

A hand is shown from the top left, holding a bright red heart. Below the heart is a white piggy bank. The background is plain white.

The
Somerville
Foundation

Supporting young people and adults
born with a heart condition

Corporate Fundraising

➤ Heart of the matter

Approximately 1 in 100 babies born in the UK will have some sort of heart defect. Half of these will need surgery or medical treatment. With the right support many of these babies can live a healthy, happy and full life. Without support they risk growing to live a life of poverty, distress and in some cases needless and premature death as they lack the information and access to expertise that would enable them to manage their heart condition.

The Somerville Foundation works to ensure that young people and adults born with a heart condition enjoy the best possible opportunities in life and wherever possible steer clear of the traps and tragedies that can, with the right support, be avoided altogether.

£250,000

It costs The Somerville Foundation £250,000 each year to run its services.

£495

Keeps our freephone Patient Helpline (0800 854759) running for a month, giving patients access to free advice when they need it most.

£299

Provides funding for a home blood testing machine, this helps patients to stay in work and live independent lives as they avoid the need for constant and disruptive outpatient visits for blood testing.

£245

Keeps our website, Community Forum and social media running for a month. This means patients can access the latest and most relevant information and advice and support one another through difficult times.

£200

For our Benevolent Fund could provide financial support to a patient in sudden, unexpected and desperate need. Our Benevolent Fund Grants can help keep patients away from poverty.

£110

Could pay for a Regional Development Worker for one day. Regional Development Workers help to spread our services throughout the country.

There is no charge to access the support offered by The Somerville Foundation – the Patient Helpline is a freephone number and there are no “membership” fees to receive our quarterly newsletter. Access to conferences, events and workshops are free and there are bursaries available to cover travel and accommodation costs for those families who require support.

Donations are welcomed but ultimately support from the corporate community is what keeps us going.





> How you can benefit by supporting us?

Staff morale

Fundraising brings staff together, boosts morale and improves team spirit. Real satisfaction is gained by knowing that employees have helped to make a positive change in the lives of heart patients who need, welcome and appreciate their support.

Promote Corporate Social Responsibility

Supporting The Somerville Foundation can be an effective way to promote Corporate Social Responsibility.

Good business sense

There is estimated to be over 250,000 people in the UK who were born with a heart condition. This means that millions of people are affected by congenital heart disease, taking into account families and friends. Potentially those affected are customers, suppliers and potential employees. It can be good business sense to be seen to be supporting our work.

Research shows that 86% of consumers think better of a company that is seen to be making the world a better place (Business in the Community, The Ultimate Win Win (1999) supported by Research International).

Visibility

Hundreds of thousands of people visit our website from all over the world. Sponsoring The Somerville Foundation may help to improve your reach and standing.

**By supporting The Somerville Foundation
you could help those born with a heart
condition to live healthy, happy lives.**



➤ How do we help those born with a heart condition?

The Somerville Foundation connects those born with a heart condition all around the UK and offers support, information and advice to help them stay in control – empowering patients to enable them to take control of their lives and manage their own heart condition.

We listen to the patients and respond to their needs, providing them with the support they need and want. Specifically this includes:

Provision of support

We purchase coaguChek machines for patients and offer small grants to those in need.

Expert help and advice

Via the website, newsletter, leaflets, Patient Helpline, email service, Community Forum, conferences, workshops, Facebook page, Twitter account and Blog, any patient born with a heart condition (or friend or family member) can access information on a wide range of subjects such as:

- where to find specialist centres for patients born with a heart condition
- how to ensure your employer makes 'reasonable adjustments' for you at work
- medical advances
- how to live healthily
- lifestyle issues
- pregnancy
- travel insurance
- travel information (oxygen on aircraft, European Health insurance card etc)
- employment law*
- mental health support
- dealing with fears and phobias
- healthy and safe sex and relationships

*employment law advice is provided for free by specialist solicitors

Individual support

We undertake advocacy for individuals born with a heart condition if needed; we have a specialist service supporting patients' mental health needs; our network of regional development workers can be on-hand locally where necessary.

