



The Hospice *Lottery*



Annual Report 2017-18

Introduction

2017-18 has been a busy and successful year at The Hospice Lottery Partnership with large growth in members, tickets sales and overall donations.

At the start of the financial year we moved in to a new office space and launched our revamped website which included new features to improve the user experience. We also celebrated our 1,000th draw in June as well as the significant milestone of having donated £10 million to our partner hospices. To put that figure in to context, £10 million would be enough to fund 400,000 hours of specialist nursing care in patients' homes.

We were honoured to be finalists in the 'Not for Profit Business of the Year' category of the SME Hertfordshire Business Awards in July, a prestigious accolade that recognises hard work, enterprise and endeavour in local business.



31 October 2017 marked 20 years since The Hospice Lottery Partnership was officially incorporated (as *3 Hospices Lottery Limited* as it was called then) back in 1997. This has been followed with the start of our 20th Anniversary celebrations, with the launch of a special 20th Anniversary logo and preparations for an enhanced draw and other celebrations later in 2018.

David Griffiths, Chief Executive Officer

As The Hospice Lottery Partnership progresses through its twentieth year, it's been wonderful to reflect on how much we've grown since the partnership was started by the three founding hospices in 1997 – Iain Rennie Hospice at Home, Florence Nightingale Hospice Charity and South Bucks Hospice.

More hospices joined the partnership over the next ten years starting with The Hospice of St Francis in 2003, then Thames Hospice in 2004 (who stayed with us for ten years), Michael Sobell Hospice Charity in 2005 and Grove House in 2008 (who later merged with Iain Rennie Hospice at Home in 2011 to become Rennie Grove Hospice Care with two shares in the partnership).

Following this period of the partnership's growth, the last ten years have seen a huge increase in the amount of members that we have playing the lottery every week through a regular subscription. And more recently, we have increased the number of membership promoters that we have engaging with the local community and recruiting new members.

The Hospice Lottery Partnership is proud to have such a committed group of members who support our hospice partners to provide their specialist services for the local community, and with such a successful story to this point, I look forward to seeing how the partnership continues to thrive and grow over the next twenty years.

Eddie O'Sullivan, Independent Director



About The Hospice Lottery Partnership

Mission statement

Raising funds for our hospice partners who care for people in our community when they need it most.

About The Hospice Lottery Partnership

The Hospice Lottery Partnership was formed in 1997 to raise funds via a weekly lottery draw and seasonal Superdraws.

The money raised goes to a group of five hospices caring for over 11,000 patients and their families across Bedfordshire, Berkshire, Buckinghamshire, Hertfordshire, Middlesex and Oxfordshire. Their valuable services are provided at no cost to patients or their families, and they only receive a small amount of government funding which means that they have to raise most of the money through support from the local community. The money raised by The Hospice Lottery Partnership therefore provides a vital source of income.

Our hospice partners are:

- Florence Nightingale Hospice Charity
- Michael Sobell Hospice
- Rennie Grove Hospice Care
- The Hospice of St Francis
- South Bucks Hospice

We are a not-for-profit organisation with all profits going directly to our hospice partners. We are one of the top 5 largest lotteries in the UK and had over 36,000 entries in the weekly draw at the end of 2017-18.

We are licensed by The Gambling Commission as well as being a member of The Hospice Lotteries Association and The Lotteries Council.

Structure of the organisation

The Hospice Lottery Partnership consists of a core team of eight staff based at our office in Tring, and is supported by several administrative volunteers, ticket agents, and membership promoters.

We also have a Board of Directors, which consists of one director from each of the partner hospices and a number of independent directors.

Our supporters

Supporters of The Hospice Lottery help to raise funds for our hospice partners by taking part in a weekly lottery draw and seasonal Superdraws.

The majority of our members are regular weekly players that pay a subscription for the lottery. Tickets for the weekly draws are also sold at all of our partner hospice charity shops, as well as by volunteer ticket agents that visit residential homes and local community events. Many supporters also purchase tickets for our seasonal Superdraws.



