

community matters

Introduction

Welcome to our Winter edition of Community Matters. In this special Willow Edition you will learn about why we decided to support this wonderful charity and the fantastic work they do to support young adults.



Firstly, we are delighted to announce that our charity partner launch event in November raised a fantastic £750. That's over 50% of the funds needed for Willow to provide one special day to a seriously ill young adult. The event was an opportunity for our customers to learn more about our partnership, enter our raffle, donate and enjoy some great tea & cake! Thank you to all our brand partners that kindly donated raffle prizes and baked cakes, we couldn't do this without you and of course all our valued customers.

Grand Total raised
for Willow **£750**
(in under three months)

How Willow began...

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

The inspiration for Willow came from Anna's determination to live every moment to the full, despite the circumstances she was going through.

"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".

Willow is the only national charity working with seriously ill 16-40 year olds to provide uplifting and unforgettable Special Days.



Bob and Megs Wilson,
Willow Life Presidents

Willow Patron's Testimonial



"I went through some very dark times but my Special Day gave me something positive to look forward to in a very hard situation. Our weekend in Edinburgh was so enjoyable and it gave me the opportunity to propose to my girlfriend, so our memories will stay with us forever."

Adam, 26



Why we chose to support

- Local, at the heart of our community
- High set of values which are core to their fundraising and service delivery
- Their strategy is simple, growth, impact and sustainability
- The Special Days they create are 100% funded by charitable donations and the charity receives no government funding
- Passionate and dedicated team



Good for Business

Willow is delighted to announce the launch of a brand new fundraising initiative and is looking for local companies to pledge their support to the Charity by signing up.

**We believe
in quality of life
and quality
of time**

Willows 'Good for Business' aims to bring the business community together in a meaningful way to support Special Days. Companies can join the Bronze, Silver or Gold packages which are determined by the amount of support their business is able to provide and by committing to raise funds for Willow.



Members will be supported by Willow's dedicated fundraising team who can provide PR opportunities, help companies to deliver CSR objectives, provide volunteering opportunities and much more...

Willows 'Good for Business' is suitable for all sizes of organisations and type of business that are looking to support a well known, trusted and reputable Charity.

By working with Willow, businesses can help Willow to continue providing Special Days for seriously ill young adults and their families. And as Willow prepares to celebrate 20 years of providing Special Days, there is no better time to get involved.

If your business would like to find out more or get involved contact Maria Alexander, Head of Community Fundraising & Volunteering at Willow on maria.alexander@willowfoundation.org.uk or **01707 259 777**

How we support



- Regular fundraising activities at The Galleria
- Regular free space in The Galleria for volunteers to hold awareness days
- A dedicated Willow Information Community Noticeboard
- Regular social media awareness activity
- Dedicated page on The Galleria website
- Customer donations from our onsite Wishing Well
- Regular features within Community Matters
- Volunteering days

2019 Dates for your Diary

FEBRUARY

Barnardo's Experience Day
Hatfield House, Herts

21

FEBRUARY

London Football Awards
Battersea Evolution

28

APRIL

Willow Easter Fundraising Day

18

APRIL

London Marathon
Various Cheer Points

28

MAY

Herts 100 Cycle Ride
Stanborough Lakes, Herts

5

MAY

Leestock
Melford Hall, Suffolk

25 - 26

JUNE

20km Willow Walk
Welwyn Garden City, Herts

9

JUNE

Take Time for Tea
Nationwide

THROUGHOUT

JUNE

Hatfield Community Games

11

JUNE

Willow Take Time for Tea Event

21

JUNE

Armed Forces Day

29

JULY

Folk by the Oak
Hatfield House, Herts

14

AUGUST

Prudential Ride London
Various Cheer Points

4

OCTOBER

Willow 10k
Hatfield House, Herts

6

NOVEMBER

Willow Ball
The Savoy, London

16

DECEMBER

Willow Winter Walk

TBC

DECEMBER

Willow Carol Concert
St Albans Abbey

TBC

Willow Dates

The Galleria Dates

For more information about any of the Willow events,
please contact Willow on 01707 259777

Want to get involved with



Here's how...

Why not run your own 'Take Time for Tea event?'

Take Time for Tea is the perfect way to take some time and create memories over a slice of something nice. By enjoying a tasty treat you will be helping to create more smiles in 2019 for seriously ill young adults experiencing the darkest of times.