Community support

We work to break down the isolation many people born with a heart condition can feel. Facebook, Twitter and our website's Community Forum enable online peer-to-peer conversations, support and friendships. Conferences, weekends away and workshops enable face-to-face networking and friendships to develop so that patients can support one another.

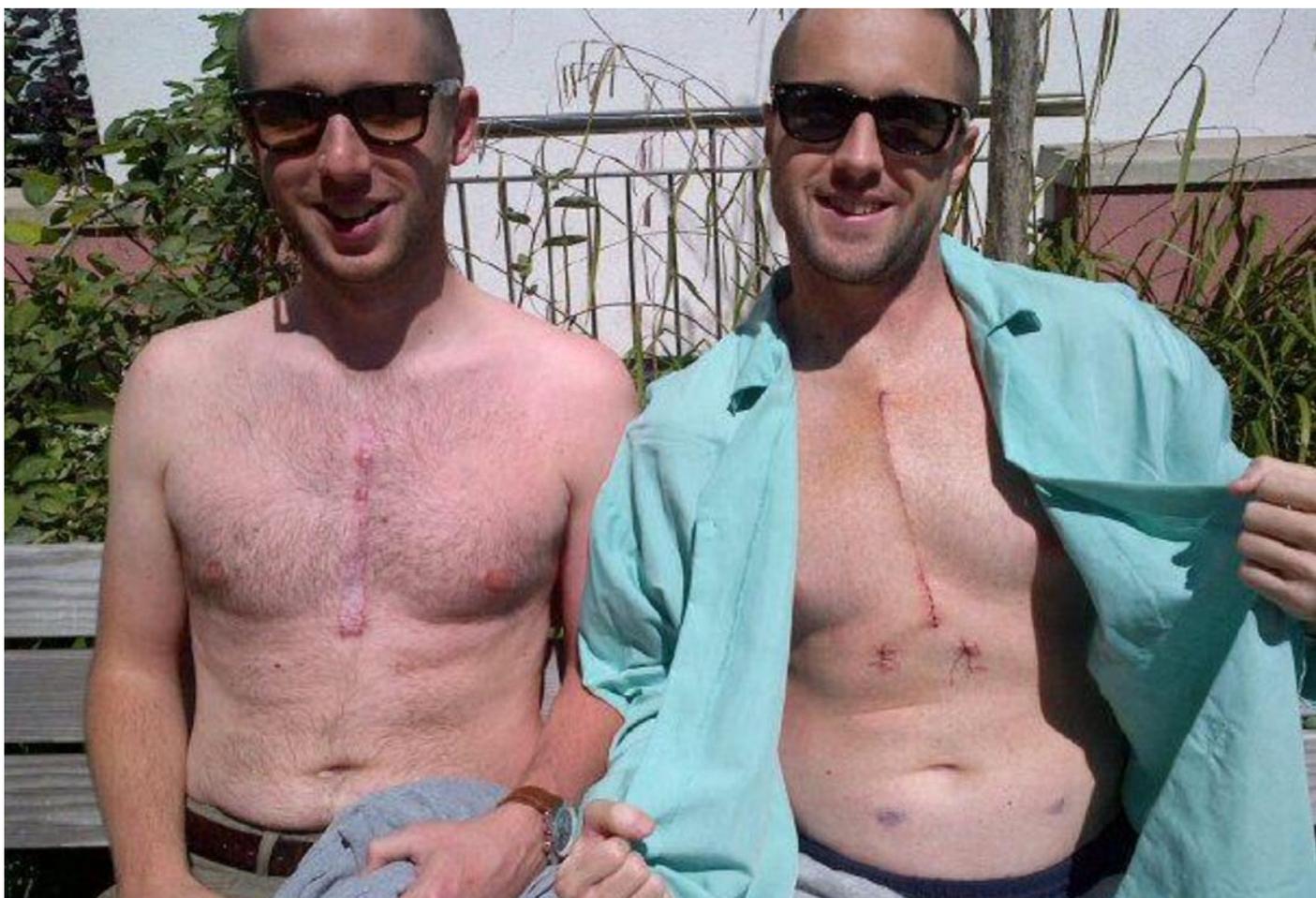
Research

We are constantly working with patients to better understand their needs and discover better ways to support them.

