Donation response form

To donate money to the Purple Butterfly Appeal, please complete and return this form along with a cheque or postal order to:

The Purple Butterfly Appeal
The Fundraising office
Rotherham Hospital
Moorgate Road
Rotherham
S60 2UD

Please make cheques and postal orders payable to: Purple Butterfly Appeal

I wish to donate the enclosed cheque to the value of £........................... to the Purple Butterfly Appeal.

Name: ........................................................................................................................................
Address: ......................................................................................................................................

Signed: ........................................ Date: ..............................................................

If you are a UK taxpayer you can Gift Aid your donation to make it worth more. For every pound you give to us we will receive an extra 28p from the Inland Revenue. If you would like to Gift Aid your donation, please sign below:

“I wish the Charity to treat the enclosed donation as a Gift Aid donation.”

Signed: ........................................ Date: ..............................................................

How can I get more information?
Please contact:
The Purple Butterfly Appeal
The Fundraising Office
Rotherham Hospital
Moorgate Road
Rotherham
S60 2UD
Telephone 01709 307589

Remember, your support for The Purple Butterfly Appeal, however large or small, will help us to improve end of life care, together. Thank You.

Your donations to The Purple Butterfly Appeal
What you should know

at the end it matters
**The Purple Butterfly Appeal**

Here at Rotherham Hospital Charity we are committed to supporting Rotherham Hospital and our partners in improving end of life care for the people of Rotherham.

No one likes to think about death but those that are dying have to and so do the people who love and care for them.

With your support, we can ensure the privacy and dignity of patients in our care is not compromised at the time when they need it most. We can support patients, their families and their friends to ensure we provide the most appropriate care to meet their needs.

**What is The Purple Butterfly Appeal?**
The Purple Butterfly Appeal has been established to raise funds to enhance the care we can provide at the end of life.

People have the right to choose where they die and many people would prefer to die at home or in a hospice environment but 60% of people who die in Rotherham each year are currently likely to die in hospital.

With your help we can make sure that we can provide the best environment we can for these people – to enable them to die with dignity and respect and with the care and support of their loved ones.

We need to raise funds to improve and enhance the service we can provide for those patients who have life limiting illnesses or conditions by ensuring they are:

- Being treated as an individual, with dignity, respect, courtesy & consideration
- Being treated without pain and other symptoms
- Being in familiar surroundings
- Being in the company of family and friends

**You can help**

At Rotherham Hospital we already provide an excellent level of clinical care for patients at end of life and we work hard to preserve dignity and respect for all our patients, whatever their illness or condition.

What is harder, in a busy general hospital, is to provide a familiar setting and comfortable surroundings and provide the facilities that ensure people can remain in the company of their loved ones as long as they can.

**So, what specifically will we do?**

We will ensure that our high standards of care are matched with additional facilities and services that provide home comforts, maintain dignity and privacy and allow our patients and their loved ones the support they need when time is most precious.

Here are just a couple of examples of the kind of things your support could provide.

**An Iris Suite**

A home from home, where patients who spend their last few days in hospital (for whatever reason) can be cared for with the support of relatives and friends.

**Comfort Packs**

The provision of simple packs containing basic essentials for relatives who come unplanned and need to stay.

All funds raised will be spent enhancing provision for people at the end of life and will be allocated according to priorities agreed to support the End of Life Strategy.

**Why do we need your help?**

All healthcare services are funded from central government and The Rotherham NHS Foundation Trust endeavours to provide the highest level of service to its patients. Charitable donations however, are important in enabling us to provide those enhanced services and facilities to improve the patient experience.

**How can you help?**

1. **By cheque payable to The Purple Butterfly Appeal**
   You can send a cheque to the address overleaf. Please include a covering letter with your name & contact details, so that we can send a receipt and thank you letter. Please do not send cash in the post.

2. **Donate online**
   Via the JustGiving website at [www.justgiving.com](http://www.justgiving.com) you can make a donation to the Rotherham Hospital Charity. Please make it clear that you are raising funds for The Purple Butterfly Appeal or set up your own fundraising page.

3. **By fundraising**
   It’s all about having fun for a good cause. We are always happy to get involved in events that are organised for the benefit of the hospital. We can even provide sponsorship forms, promotional literature and can arrange photography for the local press.

   **There are a number of events you could consider**

   - Fun run / marathon
   - Sponsored walk / swim
   - Quiz night / race night
   - Coffee morning
   - Wear purple day at work or school...and many more

4. **Company Giving**

   Regardless of how big or small your company, there are lots of ways to support our Appeal. Whether you’d like to organise an event, sponsor specific facilities or equipment, support your Corporate Social Responsibility strategy by getting staff involved with your local hospital…whatever you would like to do, we’d love to hear from you.

5. **Regular Giving**

   Many people prefer to make a regular donation using a Standing Order. For more information on this please call 01709 307589.

6. **By collection in lieu of flowers**

   Instead of flowers, people often show their support in memory of a loved one that has died. Funeral Directors will often help arrange this for you and the Appeal is grateful to receive such collections.

7. **By legacy**

   People who kindly leave gifts in their Wills have the satisfaction of knowing that they will be continuing to help provide enhanced services for patients suffering from life-threatening illnesses.