Whether it's at home with friends and family, at one of your community group meetings or at work with colleagues when they need a little pick me up one afternoon, your fundraising will enable Willow to continue to support 16 to 40 year olds across the UK.



For more information or to sign up visit willowfoundation.org.uk/tea or call 01707 259 777

Volunteering Opportunities at



- 📍 Volunteer at an event
- 📍 Volunteer in the office
- 📍 Volunteer in the community
- 📍 Volunteer in one of our Retail Stores

We are always looking for new volunteers and especially need them in our retail stores, so if you would like to get involved and do something rewarding then please contact us on the details below.

Gate House, Fretherne Road, Welwyn Garden City, Hertfordshire. AL8 6NS | Telephone: 01707 259 777

www.willowfoundation.org.uk



Without the support of our amazing Team Willow volunteers, we would not be able to provide as many Special Days as we do.

We know your time is precious and your commitment to us is invaluable. As a volunteer the time you give makes a true difference. There are a number of ways to volunteer with Willow:



What is a Special Day?

Special Day experiences (all of which are UK-based) are created around each individual's wishes and aspirations – and can range from a once-in-a-lifetime experience, quality time together for young families or a much needed break for couples. Special Days often span more than a day and involve overnight stays or a few days away. They are a positive experience shared with a partner, parents, siblings, children or close friends and on average, 4 people attend a Special Day with a loved one. From the moment of application and the anticipation of the day to come, to the excitement of the day itself, a Special Day creates memories that are treasured forever.

Examples of Special Days include:

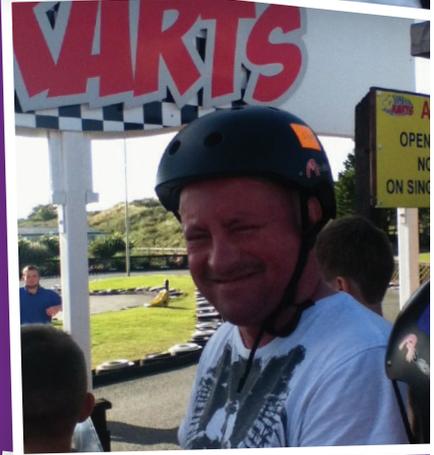
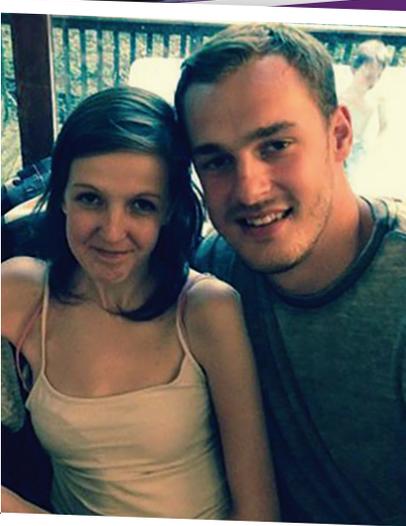
- 📍 Cirque Du Soleil Performance
- 📍 Family break to Center Parcs
- 📍 England Rugby Team Meet & Greet
- 📍 Star Wars Set Visit, Pinewood Studios
- 📍 Trip on the Orient Express
- 📍 Afternoon Tea at The Savoy

Sarah's Special Day

Sarah, 35, received a terminal Breast Cancer diagnosis. She chose to create some unforgettable memories with her young family where they all had the opportunity to escape and regain some normality, even for a short while.

"Having my Special Day to look forward to was so important to me as a cancer 'victim', but for my girls it signalled normality, excitement and joy during the most difficult times of their lives. Willow gave us an amazing family weekend away that was full of non stop laughter and smiles. Willow made these hard times that no one should ever have to experience easier.

As a family we now have hundreds of photos endless smiles and millions of memories to treasure forever."





Are you 16 to 40?
Are you receiving treatment
for a serious illness?

Willow could help give you time out when you need it most.

We are a charity that creates hundreds of **Special Days** every year for young adults living with the difficult realities of a serious illness, such as cancer, motor neurone disease, cystic fibrosis and Huntington's disease, amongst many others.

It is your choice what you do on your Special Day and we can include friends and family too.

Whether it's simply a trip to the seaside with the children, tickets to a football match with a friend, dinner and a night away with your partner, or perhaps something more unusual, we're here to help you do something special.

Applying is easy...