Lobbying

We work with the medical profession to ensure the provision of a planned structure for congenital heart patient services; we lobby the NHS for the best possible provision of specialist congenital heart patient services.





> Why us?

There is nobody else doing what we do in the UK

The Somerville Foundation was established 18 years ago by Professor Jane Somerville, an expert in the field of congenital heart conditions. The trustees and staff are drawn from within the heart community and the organisation is designed to meet the needs of those living with a congenital heart condition.

Over 18 years the organisation has built a reputation within the medical field – in fact patients with congenital heart conditions are often called GUCHs from the organisation's original name (GUCH PA – Grown Up Congenital Heart Patients Association). The Somerville Foundation enjoys a trusted, highly regarded reputation across the world as well as excellent relationships and links with hospitals, medical staff and other heart groups.

The organisation is constantly striving to improve; listening to patients and involving them whenever possible.

For more information

If you would like more information about what we do and how we benefit those born with a heart condition, visit our website www.thesf.org.uk.

> What would happen without us?

Without The Somerville Foundation there would be no voice for the 250,000 people estimated to have been born with a heart condition in the UK.

Patients would not have each other for support and friendship as they are spread across the UK and would not have occasion to meet and get to know each other; isolation and loneliness would increase. Many patients would suffer without easy access to relevant and accurate advice.

> How You Can Support us

Choose The Somerville Foundation as your 'Charity of the Year'

Get your workforce involved. Employee fundraising can help with employees' personal development, aid team building and business networking skills while creating highly visible evidence of your organisation's commitment to the community. Companies can significantly motivate staff by offering to match funds that they raise.

Join and encourage others to enter our lottery

For every £1,000 played each week we receive £500 in profit, and, of course, the players have a chance of winning. The top weekly prize is £25,000. It's very easy to join just go onto our website www.thesf.org.uk and complete the simple online form. Entry is from only £1 per week.

Introduce product or cause-related marketing

Add a surcharge to a product or service. You can raise large sums of money while illustrating to customers that your business has a strong sense of community responsibility and involvement.

Introduce an optional £1 donation

Ask customers/clients whether they would like an optional £1 added to their bill, which will be donated to The Somerville Foundation.

Introduce 'Round Up'

Ask customers/clients whether they would like to round up their bill to the nearest £1, to donate the extra to The Somerville Foundation.

Sponsor a project

Project sponsorship is a unique and affordable way for you to make a difference to the lives of young people and adults born with a heart condition. From web management to volunteer training workshops, we have a number of projects for you to choose from.

Make a tax-efficient gift

Gifts of money to The Somerville Foundation should be paid gross, before tax is deducted. These donations are deductible from the total profits of your business when calculating Corporation Tax.

Payroll Giving

Your employees may like to make regular payments to The Somerville Foundation directly from their pay. Payroll Giving (also known as Give As You Earn or workplace giving) is a valuable, long term source of income that will help us budget and plan ahead more effectively.

Give a 'Gift in Kind'

Giving doesn't just mean giving money directly. Please consider donating a product or service that we can use for an auction or raffle prize. Additionally we value time, expertise, knowledge, networks and contacts given to us.

Give an 'Alternative Gift'

Alternative gifts offer companies the opportunity to fund the purchase of one or more pieces of equipment for The Somerville Foundation, on behalf of someone else. These gifts provide a unique way to thank or recognise a client, key contact or stakeholder whilst demonstrating the company's commitment to The Somerville Foundation.

Sponsor an event

The Somerville Foundation holds a series of unique events to benefit projects across our work, which are available for sponsorship. This is a great way to support us whilst gaining fantastic brand awareness for your company. The events also provide a fabulous platform for social networking and fun.

Support an event

By purchasing tickets for one of The Somerville Foundation's fundraising events, you will publicly demonstrate your support for charitable projects and provide an exceptional way to entertain current and prospective customers/clients.





Thank you for your support

If you would like to speak with someone about the options available to your company, please contact our National Director, John Richardson, on 01473 252007 or email corporate@thesf.org.uk.

The
Somerville
Foundation

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