Thank you for supporting Ashgate Hospicecare's Forget-Me-Not Appeal

Ashgate Hospicecare
Every Person Matters

GRAYSONS SOLICITORS

Registered Charity No. 700636

Your support

The hospice cares for patients and families across North Derbyshire and Graysons are solicitors who care too.

Your financial contribution to this appeal and also the incredible support from your staff at the display was truly heart warming. This was the hospice's first Forget-Me-Not appeal and your trust and support helped to make this so successful and special.

This was much more than a remembrance display, this was the opportunity for our supporters to speak with a hospice representative about their grief. It allowed important conversations to happen at a time when many people hadn't been able to share their grief due to the pandemic. The Ashgate volunteers at the display (all of whom have experienced losing loved ones) were able to comfort supporters when they needed it by having an open conversation with no time limit. Many people said they felt much better after going to see the flowers and being able to speak to somebody.

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Thanks to your support, our Forget-Me-Not Appeal raised an incredible...

£117,300

for patient care!

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This amount could pay for…

- The care in one of our rooms on the **Inpatient Unit** for **194 days** – that's over half the year!
- **One hospice nurse** to be employed for over **four years**
- The **medical equipment** needed to do an initial assessment with **1,200 patients** in their homes
- **3,823 PPE kits** for our nurses working to keep patients safe both at home and on the ward
- **Work laptops and phones for 139 nurses, counsellors and therapists** so they can provide remote support to our patients and their families

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How you have made a difference

Our frontline workers have worked tirelessly since March 2020. They continued to provide quality end of life care and supported NHS colleagues in the COVID-19 response to ease pressure on the healthcare system.

Steve's Story - Julie's husband

"The hospice allowed Julie to spend her final moments in peace. The last thing I'd want was for her to have an unpleasant death; she'd suffered enough already. Ashgate gave her a very calming and peaceful end to her life and I'm enormously grateful for this."

"That's the marvellous thing about Ashgate – it takes the stress away so you can focus on creating those final memories together. The team are always there and make everything as easy as possible for you. Whatever we needed was there, whenever we needed it. "

"In tribute to Julie, I've chosen to support Ashgate Hospicecare's Forget-Me-Not Appeal and dedicate a keepsake flower in memory of her. I know Julie would have loved to have walked through the stunning grounds at Chatsworth to see the meadow of flowers glistening in the sun."

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Your support

Graysons were the perfect Main Sponsors of the hospice's first Forget-Me-Not Appeal. After a difficult year where little fundraising could take place, this was a poignant campaign to celebrate, remember and mourn the lives of those we have lost but which will never be forgotten.

Barbara-Anne Walker, Chief Executive at Ashgate Hospicecare, said: “It has been genuinely moving to see how the local community have responded to the Forget-Me-Not Appeal. It clearly spoke to a common need for both grief and love to be seen and understood.

Without Grayson's generous support, we would not have been able to honour that need in such a special way – and to have your staff with us at Chatsworth every day made this a truly special partnership – and one which will allow us to care for even more patients and their families into the future."

