-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.
Aims To understand the correlation between the patients who had been remembered with in memoriam donations and their personal circumstances/support from us. To identify if in memoriam fundraising could be at risk. To align care ambitions and fundraising potential in our next strategy.

Methodology Donation information from our fundraising database was exported. It was traced back to patient records by a specialist research colleague. They overlaid the donation information with a set of pre-determined patient criteria including age, illness, team contact, time on caseload and place of death. We also looked at the time-period loved-ones donated for, after their loss.

Results We will use this research to:

• Deepen the relationship between our clinical teams and fundraisers.
• Inform our future financial planning, aligning it with anticipated care-need trajectories.
• Invest hospice resources in areas which are likely to support our financial sustainability.

Conclusions Most in memoriam donations are for people who have died from cancer and stayed on our Inpatient Unit. However, the giving behaviour of loved ones who have lost someone to other illnesses is different, they are giving less, for shorter periods. We must incorporate these insights into our future plans.

Results Interview transcripts provide a rich narrative of participants’ direct and indirect experiences. Data analysis is in progress and findings will be presented at the Hospice UK conference.

Conclusions This project develops evidence-based explanations of ‘what worked for whom’ during the first year of implementing the service redesign at Dorothy House Hospice. Improved understanding of the contexts and mechanisms of change within hospices could help to inform future implementation projects.