



Charity of the Year Partner 2021

*Help support innovation and become one of
Zest's charity of the year partners for **2021***





About Zest

St Elizabeth Hospice has been developing Zest since 2015. Due to medical advances and treatment, people are living longer, and that includes young people who have complex incurable conditions, such as muscular dystrophy, complex cerebral palsy, cystic fibrosis and cancer.

From the age of 16, young adults are too old to be treated by children's services and are faced with the daunting prospect of adult care. Working closely with children's services, Zest ensures young adults have a smooth transition from children's to adult care.

Zest supports young adults 14 and upwards, with progressive and incurable illnesses to ensure that they get the specialist care, tailored treatment and services they need to be able to enjoy life to the full.

Through this specialist care, young adults with challenging conditions are able to fulfil their aspirations, whether this is to manage their symptoms, access opportunities in the community and reduce loneliness by enabling them to meet and have fun with friends.

The Zest specialist team includes learning disability and palliative care nurses, and physiotherapists to work with young people and support them to minimise the impact of their conditions and maximise their potential.

Based at the hospice, Zest runs an X-Change social group where young people can come together to have fun, engage in inclusive activities and shared experiences. We also provide short breaks at weekends to enable young adult patients to take some time out from their daily routine to have fun and socialise, whilst providing vital respite for their families.

What will we achieve together

Your company's support can really make a difference - Our ambition is to:-

- Support a lasting programme for young adults with incurable illness in East Anglia
- Build a sustainable Zest nursing service to unlock our ability to care for young adults with the most complex needs – a unique service in East Anglia
- Expand our programme of activities for the young adults by having the funds to organise fun days out, so they can enjoy themselves in a safe and sociable way
- Continue being the front runner in putting proper care and support in place for young people who are no longer eligible for children's hospice services
- Help the young adults themselves unlock their own ambitions and aspirations

Zest's Impact

Zest offers a range of services for young adults and their families. Currently 36 young people and 124 family members utilise Zest's services, but we know the demand is much higher.



Weekend
2 night breaks
for 2 young
adults (18+)

Zest
X-Change - a
monthly evening
social group for
patients

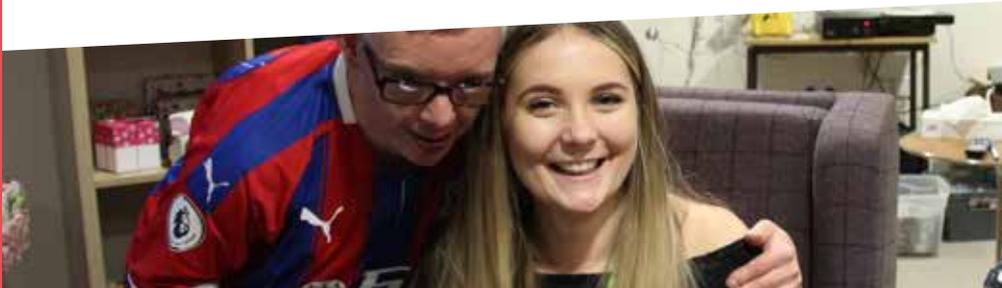
Regular
clinical reviews
and access to
the hospice
multi-disciplinary
team

A parent
and sibling
support
group

Monthly
Saturday whole
family drop in
session

Transition
coordination
support

Fun
activities for
young adults and
their families
throughout the
year





Why work together?

St Elizabeth Hospice has been building successful and meaningful partnerships with the local business community for the last 30 years.

Whether you're looking to engage employees and boost morale or networking and marketing opportunities to increase your brand awareness, we'll work with you to ensure your partnership with us achieves shared value and impact.

Zest offers a wide range of opportunities for your business to get to know the hospice and help support the work we do.

It's not just about money - partnering with Zest (St Elizabeth hospice) will bring lasting benefits to your company. We want to fully understand the needs of your business and will work with you to achieve mutually beneficial partnership that inspire and motivate your staff and help us achieve our vision.

Why choose Zest @ St Elizabeth Hospice as your charity of the year?

Support a local cause: *We are a local charity in your community. Your colleagues may have personal connections to us and will feel enthusiastic and committed about supporting us. Choosing us as your charity of the year is a fantastic way to unite your colleagues and contribution to the community.*

Fundraising is fun: *We have loads of fun ideas and ways for how you can support the hospice. From team challenges to Skydives, virtual events to taking on a Firewalk, we can work with you to find your perfect fundraising plan that suits you and your colleagues to keep everyone motivated through the year.*

We will support you: *We can support you to put together a plan for your fundraising and be there for you throughout your fundraising journey. From developing your goals to supporting staff with virtual fundraising ideas and helping you promote it - we can guide you through the process and find the perfect fundraising idea to suit you and your colleagues.*

We need your support to do it!