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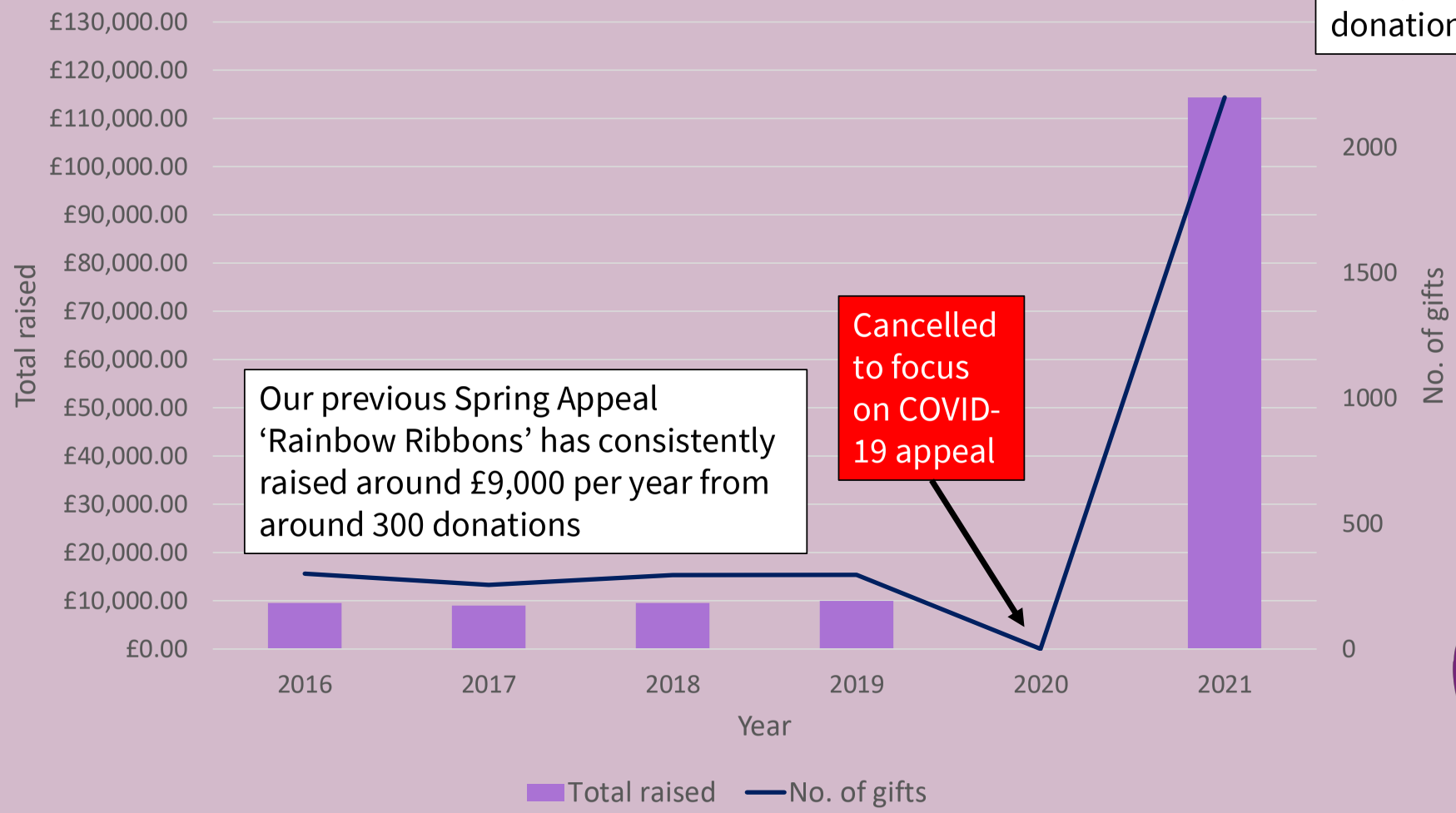
Spring Appeal Performance Over the Years

As of the beginning of July, the Forget-Me-Not appeal has raised £117,300 from 2,263 donations



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It’s not just the total raised that was record-breaking…

3,194 forget-me-not flowers were dedicated in memory of loved ones by **2,115** people.

770 of these donors were new supporters who had never donated to the hospice before.

The average donation per flower was **£43** as some supporters chose to donate an incredible £1,000 and more for their forget-me-not! The median donation was **£29.**

13 volunteers gave up their time to help at the display at Chatsworth and the collection of the flowers from the hospice over a total of **26 days**!

We proudly welcomed **Graysons Solicitors** as main sponsors.

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Promotion

6,200 hospice supporters received the appeal mailing.

Email campaign went to **5,212** supporters.

Feature in the Supporter Newsletter which was posted to **37,000.**

Presence at **Chatsworth House** throughout the month of June.

Ashgate Hospicecare's
Forget-Me-Not Appeal

Raising vital funds in memory of those we love

Dear *first name*

Will you dedicate a Forget-Me-Not to someone you've lost?

It's hard to believe that 18 months have passed since I lost my beloved wife, Julie. We were so very close and not a day goes by when I don't miss her and the happy times we shared.

I really hope you'll join me by donating to receive a flower from Ashgate's display of remembrance. Together, we can ensure the memory of our loved one lives on while we raise vital funds to support Ashgate Hospicecare.

Your donation will ensure that Ashgate Hospicecare can provide crucial end of life care for many more people in the coming months and years. I can't think of a more perfect tribute to Julie than that.

Warmest wishes,

Steve

Steve will be supporting the Forget-Me-Not Appeal in memory of his wife, Julie.

P.S. Please take a look on the back of the form enclosed for more details about the Forget-Me-Not Appeal and display. There are a limited number of flowers available, so we would like to give you the chance to be part of this tribute straight away. I look forward to seeing your loved one's flower, along with Julie's, at Chatsworth this June.

