Our life-saving work is made possible by remarkable corporate partners. **Will you join them?**

act
Addenbrooke's Charitable Trust





Help save lives, and support a cause at the heart of our community.

Addenbrooke's Hospital is a beacon of hope, of health, of innovation. It's renowned for exceptional patient care and ground-breaking biomedical research, and its team of world-class doctors, nurses, and researchers dedicate their lives to the well-being of each patient and the quest for medical breakthroughs.

Addenbrooke's Charitable Trust is the only registered charity dedicated to supporting innovation in patient care across Cambridge University Hospitals NHS Foundation Trust.

We believe that every life touched, whether it's an emergency case, acute condition, pregnancy, or long-term illness, is deserving of the finest care. And thanks to the generosity of our supporters, our hospitals can provide a level of patient care beyond that which can be delivered by NHS funding alone and make projects happen sooner or to a greater degree than might have otherwise been possible.

"Through your support for ACT, your business can make a life-saving difference."

And you can be a valued part of this. As a corporate partner, your contributions can fund the most advanced diagnostic equipment, state-of-the-art surgical tools, an environment that comforts and heals, and research that uncovers potential cures and saves lives, locally and globally.

Through your support for ACT, your business can make a life-saving difference. If you are a locally-based company, the chances are that every one of your employees has a connection with Addenbrooke's. We are truly a cause at the heart of the community.

How we work with you to create a mutually valuable partnership.

At ACT, we are lucky to have some truly great corporate partnerships, where partner is not just another term for supporter or sponsor, but is a genuinely mutually valuable relationship.

Of course, as with any charity, the funds that are donated by your business, or employees, or both, are vital to our ability to continue and develop Addenbrooke's world-class care and research. But, at its best, the relationship goes far deeper.

We work closely with you so that the partnership supports your values and mission, that it engages your employees, that it adds meaning and purpose to the mission of the business. Help us to help you to hit your CSR objectives.

Read the case studies later in this booklet for examples of this in action.

"...it adds meaning and purpose to the mission of the business."

We have some amazing corporate partners. We'd love to explore how you could join them.



How we can work with your company.

From small businesses to multi-nationals, each of our partnerships is unique. Our team works closely with companies to develop ideas that make best use of their resources, donations and expertise.

Official Charity Partnership

By becoming an Official Charity Partner, your company will gain recognition for its commitment to supporting healthcare improvement. This high-profile partnership demonstrates your dedication to public health and offers a unique opportunity to align your brand with the world-class services provided by Addenbrooke's Hospital.

Charity of the Year

Choosing Addenbrooke's Charitable Trust (ACT) as your Charity of the Year can enhance team-building as your employees come together for a shared cause. It not only boosts your corporate social responsibility profile but also allows you to make a significant impact on the health and lives of thousands of patients.

Cause-related Partnerships

Engaging in a Cause-related Partnership with ACT allows your business to support a specific area of healthcare that aligns with your corporate values or goals. This could range from neuroscience research to paediatric care, providing targeted impact and demonstrating your commitment to tackling crucial health challenges.

Affinity Partnerships

Affinity partnerships offer a way for your company to contribute to ACT while also offering benefits to your customers or employees. By partnering with ACT, your stakeholders can enjoy the satisfaction of knowing that their engagement with your company is making a positive difference in the community.

Strategic Partnerships

Through a Strategic Partnership, your business can collaborate directly with ACT on long-term projects, creating mutually beneficial initiatives that bolster your corporate image while making substantial contributions to improving patient care and research at Addenbrooke's Hospital.

Sponsorship Opportunities

Sponsoring an event, research project, or equipment at Addenbrooke's offers a chance for your organisation to make a tangible impact while receiving public acknowledgement. Sponsorship demonstrates your commitment to improving health outcomes and provides valuable visibility for your brand.

Pro Bono

Providing pro bono services is a powerful way for your company to contribute to ACT's mission. This could involve offering free legal advice, marketing expertise, or other professional services that can help ACT reduce costs and operate more effectively, enabling us to focus more resources on patient care and research.

Payroll Giving

Instituting a Payroll Giving program offers an easy way for your employees to make regular donations to ACT. This straightforward and tax-efficient method of giving provides a steady income stream for the charity, enabling us to plan for the future and make ongoing improvements to patient care.

Fundraising

Organising a fundraising event or initiative for ACT is a fantastic way to unite your team and engage your customers or community. From charity runs to bake sales, fundraising events raise essential funds for the hospital while also increasing awareness of ACT's mission and the crucial services provided by Addenbrooke's Hospital.



