

TOGETHER WE CAN PROVIDE MORE MOMENTS OF JOY AND LAUGHTER

"We believe in the power of experiences and the positive affect they can have on all of us. That's why we work with Willow"

Red Letter Days

Wrights estate agent raised £3,765 in 2019

"The team at Wrights have all loved getting involved with supporting fundraising events, whether that has been taking part in the Herts 100 Bike Ride, running the Willow 10K, or cheering on participants. The work that Willow does is so valuable and we are thrilled we are able to contribute to raising funds for such a worthwhile cause."

The Galleria raised £1849.92 in 2019

"Willow was appointed as our charity partner for its dedication to delivering invaluable experiences for seriously ill young adults. Willow brings light to the recipients and their family members' lives in their darkest hour and creates precious memories. The Galleria is proud to be a part of that. Three months into the partnership, we are finding Willow to be highly engaged, enthusiastic and co-operative."

Your business' fundraising will help people like Rosy

"It got me through the last few weeks, knowing that I had my Special Day to look forward to once chemotherapy was over."



Partnerships are vital in creating memories that last a life-time.



For more information on how you can help, contact our community fundraising team now:

✉ fundraising@willowfoundation.org.uk ☎ 01707 259 777



Willow, Gate House, Fretherne Road,
Welwyn Garden City, Hertfordshire AL8 6NS

T: 01707 259 777

E: fundraising@willowfoundation.org.uk

W: willowfoundation.org.uk

Willow Foundation is a registered charity in England and Wales No. 1106746 and a registered charity in Scotland No. SC045811. It is also a company limited by guarantee No. 5207070. Registered in England and Wales at the above address.

Help us bring joy to seriously ill young adults

How your company can work with Willow

SPREADING JOY...

to people when they need it most.

We are the only national charity providing seriously ill young adults aged 16-40 with uplifting and unforgettable Special Days.

For some, they have dealt with a life-threatening illness such as Cystic Fibrosis since birth whilst enduring daily treatments and hospital visits. For others, within a blink of an eye their life has been turned upside down from a heartbreaking diagnosis, such as cancer or Motor Neurone Disease.

A Special Day not only allows our beneficiaries to escape from their everyday reality, or fulfil a dream, but brings cherishable memories to family members who may not get the chance to make many more with a loved one.

A Special Day can bring hope, positivity and focus to a patient battling illness and a day for families to reconnect away from hospital corridors.

"My Special Day was something to look forward to, a goal to heal for. Sunshine at the end of a long, dark tunnel."

We aim to deliver one Special Day to every seriously ill young adult in the country, but we rely heavily on donations from organisations like yours.

Your support will give someone the chance to enjoy a once in a lifetime experience, or simply a place to spend quality time with family or friends.

We provide over 1000 Special Days a year!


Willow was founded in 1999 by former Arsenal goalkeeper Bob Wilson and his wife, Megs, as a lasting memorial to daughter Anna, who died of cancer aged 31.

"Anna's love of life and her own 'Special Days' taught us that quality of life and quality of time is so very important. Laughter and smiles go a long way to repairing so much of what is damaged by serious illness."




PLAY YOUR PART, REAP THE REWARDS

Why support Willow?




Feel good factor
It feels good to help people who need it most




Deliver CSR objectives
Companies who positively contribute will build trust with consumers and heighten their reputation






Motivate staff
Choosing a partner charity whose cause resonates with staff will keep everyone motivated



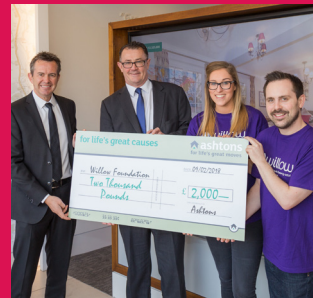
PR opportunities
Raise the profile of your business and be portrayed in good light



Tax relief
Deduct the value of your donations from taxable profits

Research shows that when faced with a choice between two companies that offered products and services for the same price, 82% of UK consumers said their decision would be affected by whether a company engaged with Charities.

*Foresters (2013) survey 1,100 people in the UK



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MAKE YOUR MARK

Your support will help improve the quality of life for seriously ill young adults.



Bronze

Pledge to raise
£0 - £1250 =
1 Special Day



Silver

Pledge to raise
£1250 - £5000 =
4 Special Days



Gold

Pledge to raise
£5,000+ =
4+ Special Days

As a business partner of Willow, you will be supported by our dedicated fundraising team, who will guide you every step of the way. Gold members can expect a bespoke impact report, free advertising and places at exclusive Willow events, however, we are grateful for all sizes of contributions from our business partners.

When someone's future doesn't seem so bright, you can make sure their present shines.

A little effort goes a long way

With support from our team and enthusiasm from your staff, we can help you achieve your fundraising goals.

Tried and testing fundraising ideas include:

