Winter 2013/14
Corporate Partnerships newsletter

GOSH has the X Factor!
About the surgery centre

Money raised from sales of Sam Bailey’s single ‘Skyscraper’ will be used to help fund a new surgery centre at GOSH.

More than a third of all the children who are admitted to GOSH undergo surgery. The surgery carried out here is often ground-breaking and our patients come from all over the UK due to the complexity of the operations they require or the urgency of their need. Last year, more than 18,000 operations and investigations were carried out on nearly 11,000 patients.

Some babies arrive when they are only a few hours old, weighing less than a small bag of sugar, in urgent need of life-saving surgery. Some children have illnesses for which treatment elsewhere has been unsuccessful, or where the necessary expertise is not available locally. Others have multiple problems that, without carefully planned surgical procedures throughout their childhood, can severely restrict the quality of their future life. Surgery beds are currently spread across five wards in four separate hospital buildings. This greatly increases the difficulty for staff in co-ordinating patient care before and after surgery. One of the post-surgery wards, Peter Pan Ward, is located in the Southwood Building, which is now 75 years old. Peter Pan Ward is very cramped, with no room for a parent to sleep comfortably by their child’s bedside. There are no en suite rooms and only two toilets for the entire ward.

The new centre will bring all of our expertise in anaesthesia, surgery, recovery and high-dependency nursing together into one place at the heart of the hospital, allowing us to continue to give world-class care to more patients like Kaychanel.

Kaychanel wasn’t the only one to be part of the X Factor excitement. Patients, families and hospital staff all joined in the fun and a lucky few even got to visit the X Factor studios. Patients had the opportunity to watch the semi-finals dress rehearsals, meet show host Dermot O’Leary and sit at the iconic judges’ desk. During the same week, patients on Eagle Ward got a big surprise when the semi-finalists dropped in for a visit. Not only that, but following her success on the show, winner Sam Bailey stopped by the hospital chapel to sing Christmas carols with some patients. Her Christmas number one single, ‘Skyscraper’, is still available to purchase in stores and online.

“Both Together for Short Lives and Great Ormond Street Hospital Children’s Charity are really important charities. Every day they do inspiring work and help a load of kids and their families, all of which need their expertise and support. I have been lucky enough to see first-hand the great work that both of these charities do and I am thrilled that we can do something to help by donating the sales of the X Factor winner’s single to them both.” Simon Cowell

*Both Together for Short Lives and Great Ormond Street Hospital Children’s Charity had been selected as one of the beneficiaries of the 2013 X Factor winner’s single.

During the live show on Sunday 8 December, the news that Syco would be generously donating 100 per cent of its profits from the sales of the single to Great Ormond Street Hospital Children’s Charity and Together For Short Lives was announced with an inspiring film featuring Great Ormond Street Hospital (GOSH) patient Kaychanel (pictured).
Credit Suisse celebrates most successful ever Charity of the Year partnership

After a fantastic twelve months of fundraising throughout 2013, our Charity of the Year partnership with Credit Suisse has sadly come to an end.

Our partnership began in January 2013 with an initial target of raising £300,000 through employee fundraising events and campaigns. From day one, teams from across the bank embraced fundraising activities with energy and enthusiasm. The calendar was jam-packed with fantastic fundraising activities, from tried and tested favourites like bake sales and jeans days to activities a little more unusual, including motorbike and banger rally adventures, endurance challenges, dragon boat races, jailbreaks and even a fire walk.

We think it’s safe to say that the initial target was well and truly smashed. At the time of going to print, the final fundraising total stood at over £558,000 making it Credit Suisse’s most successful Charity of the Year partnership yet – a truly phenomenal achievement. The money raised will fund three state-of-the-art en-suite bedrooms and a treatment room in the new respiratory centre due to open in 2017, two essential pieces of equipment used to screen newborn babies for life-threatening conditions, as well as funding two members of our Play team for a whole year.

We are so grateful to everyone at Credit Suisse for all of their hard work and dedication to Great Ormond Street Hospital Children’s Charity. The money they have raised will make a huge difference to the lives of our remarkable patients and their families – thank you!

The Disney Store brings Christmas magic to the patients at GOSH

Christmas came early for eight patients from Great Ormond Street Hospital (GOSH) when they attended an exclusive party at London’s Oxford Street Disney Store.

The event was hosted by Stacey Solomon, and Mickey and Minnie Mouse were also on hand to help spread the Disney magic. The patients were treated to a Disney costume of their choice, a private shopping spree, and also enjoyed face painting, balloon modelling and the chance to write their own letter to Santa.

Johnathan, age seven, is treated at GOSH for a rare genetically inherited immune condition. Johnathan’s mother, Amelia, said: “We had a fantastic time at the Disney Store party and it really helped us to get into the festive spirit.

“It was brilliant to meet Mickey and Minnie and lovely to spend time with other families who had been through similar experiences.”

The Disney Store has supported Great Ormond Street Hospital Children’s Charity at Christmas since 2008. As well as throwing this special party, Disney Store also donated 800 soft toys to the hospital’s patients and donated a portion of proceeds from sales of Christmas gift wrap and tags in Disney Stores over the Christmas period.

Famous friends bring festive cheer to Great Ormond Street Hospital Christmas party

The most anticipated events on the Great Ormond Street Hospital (GOSH) calendar, the patient Christmas parties, took place over two days in December. Over 2,000 guests were joined by some very special visitors who helped make sure everyone had a fantastic time. These parties just couldn’t happen without our amazing volunteers, a few of who are pictured on the right. Thank you to everyone who helped make the parties an experience to remember.

Credit Suisse London to Paris cycle team

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Thank you and well done
Thank you GANT
Thank you to GANT for raising almost £7,000 by asking visitors to their four-day sample sale to make a donation to Great Ormond Street Hospital Children’s Charity.

Well done Thomsons Online Benefits
Congratulations to the 84 team members from Thomsons Online Benefits who completed the Three Peaks Challenge and raised over £53,000 in aid of Great Ormond Street Hospital Children’s Charity.

Thank you HSBC
Huge thanks to HSBC employees who have once again chosen Great Ormond Street Hospital Children’s Charity as one of the six UK charities to support through ATM donations and other initiatives throughout 2014 and 2015. A really big thank you also goes to HSBC’s London Region who raised over £15,000 during their cartoon-themed fundraising day.

Meet a fundraiser:
ASK Italian
Heather Campbell is the Internal Communications Assistant at ASK Italian who have pledged to raise £1 million over three years for the hospital’s new surgery centre. We asked Heather about her involvement in the partnership.

Tell us a little bit about your role at ASK Italian, and how you got involved in the Grand Tour.
As the Internal Communications Assistant at ASK Italian, my role is all about engaging our team members, and making sure they have everything they need to run their restaurants. The success of the Grand Tour greatly relied on our teams and we wanted them to feel as excited about it as we were, and to get as many of them involved as possible!

How did you try to spread the word about the tour to all your team members?
In the early days, we teased the Grand Tour in our weekly newsletter which gets sent to everyone in the business. We wanted to let them know that something really big was coming and to create lots of anticipation around it. As time went on, we put the Grand Tour more and more in the spotlight. We would update our Operations Managers at their monthly meetings to get them talking about it with their restaurants, we created posters to put up in staff areas, and we made it a big feature in our weekly newsletter which kept the teams up to date with all the preparations. Once the tour kicked off, I wanted to keep everyone engaged so I sent round a daily newsletter with all the gossip and photos from the previous day.

Why did you decide to get involved as a participant?
It was impossible not to get swept up in the excitement of it all so I signed up to take part in the triathlon with a team, as well as the London walk. After signing up for these two events, I was offered the opportunity to participate in one of the serious cycle legs. The temptation of the challenge got the better of me so I signed up!

What do you like most about being a fundraiser?
The best thing was witnessing how much the hospital affects and touches people. In the lead-up to the tour, our restaurant teams did some turbo training outside their restaurants with a collection bucket, so some of us in the office decided to do the same – in Marylebone station at rush hour on a Friday morning! So many people approached us to ask what we were doing and who for, and after hearing that it was all for Great Ormond Street Hospital (GOSH), donated generously. We turbo trained for six hours and raised £1,000!

What was your biggest challenge and your proudest achievement?
My biggest challenge was without a doubt the serious cycle – 600 miles in seven days! I signed up to the event eight weeks before it started. I didn’t own a bike and I had never ridden a road bike before! For two months all I thought about and talked about was cycling.

After cycling 600 miles, my proudest moment was crossing the line in Truro with my colleague Nick. That last day was the toughest. We set off at 7am on a dark, cold, wet morning, with heavy legs that had already clocked up over 500 miles in six days, and knowing that we still had 85 miles to cycle and an endless number of hills (plus Dartmoor!). Seeing everyone at the finish line and crossing the line together was an incredible experience that you can’t put into words. I was so proud of the both of us for never giving up, or even walking a single mile of it.

What would you say to someone who was thinking about supporting Great Ormond Street Hospital Children’s Charity? Having had the opportunity to meet a number of current and ex-GOSH patients, I would encourage anyone to support the charity. When you meet a young child who has gone through more than many adults will in lifetime and still come out smiling, you realise just how special Great Ormond Street Hospital Children’s Charity is.

Rise Art help GOSH patients get creative
We are delighted to be working with Rise Art as part of their fundraising efforts. To learn more visit www.riseart.com

British Gas engineers scrub up to support GOSH
We were impressed to hear of an innovative and cost-effective new fundraising idea from British Gas at the end of last year, which helped to tackle a challenge faced by many of our corporate partners – how to involve and engage remote workers with their fundraising activities.

British Gas offered to make a donation of £4 to Great Ormond Street Hospital Children’s Charity for every engineer who washed their own van, rather than run it through a car wash and charging it to expenses. An amazing 2,714 engineers took them up on the offer, raising an incredible £10,856!

ASK Italian Grand Tour raises over £200K
Last September, ASK Italian took on their most ambitious project to date. Over 22 days, they visited every ASK Italian restaurant in the UK, covering over 6,000 miles by bike, on foot and from behind the wheel. Over 430 team members got involved in two 600-mile bike rides, two day-long walks and even a triathlon.

During the tour, a number of restaurants were joined by some very special guests – local families who have benefited from the world-class care provided at Great Ormond Street Hospital.

A huge thank you and congratulations to everyone at ASK Italian!
Useful information

Fundraising materials
We can provide you with a limited selection of the following fundraising materials to help with your events. Please notify your Account Manager should you like any:

- balloons
- collection buckets
- collection tins
- company specific paying-in forms
- Gift Aid forms
- posters
- regular giving forms
- sponsorship forms.

Gift Aid
Through Gift Aid, Great Ormond Street Hospital Children’s Charity will receive an additional 25p for every pound you donate. As long as you are a UK taxpayer you can download a Gift Aid declaration form from [www.gosh.org/donate/gift-aid](http://www.gosh.org/donate/gift-aid), complete the Gift Aid details on our sponsorship form, or contact your designated Account Manager.

How to send us your donations
All donations can be posted or transferred to Great Ormond Street Hospital Children’s Charity. Please ensure all donations include:
- Your company name and address
- Your name and contact details
- A brief description of your event

Cheques: Please make cheques payable to Great Ormond Street Hospital Children’s Charity and send directly to your Account Manager.

Bank payments: We can provide bank details, but please let us know in advance so we can identify your donation.

Make payday count
Have you considered donating to Great Ormond Street Hospital Children’s Charity through your salary each month? Payroll Giving is a simple, tax-efficient way to show your support. Visit [www.gosh.org/payrollgiving](http://www.gosh.org/payrollgiving) to find out more.

Contact us
The Corporate Partnerships team are always happy to hear from you.

Account Management team
If you are a current corporate partner, please contact your Account Manager or another member of the Corporate Account Management team on 020 7239 3000.

New Business team
If you are interested in creating a mutually beneficial partnership with Great Ormond Street Hospital Children’s Charity, please contact the New Business team on 020 7239 3000 or companies@gosh.org

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