Case Study

One family who use Zest's services is the Docker family, from Rendlesham in Suffolk, whose 19-year-old son George regularly enjoys Zest's care and opportunities. "It fills a huge void in the care of young people with life-limiting illnesses who have nowhere else to go," explained George's mum Andrea Docker.

"Zest is a fantastic place, full of fun and laughter for everyone who attends. Friendship and support is a major part of what makes Zest so special."

Despite being discharged by hospital after being born, George's family felt there was something not quite right about his health and while still very young, on a family holiday in Suffolk, George was admitted to hospital with severe jaundice.

Andrea said: "We felt there was something wrong with George and asked for a second opinion and over the next few years, George spent periods of time in hospital for procedures. When he was three-years-old we were referred to Martin House Children's Hospice, until we moved to Suffolk in 2006."

Throughout his life he has developed ongoing problems including epilepsy, lower motor neurone, neuro-muscular disease, scoliosis, kyphosis, keratoconus and cardiomyopathy.

"Even now George's condition is undiagnosed but it is possible that it is a genetic disorder," added Andrea.

"As a family we have faced many challenges, George's health is very unpredictable and he can go downhill quickly but George is a huge part of our family and we face these challenges together."

The impact upon George's quality of life has been considerable, with his undiagnosed conditions limiting his ability to do things many others his age take for granted due to the fact he requires 24/7 care and medication.

However, while attending East Anglia's Children's Hospice (EACH) the Docker family learnt of Zest and the steps St Elizabeth Hospice was making to aid the transition from children's hospice to adult hospice care.

Andrea said: "George absolutely loves Zest, whether that is respite care, attending X-Change to see his friends or sports club, he enjoys it so much and it gives him some independence.

"Zest has changed his life, while it has also enabled me to build up a good relationship with other parents which has seen us create our own support group for each other.

"I don't know how I would cope without respite. George is happy coming here and it gives me a good couple of days to recharge my batteries, have time on my own and spend time with my other children.

"He is a happy, funny and caring young man and there is never a quiet moment with George and all the Zest team recognise this and enable him to be himself. They are all absolutely amazing and are always there for us, especially Catherine Markham. She has been the most remarkable person in helping us as we moved from child to adult hospice care and we would be totally lost without her and George totally trusts and loves her.

"People should support and fundraise because there is nothing like Zest anywhere else for young adults to access. This is a major support group for disabled children and young adults with learning disabilities. There is nothing around this area that supports us like Zest does."



Benefits of Charity of the Year partnerships

We love working with our corporate supporters and can offer lots of opportunities to work together whether that be fundraising, sponsorship opportunities, offering business skills or donating staff time to support our activities. We will offer you the opportunity to create a bespoke partnership to meet the aims and objectives of both your business and your staff development.

In 2021, we are inviting businesses to partner with us to aim to raise a minimum £3,000 each and become a Charity of the Year Business Partner to support our mission.

Benefits will include but are not limited to:

- Brand enhancement and positive PR through social media channels, newsletters and news coverage as well as various publications and our website
- Access to new audiences through regional press coverage
- Spotlight in our quarterly corporate newsletter to 2,000 local businesses
- Company logo and link to your website on our dedicated corporate web page featuring our Charity Partners
- Special discounts on sponsorship opportunities
- Recognition displayed on our digital screens around the hospice highlighting your company as a Charity Partner for the year
- Staff development opportunities through volunteering and training i.e running our service hub to charity shop take over days
- Complimentary places for your staff to our hospice events throughout the year
- Invites to special events such as panel discussions, tour of the hospice and meet the CEO
- Invites to exclusive networking events
- Proud supporter logo to display on your website or in your shop to associate you to our brand
- Create a yearly plan with the Corporate Fundraising team – with regular reviews throughout the year – we will support you every step of the way
- Help to design posters and material to promote your fundraising
- Press release template for you to issue to local media to announce your support
- Increase in staff morale and development and great team bonding opportunities

Contact us

Why not build your own unique partnership package?

We'd welcome a conversation with you about how we can build a partnership that meets both your needs and ours.

Choose or nominate St Elizabeth Hospice as your Charity of the Year and our dedicated team will work with you to design a partnership that makes a lasting impact, gains publicity and inspires your staff.

If your company is looking to support a Suffolk charity in 2021 please do get in touch.

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www.stelizabethhospice.org.uk/zest



Part of the St Elizabeth Hospice family
Reg. Charity No. 289154