What we do

Weekly lottery

We run a weekly lottery draw every Friday that has 114 guaranteed cash prizes:

1x £1,000
3x £100
30x £20
80x £10

There is also a £200 Rollover prize which grows by £200 every time it isn't won and can reach as much as £10,000.

The Rollover prize reached its maximum of £10,000 in April 2017 and was won by Mr Coles from Rickmansworth. Mr Coles said:

“I have never won anything before and was absolutely shocked when the lady from the lottery called to say I had won so much money.

I am calling it my taxi fund. I gave up my car last year and it's quite a hike to the bus stop, so this will mean we can get a taxi whenever we want without having to worry about the expense. I am also planning a few treats for the rest of the family.

My wife was treated for cancer a few years ago and we also very sadly lost our daughter-in-law to cancer, so we know first-hand the wonderful care and support that the hospices provide, to not only their patients but the rest of the family too. Joining the lottery seemed like a great way to help raise funds.”



Summer & Christmas Superdraws

We held two Superdraws during the course of the year which helped to raise an additional £82,091. All of the runners-up prizes were donated by local organisations which meant even more of the proceeds could go to our partner hospices.

The Christmas Superdraw was also sponsored by local private GP Service DOCTORnow who donated the £5,000 first prize for the third year running.

Commenting on their sponsorship, DOCTORnow said: “The hospices provide such wonderful care and support for the people they look after as well as their families, making a real difference to the journey they are on. Fundraising support is vital to enable the hospices to continue to provide the services they do, which is why DOCTORnow choose to support them through The Hospice Lottery.”

Two promotional posters for 'The Hospice Lottery Superdraws 2017'. The left poster is for the 'SUMMER SUPERDRAW2017' with a blue background. It lists prizes: 1st prize £5,000 OR A BESPOKE HOLIDAY WITH EXPLORER TRAVEL; 2nd prize DINNER FOR 4 AT THE CROWN INN; 3rd prize AFTERNOON TEA FOR 4 AT CHARTRIDGE LODGE; 4th prize 5 x ONE-YEAR SUBSCRIPTIONS TO THE HOSPICE LOTTERY. The right poster is for the 'CHRISTMAS SUPERDRAW2017' with a green background. It lists prizes: 1st prize £5,000 donated by DOCTORnow; 2nd prize 18 HOLES OF GOLF AT SHENDISH MANOR; 3rd prize £50 VOUCHER FOR BUNNINGS WAREHOUSE; 4th prize 5 X ONE-YEAR SUBSCRIPTIONS TO THE HOSPICE LOTTERY.

Community engagement

The Hospice Lottery Partnership recognises that the best way to grow the weekly lottery and recruit new players is through face-to-face engagement. We have a team of specialist membership promoters that either visit people at home or set up venue information stands at many retail outlets, hospitals, medical centres as well as hospice and community events throughout the hospice partners' catchment area.

This gives the membership promoters the opportunity to explain how the lottery works, how it raises money and what that means to the partner hospices in terms of supporting the services that are so vital in our community.



Over the course of the year our membership promoters talked to thousands of people, resulting in 10,122 new joiners becoming regular weekly players. Based on experience it is expected that those weekly players will raise a collective average lifetime value of £1,923,180 to the hospices.

The role membership promoters play is incredibly important not only in raising funds, but also as hospice ambassadors telling people about the wonderful work hospices do within the local community.

Judith Smith McInally regularly attends High Wycombe, St Albans and Hemel Hempstead Hospitals as well some of the events that are organised by our partner hospices.

“My job is very rewarding, I love being involved in something that really matters, especially when I hear the vast amount of stories from the friendly people I talk to about themselves, their friends and their family who have, or are, using our hospice partners' services.”



Alistair Kerr (Director of Archway Fundraising Solutions Ltd) visits door-to-door and covers the Ruislip and Northwood area.

“I have worked with The Hospice Lottery Partnership for three years now and go out into the community and talk to people about their local hospices and the benefits of supporting the work they do by becoming lottery members. On a sunny day it's the best job in the world, on a rainy one less so! I've always found people are generally happy to have a knock on their door from an organisation representing their hospice and whether they are able to support or not, they often wish us well in our fundraising.”



