



Northern
Ireland
Children's
Hospice

TIME *to* CARE

TIME *to* CARE

“The warmth of the Northern Ireland Children’s Hospice brand can extend to benefit your business.”

Wayne Sullivan, VANRATH
Managing Director



A young girl with glasses is looking upwards. A large, white, dotted clock face is superimposed over the image. The word "time" is written in a large, white, cursive font across the top of the clock face. The background is a solid purple color.

time

TIMEtoCARE

Northern Ireland Children's Hospice
winner of 'Best Team' Well Child Awards 2014.

TIMEtoCARE

Northern Ireland Children's Hospice

Receiving the diagnosis that your child is life-limited can be devastating news for families. Emotionally and practically their lives are turned upside down as their child's illness progresses.

Established in 1996, Northern Ireland Children's Hospice is the only dedicated palliative care service in the province and the only organisation that offers high level support to life-limited children with very complex needs. The care provided encompasses 24 hour specialist care, both at the Children's Hospice and in the child's own home, emergency support, planned breaks, end of life medical & nursing care and bereavement support. Recent research found there are in the region of 1,300 children who require this specialist care as well as an increasing number of children surviving into adulthood.

The existing team of specialist children's nurses at Northern Ireland Children's Hospice currently deliver frontline care for circa 300 life-limited children annually. They also provide much need support for the wider family.

To ensure that Northern Ireland Children's Hospice can continue to provide the specialist care to this increasing number of children they are continually looking at new and innovative ways to reach out for support, *Time to Care* was borne out of this need.

funding



55,000 consumers in 15 markets globally - indicated that willingness to buy, recommend, work for, and invest in a business was driven 60% by perceptions of a company - or its reputation, and only 40% by perceptions of the products or services it sells.

The Reputation Institute

TIME^{to}CARE

An exclusive corporate marketing opportunity.

Time to Care is a unique and exclusive marketing opportunity that is enabling 30 businesses in Northern Ireland to fund the cost of a qualified children's nurse for a year. In return your business will have unprecedented access to co-branding opportunities, in effect extending the 'warmth' of the Northern Ireland Children's Hospice brand for the benefit of your business.

Participating companies pledge to invest a minimum of £1,500 per month that will directly fund the salary of a nurse at Northern Ireland Children's Hospice.

In summary the *Time to Care* package encompasses:-

- A unique opportunity for brand alignment with Northern Ireland Children's Hospice and an opportunity to develop additional bespoke branding, for your business;
- Staff engagement and annual presentation from the children's hospice nurse you support;
- Dedicated press release and photo-call announcing your partnership with the Northern Ireland Children's Hospice;
- A dedicated feature on your business on Northern Ireland Children's Hospice digital platforms;
- Invitation to exclusive business networking events.

brand

TIME^{to}CARE

The experience of our current *Time to Care* partners.

Nambarrie/ Twinings Tea

Northern Ireland's favourite tea, the Nambarrie brand, recently became part of the international Twinings group. Twinings has a pedigree in the tea business for over 300 years and is a leading presence in the global hot beverages marketplace, particularly in the European, Asian and North American regions.

A key imperative for Twinings was teaming with a Northern Ireland based charity that, like Nambarrie, was already established as a much loved brand in Northern Ireland and *Time to Care* was the perfect opportunity for this.

The brand alignment between the two now in place in all of the Nambarrie packaging has offered Twinings a very powerful mechanism to further develop market presence for the Nambarrie brand through simultaneously creating both social and business value within their target market(s).

VANRATH

VANRATH is Northern Ireland's leading specialist recruitment agency. Following extensive market research they recognised the significant strength and local support underpinning the Northern Ireland Children's Hospice brand and the opportunity to position themselves alongside this brand through the *Time to Care* initiative was immediately appealing.

Their relationship with Northern Ireland Children's Hospice has grown from strength to strength and they are currently branded together with Northern Ireland Children's Hospice in many ways; providing both VANRATH employees and corporate customers with a clear understanding of the values behind their brand and service. VANRATH's decision to support the *Time to Care* project has proved to be an outstanding success on many levels.

“*Time to Care* is currently the only initiative which enables brand positioning alongside the much-loved and recognised brand of Northern Ireland Children's Hospice.”



What our nurses say...



Senior Staff Nurse Karen McKee has worked at Northern Ireland Children's Hospice since 2007. Karen is one of the nurses currently funded through *Time to Care*.

When Karen was asked why she was so committed to her role she said:

"It's the difference you make not just to the child but to the whole family. Seeing the child settled and understanding what they want and need is so rewarding, knowing they are comfortable and that their pain is under control. It's a privilege to be able to care for these very special children and to be able to support them and their families when they are so close to the end of their life."

In addition to her role in the Northern Ireland Children's Hospice Karen also said:

"It's hard to imagine or to put into words what life is like when your child has a terminal illness. I find it rewarding being able to share some of the children's stories with the staff at VANRATH so they can see first-hand how their support is really making a difference."

For more details on how to become a *Time to Care* partner please contact:

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