Case Study: Cambridge Commodities



James Stevens is CEO of Cambridge Commodities, who provide over 2500 nutritional ingredients. James tells us why the partnership with ACT is important to his business and himself.

How did the relationship start?

It was really very simple. About seven years ago, we reached out to our staff and said, we want to start having an annual charity. So we did a staff survey, and Addenbrooke's won the most votes.

I don't think we ever thought that six, seven years later it would still be exclusively Addenbrooke's Charitable Trust. Every year I challenge the staff: Is there somebody better? I think we'd really struggle to find a charity that ticks as many boxes as ACT.

Why Addenbrooke's?

Everybody and anyone is touched by Addenbrooke's. And we're not just talking about treatment. We're also talking about the fact that my three children, and many children of our staff, were born at the Rosie. So there's loads of positive stories as well.

Every day, our staff walk home knowing that they support an amazing charity, and then on those horrible Friday nights when something happens to your child, you can go to the hospital that you've raised money for and can feel proud walking in the door.

How does the partnership work?

95% of what we raise goes to ACT and we have a really close relationship with them. They come regularly to see us, and we strategise about different ideas.

We've done so many different things now with ACT, and they've all been such fun. The bigger events are the more important events in terms of raising actual money, less important from the culture perspective.

You start with the very basics of the bake sales, which everybody loves. The artistry of some of the staff is unbelievable. It's amazing what is produced by people who you would never imagine putting on a pinny.

"We give to Addenbrooke's because we believe in the cause, but also because it brings a feeling of great positivity for all our members of staff."

The walking challenges are really nice. It's walking month, next month. We're going to encourage all the staff who are here to try and do 30 to 40 minutes of walking every day, and get sponsored by family and friends. It's not particularly going to raise the roof on Addenbrooke's coffers, but it brings a huge amount of pride from our staff.

One of the most amazing opportunities we were given by ACT was to raise money to purchase Christmas gifts for all the patients who wake up on Christmas morning in hospital. The £1s, £5s and £10s really add up and our staff can look at themselves at the end of the year and say, I was involved in raising money that ensured that every patient and every member of their family received a gift on Christmas morning.

How important is it to your culture?

We're a small business based in Ely. We need everyone to be giving a hundred percent all the time but you can't just walk in in the morning and say, give me a hundred percent. What you say is, "I want to create you a great environment. Come in, have a great time. Love what you do."

As part of that, we support Addenbrooke's Charitable Trust, who are saving lives, and making lives. And that's pretty incredible.

It isn't completely altruistic, of course it isn't. We give to Addenbrooke's because we believe in the cause, but also because it brings a feeling of great positivity for all our members of staff. And you can't buy that culture.

Case Study: Tom Hanson, Hanson Services



Tom Hanson is one of the directors of Hanson Services, a Property Development firm in Hertfordshire. He is part of the third generation of the family to run the business. He tells us his reasons for supporting Addenbrooke's and ACT.

Why Addenbrooke's?

Well, for a start, it's somewhere we all use – from close friends and family that have got children going through treatment for leukaemia, through to just breaking an arm and going there for A&E.

It's a fantastic hospital, and ever improving, which is great. We are very, very fortunate to have it on our doorsteps here, that's for sure.

On raising money

We do a golf day every year and typically it's generated from guys from local businesses turning up to a golf day, putting their hands in their pocket, and donating prizes for the auction. We spend money on the day as well, and if we get an opportunity to bid on something, then we do.

We raised £27,000 last Golf Day and I think we're now on about £110,000 across the six years we've been doing it.

On involving the Hanson Services team

They're all embedded in the process of organising it, whether that's getting teams together, getting holes sponsored, finding auction prizes, raising invoices, getting money off people. On the day we have employees doing different holes for different fun activities, or selling drinks from a buggy. We have quite a few of the guys just come and help, and a lot of our guys actually playing the Golf Day.

On what the message is

It's trying to make people understand that say you're raising money for an £80,000 piece of equipment, that piece of equipment might get used by tens of thousands of people over the coming X amount of years. So that's tens of thousands of people's lives that will be made better. Having a golf day, it seems like a no-brainer really.

"We are very, very fortunate to have Addenbrooke's on our doorsteps."

Get in touch and explore your bespoke partnership today, email **fundraising@act4addenbrookes.org.uk**

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