Our hospice partners

Our partner hospices are spread across Bedfordshire, Berkshire, Buckinghamshire, Hertfordshire, Middlesex and Oxfordshire, providing all aspects of palliative care to over 11,000 patients and their families.

In 2017-18, the money raised from the weekly lottery and two Superdraws paid for over £1 million of hospice care with £179,250 distributed to each hospice.



“The funds we receive from The Hospice Lottery are incredibly important as they more than cover the annual cost of the Day Hospice which helps those with terminal and life-limiting conditions to learn to cope with the physical and mental challenges they face, while still living independently at home.”
Sue Jenkins, Chief Executive



“We have campaigned and spoken out for more than 40 years on behalf of people in our community with life-limiting illnesses. Thanks to the generosity of Hospice Lottery supporters we can make a huge difference for our community.”
Judi Byrne, Chief Executive



“This income funds one of our Hospice at Home nursing teams, giving patients the choice to stay at home surrounded by their families.”
Stewart Marks, Chief Executive



“With these invaluable funds we can embrace innovation and champion new forms of support – everything from creative and complementary therapies to palliative rehabilitation and improving patients’ lives through digital technology.”
Kate Phipps-Wiltshire, Chief Executive Officer



“This income helps fund the Lymphoedema Clinic, helping patients to overcome severe pain and discomfort.”
Jo Woolf, Chief Executive (2013-2018)

Income and expenditure in 2017-18

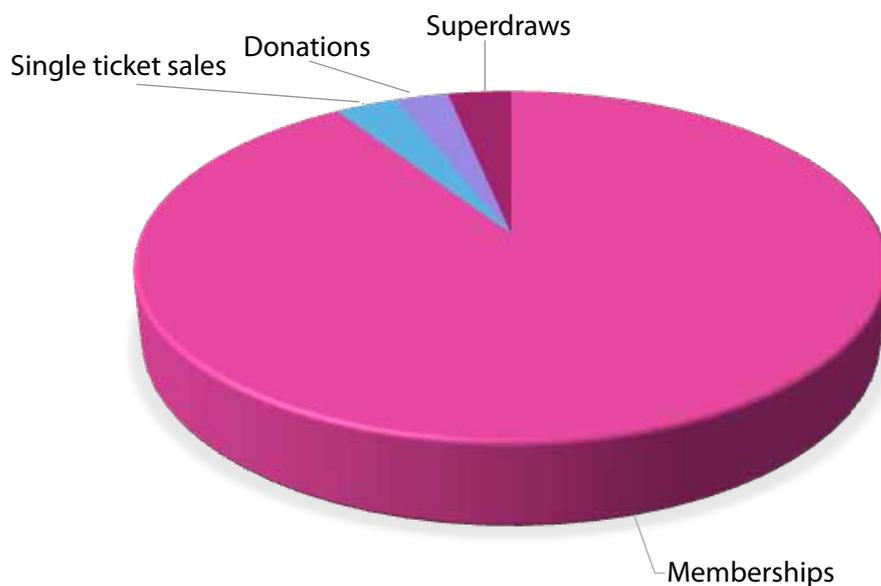
Supporters of The Hospice Lottery make a vital contribution to our hospice partners' income generation, with 55p of every pound raised from ticket sales going directly to the hospices.

Income - £1,941,967

Expenditure - £889,717

Hospice charitable payments - £1,075,500

Sources of income



Allocation of expenditure





The Hospice *Lottery*

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T: 01442 891459 W: hospicelottery.org.uk. Licensed by The Gambling Commission (gamblingcommission.gov.uk).
Responsible Person: David Griffiths.

A member of The Hospice Lotteries Association and The Lotteries Council, The Hospice Lottery Partnership promotes responsible gambling and offers individuals access to support information and advice by visiting BeGambleAware - begambleaware.org or GamCare (0845 600 0133) - gamcare.org.uk.