Simply apply for your Special Day **online** or submit an application form via **email, fax or post**



A **Special Day Maker** will then contact you to start arranging your Special Day



Willow will organise everything for you, and cover the costs, all you need to do is **enjoy your day**

Call us on 01707 259 777 or visit our website to find out more, willowfoundation.org.uk

Find us on Facebook



and Twitter @willow_fdn



Willow, Gate House, Fretherne Road, Welwyn Garden City, Herts AL8 6NS
 t. 01707 259 777 e. info@willowfoundation.org.uk w. willowfoundation.org.uk



willow

special days for seriously ill young adults

Willow 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 to make every moment count

I would like to make a donation of £10 £25 £100 Other £

Title	First name	Surname
Address		
Postcode		
Telephone	Email	

Please call **01707 259 777** to donate over the telephone or visit willowfoundation.org.uk/donate

Or please choose one of the payment methods below:

1. Please enclose a cheque or CAF voucher (made payable to 'Willow Foundation').
2. Card payment (Card must be registered at the address above)

Name on card

Card (delete as appropriate): VISA / MASTERCARD

Card number:

Start date: / Expiry date: / Security code:

Gift Aid declaration: Make your gift worth even more at no extra cost to you.

In order to Gift Aid your donation you must tick the box below.

I would like Willow to treat this donation and any donations I make in the future or have made in the past 4 years as Gift Aid donations, until I notify you otherwise.

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I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Date

18INN01NEWSFEB

Please notify us if you want to cancel this declaration, change your name or address or your tax circumstances change.

Willow Foundation is a registered charity in England & Wales, No. 1106746, and a registered charity in Scotland, No. SC045811.

Tick to stay in touch with Willow

We want to ensure we communicate with you in the way that best suits you. Please select your communication preferences below. Remember if you would like Willow to stay in touch please give us permission to do so.

We respect your right of privacy. Your details will be held securely and we promise never to sell or share or rent your data unless required to by law. For full details of our Privacy Policy and Supporter Promise please visit willowfoundation.org.uk/privacy

Yes I would like to hear from Willow about upcoming fundraising events and campaigns, receive a monthly newsletter and occasional requests for support **by email**.

Yes I am happy for Willow to contact me **over the phone**.

We would also like to keep you updated on how your support has helped to fund Special Days, our other events and activities and to make the occasional request for support via direct marketing materials **through the post**. If you do not wish to be contacted in this way please tick this box.

You can change your communication preferences at any time by contacting us at DPO@willowfoundation.org.uk or over the phone on 01707 259 777.

Freepost, RTSC-SULK-GBZZ, Willow, Gate House, Fretherne Road, Welwyn Garden City, Herts AL8 6NS
T. 01707 259 777 F. 01707 259 289 E. info@willowfoundation.org.uk W. willowfoundation.org.uk

Other Community News

The Giving Tree in aid of Barnado's



Due to the generosity of our community, 270 gifts with a total estimated value of £1,750 were distributed to Barnardo's Stevenage Family Centre via our Christmas Giving Tree. We would like to thank all our customers who kindly donated and lit up a child's Christmas. (Barnardo's remains our national charity partner and Willow our local charity partner.)

Education Partners & Activities



Students taking part in the Young Enterprise Programme recently held a trade fair within The Galleria, selling products which they had designed and produced themselves.

Local Community



We remain honoured to host the Isabel Hospice annual Lights of Love event and in November 2018 families attended to remember and commemorate their lost loved ones.

Our Community Space

We offer our space **FREE** of charge to local charities, voluntary groups and local businesses, a great opportunity to promote, showcase, exhibit, fundraise or sell.

We have a number of different size promotional spaces in The Galleria to cater for all events.

If you would like to use some space to showcase your group or business then please get in touch with alison.linskey@landsec.com

ARISE
H A T F I E L D

DOES YOUR GROUP NEED A BOOST?

FUNDING OF UP TO
£1000

Arise Hatfield supports community groups and initiatives within Hatfield, with **funding of up to £1000**. So whether you're looking to **launch a new idea** or just **improve the services** you currently offer – we can help!

To find out more please get in touch with Karina:
01707 275050 OR KARINA@ALMARKETING.COM

GENEROUSLY SUPPORTED BY:

- the galleria
- GASCOYNE CECIL ESTATES
- ocado.com The online supermarket
- Interserve

Arise

Arise Hatfield supports community groups and initiatives within Hatfield, with funding up to £1000. So whether you're looking to launch a new idea or just improve the services you currently offer – we can help!

Our Community Noticeboard

We have a community noticeboard for you to advertise your events **FREE** of charge.

Please email a jpeg A4 Poster and we will do the rest!

