



Information Pack 2023

# Corporate Giving & Partnerships



# Why we need your support...

More than 40,000 people are diagnosed with a blood cancer in the UK every year and thousands more with blood disorders. LIBRA is the official haematology charity for King's College Hospital in London, and corporate donations help us to make a positive difference.

These vital funds help to ensure haematology patients receive the best possible care. LIBRA helps cover the cost of ground breaking research, development of new treatments, medical equipment, and ward enhancements. Treatments benefit patients in the UK and overseas.

Together we can tackle blood cancers and disorders - leukaemia, acute myeloid leukaemia, sickle cell disease, aplastic anaemia and so much more.



# Become Part Of Our Going For Gold Campaign, inspired by Col Dame Kelly Holmes MBE (mil)

Your business can help us to reach our current £300,000 campaign target so that we can support:

- The development of new and improved treatments for blood cancers and blood disorders at King's.
- Ward and laboratory enhancements
- Help cover the cost of vital medical equipment



*“Having lost my mother to blood cancer, I understand only too well the importance of having the very best treatments available to patients. I hope I can inspire your company to provide much needed support so that funding is available to help ensure the creation of treatments that will go on to save lives today and in the future.”*

*Dame Kelly Holmes*



# Funding In 2023

Thanks to corporate and individual supporters we recently provided £100,000 of funding to help cover costs of vital enhancements to the Derek Mitchell Unit and its patient day area.

“We are so grateful to LIBRA and supporters for raising funds to help cover the cost of much needed ward enhancements this year.

“We are now calling on LIBRA to help fund a ground-breaking sickle cell project and further enhancements across our haematology areas.”

Carole Cobain-Patel, Head of Nursing Haematology at King's





# How Your Company Can Get Involved



# Charity Partnerships

Throughout the year there are special events that your company can sponsor.

We can create a bespoke sponsorship package to suit your budget, including branding and PR opportunities to highlight your support for LIBRA.

Alternatively, you can opt to make a donation towards a specific haematology project at King's, whether it's focusing on a particular blood cancer or ward.

Find out how limited companies can pay less Corporation Tax when giving to charity [here](#).



# Charity Of The Year

Your company can choose to support LIBRA for a year, inspiring employees to help raise funds.

We can help you create a programme of exciting fundraising events and team-building opportunities that people can really get behind.

Your team can help us make a real difference in the lives of adults and young people with blood cancers and blood disorders.





# Exciting Opportunities

The sky is the limit when it comes to choosing team building activities! We can help you to select the right activities for your team. From tea parties to charity bike rides, sporting events, bake sales, raffles or fun quiz nights, we can provide inspiration for fundraising initiatives that offer something for everyone! Here are some ideas....

- ✓ Ultra Marathon or Marathon
- ✓ Half Marathon, 10K or 5K Runs
- ✓ Team Skydive
- ✓ Group Climb
- ✓ Group Abseil
- ✓ Sponsored Cycling / Mountain Biking Events
- ✓ Walk to work week
- ✓ Cycle to work week



# Ultra Challenges!

Run, jog or walk these fantastic routes. There are 10k, 25km, 50km and 100km options! If you are interested in finding out more and registering for one of these challenges, please email [info@libralionscharity.org](mailto:info@libralionscharity.org)



## 2 – 3 September 2023

The South Downs National Park is a superb backdrop for a brilliant Ultra Challenge. Trek across the beautiful south coast, the route taking you up Beachy Head, over the magnificent Seven Sisters, and along the famous South Downs Way National Trail through Brighton and on to Arundel. Enter the 100k, 50k or 25k. Find out more [here](#)



## 9 – 10 September 2023

Enjoy a wonderful route along England's greatest river. It heads upstream to Henley along the famous Towpath, through Richmond, Hampton Court, Runnymede, and Windsor. Enter the 100km, 50km or 25km. There is a separate 25km 'Thames Bridges Trek' and 'The Moonlight 10 Walk' through Central London as part of the weekend festival. Find out more [here](#)



## 23 September 2023

This covers some of the best of the Chilterns countryside. Walk, jog or run a 50k, 25k or 10k loop as an individual or a team, with full support and hospitality all the way. With a start and finish at the event basecamp in Henley, there's also a Saturday night celebration BBQ, bar & entertainment, with extensive on-site camping & parking options – there's a challenge for everyone! Find out more [here](#)



## 28 October 2023

Get your bravest team together or go it alone if you dare and take on the scary streets and historic haunts of London. With a full, half or 10k distance available there is a spooky challenge available for everyone. With a start and finish at the Oval Dungeon, come dressed to distress and take part in a hair-raising hike around London. Find out more [here](#).



# WHEN YOU

## Team fundraising

Sponsored team challenges are a great way to bring employees together.

Once you have selected your activity, simply create a team JustGiving fundraising page in aid of LIBRA.

Click the button below to get started and you will soon be able to ask your contacts to donate.



Start fundraising with  
**JustGiving**

# Ways To Give

There are so many ways you and your employees can give:

Payroll Giving – click [here](#)

Donations – click [here](#)

Give As You Live – click [here](#)

Gifts In Celebration – click [here](#)

Gifts In Memory – click [here](#)

Gifts In Wills – click [here](#)

Find out more online [here](#)



# Stay In Touch

To find out how funds raised make a positive difference to patients with blood cancers and blood disorders, please visit our website or email us to sign up for our quarterly newsletter.

[www.libralionscharity.org](http://www.libralionscharity.org)

[info@libralionscharity.org](mailto:info@libralionscharity.org)



**LIBRA**  
Lions International Blood Research Appeal



**Thank you for your interest in supporting LIBRA.**

Please contact us if you would like to discuss becoming a corporate supporter. Email [info@libralionscharity.org](mailto:info@libralionscharity.org) or call 01428 656283