Registered Charity No. 700636

Ashgate Hospicecare's Forget-Me-Not Appeal

Come and visit our Forget-Me-Not flower display at Chatsworth from Tuesday 8th to Wednesday 30th June 2021.

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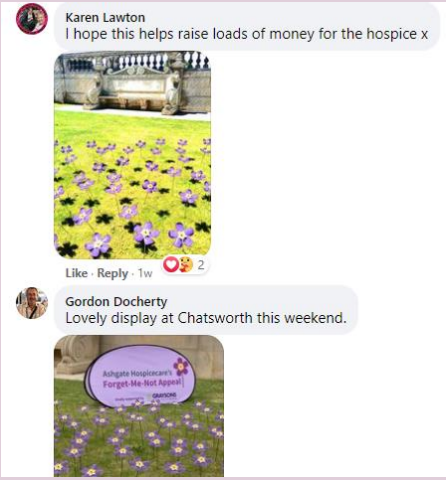
Public Engagement

13,025 page views on the Forget-Me-Not Appeal Landing Page
https://www.ashgatehospicecare.org.uk/forget-me-not/

The campaign video on YouTube has had **575** views.
https://youtu.be/HxpOxuD7-pk

Social media saw huge engagement for posts with supporters sharing their own photos in the comments with their experiences.



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Press and Media Coverage

- **ITV News Central** and **Calendar** covered the Forget-Me-Not press day yesterday on its lunchtime and evening news. ITV Central News has a circulation of 5,146,000. ITV Calendar has a circulation of 300,000.
- **Matlock Mercury** Online Circulation: 70,000
- Matlock Mercury In-print Circulation: 5,668
- **Destination Chesterfield** Online Circulation: 40,045
- **S40 Local** In-print Circulation: 14,000
- **BBC Radio Derby's** news bulletin. This regional radio station has an online circulation of 108,000.
- **Sheffield Star** In-print Circulation: 17,159
- **Derby Telegraph** In-print Circulation: 18,903
- **Derbyshire Times** Online Circulation: 504,000 This has been covered on the publication's social media, found on Twitter and Facebook.
- **Derbyshire Times** In-print Circulation: 24,900
- **Charity Today**: https://www.charitytoday.co.uk/ashgate-hospicecare-launches-forget-me-not-appeal/ Circulation: 5,000
- **Reflections Magazine** Circulation: 19,000

Chief executive of Ashgate Hospicecare, Barbara-Anne Walker, officially opened the charity's Forget-Me-Not display at Chatsworth House.

Hospice unveils Chatsworth flower display

A flower display in memory of loved ones has been ... purple flowers have been laid in the grounds of ... and raise money for the Chesterfield charity's end- ... to visit the display and plant a forget-me-not in memory of a special someone. There is a suggested donation of £25 per flower.

Remember a loved one

Ed Dingwall
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@ERDingwall

Ashgate Hospicecare has launched a new fundraising initiative which will help supporters to celebrate, mourn and remember their loved ones as part of a sculpture installation at Chatsworth.

The Forget-Me-Not appeal invites people to make a donation towards a custom-made metal flower – one of thousands which will form a display on the estate, June 8-30.

for by Ashgate after being diagnosed with mesothelioma, a rare type of lung cancer.

He said: "I know Julie would have loved to have walked through the stunning grounds at Chatsworth to see the meadow of flowers glistening in the sun.

"Ashgate gave her a very calming and peaceful end to her life and I'm enormously grateful for this. It takes the stress away so you can focus on creating those final memories together. Whatever we needed was there, whenever we needed it."

The Duke and Duchess of Devonshire are hosting the display in June.

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CHESTERFIELD NEWS

Chesterfield News / Ashgate Hospicecare launches Forget-Me-Not Appeal

Ashgate Hospicecare launches Forget-Me-Not Appeal

By Josh Marsh - 25 May 2021

Ashgate Hospicecare has launched a new way for supporters to celebrate, mourn and remember their loved ones with its Forget-Me-Not Appeal.

As part of the appeal, which is sponsored by Graysons Solicitors, people can make a suggested donation of £25 for a custom made, beautifully crafted forget-me-not flower, to pay a lasting

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Looking ahead

This appeal will certainly be back in 2022 for our supporters.

Your ongoing support will help Ashgate Hospicecare be here for the future. Thank you!

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