

Case Study: Douglas Macmillan Hospice

STOKE-ON-TRENT - UNITED KINGDOM

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Goodwin has a long track record of supporting our local community and helping causes that are close to people's hearts. Our aim is to help charities and not for profit organisations who have the will and ability to make a significant and positive social change.

We have always supported local charities through donations of money, time and resources, as well as through encouragement of our staff to take part in fundraising activities and charity work. There are several local charities with whom we have developed close connections with over the years; none more so than the Douglas Macmillan Hospice. Charities such as this enjoy a high level of fundraising through direct donations from the company and from our employees who carry out activities in the aid of raising money for charity.

Located just one mile away from our main site in Trentham, Stoke-on-Trent, the Douglas Macmillan Hospice is a charity that has directly impacted on the lives of many local people including our own employees. Affectionately known to the local community as the 'Dougie Mac', the hospice offers specialised care for patients over the age of



16 who face a life-limiting illness when a cure is no longer possible. The hospice cares for adults with a palliative or end of life diagnosis. Care and support is free of charge, 24 hours a day, 365 days a year. Around 3000 people and their families in North Staffordshire access the care services provided by the Dougie Mac each year.



As a locally funded charity, they need the support of local businesses like us to make sure that their good work can continue long into the future. It costs £12 million to run the hospices' services free of charge every year, with 75% of this funding coming from supportive local people.

We have been silently supporting the charity for a number of years with Goodwin financial contributions to the Dougie Mac totalling over £30,000 annually. As well as this, since 2014, we have played a fundamental role in enabling the organisation to generate further charitable donations. Each year, our staff orchestrates the donation of the Christmas tree for the hospice's 'Light up a Life' campaign. The tree is taken from the local forestry commission with a mobile crane and delivered to the hospice on a 40 metre articulated lorry. The tree is used to raise additional funds with the hospice inviting people to make a monetary donation to dedicate a light in memory of someone special on the hospice Christmas tree.

In the last three years alone, our efforts have enabled the hospice to raise an additional £540,000 towards their running costs, helping

local families when they need it most. We have always insisted that there should be no public recognition of this donation as we do not wish to detract from the campaign but instead want to enable a local charity to realise its goal. It is truly our pleasure to provide support to our local community in this way as socio-economics is recognised as a key part of our company's direction.

Support from the local business community is vital in helping make sure that the charity can continually improve its services and ensures that no one is ever charged for the services that they supply. By using our resources to support the community, we are helping those who most need it. Through the delivery of our socio-economic strategy, we will continue our strong commitment to the community around our site and help to address issues of primary local concern.

