



**Helen & Douglas House**  
hospice care for children and young adults

# The Helen & Douglas House Radiothon 2018

Broadcasting live from the hospice on 7,  
8 and 9 March on JACKfm Oxfordshire  
and Union JACK UK-wide

# About Helen & Douglas House



- Helen & Douglas House cares for local terminally ill children, young adults and their families through exceptional hospice care
- We provide medical, emotional and practical support, helping families deal with the implications of living with a child who will die prematurely, so they can make the most of their time together
- As a charity we rely on donations to support our families.
- We cannot do this without your help



# Help local families with terminally ill children like Charlie



Baby Charlie passed away in 2012 after being born with Short Gut Syndrome. Charlie was cared for at the Helen House for the last 12 days of his life.

"The service they gave us was nothing short of remarkable. We had the best of both worlds by being allowed the privacy we wanted as a family but the support we needed to get through such a difficult time. Nothing was ever too much trouble for the staff."

Charlie's Dad, Mark

# The Helen & Douglas House Radiothon



- For two and a half days in early March 2017, JACKfm Oxfordshire broadcast from Helen & Douglas House for 30 hours!
- The 2016 Radiothon raised over £30,000 for Helen & Douglas House and in 2017 we raised over £65,000! In 2018, we want to go even bigger.
- Our target is to raise £100,000 in 2018!

# The Helen & Douglas House Radiothon



- Across **Wed 7<sup>th</sup>, Thur 8<sup>th</sup> and Fri 9<sup>th</sup> of March 2018** JACKfm will return to **Helen & Douglas House**. The Radiothon will also be broadcast on our national station, Union JACK.
- The objective is simple, to raise money for **Helen & Douglas House** through 'over the phone', online and text message donations.
- For 12 hours on each of the Radiothon days (6 hours on the Wednesday) JACK will be talking to families, carers and staff who are connected to **Helen & Douglas House** so they can tell their story and highlight the work that's done within the hospice.
- JACK will have roving presenters out in Oxfordshire visiting local businesses or schools who are actively supporting the Radiothon and they'll cross live to the presenters on air.
- Supporting The Helen & Douglas House Radiothon 2018 will allow your business/organisation to pledge support one of the most positive events that Oxfordshire will see in 2018.



# Supporter exposure

- In exchange for a pledge to support Helen & Douglas House, you will be recognised as a main supporter of the 2018 Radiothon. This can either be on the local station, the national station or both!
- There are 5 headline supporter opportunities available on each station – you'll have exclusivity within your sector.
- Each organisation will sponsor a 6 hour period (**e.g. Day 1 PM, Day 2 AM / PM, Day 3 AM / PM**)
- Each supporter will be credited on 10 days of pre-promotional activity on **JACKfm and/or Union JACK** and cross-promoted on **JACK 2 and JACK 3** if supporting the Radiothon locally.
- On the day, a minimum of 4 sponsor credits will be delivered per hour of the Radiothon – minimum of 24 credits.
- You'll be credited in all PR activity surrounding the event and on all website activity in the form of logo presence.

# Fact and figures

## Locally and nationally



- On air, the coverage for each of the 5 major corporate supporters will be heard by 52,000 people in Oxfordshire on average of **3.4** times each.
- On **Union JACK** this coverage will be heard by 54,000 people across the UK on average of **2.7** times each.
- In total, all Radiothon pre-promotion will be heard by **136,000** people in the UK on average of **2.9** times each.



# Suggested pledges of support



Headline supporter across local stations:

£3,500

Headline supporter across the UK on  
Union JACK:

£5,000



# Helping local terminally ill children and young adults



100% of funds raised through your pledge to support will go directly to Helen & Douglas House



# Power hour sponsorship



- 2 times per day we'll be running a **Power Hour** – 60 minutes where we put an even greater emphasis on driving donations to Helen & Douglas House.
- Across this hour your business will be credited 4 times on JACKfm/Union JACK.
- **The Power Hour mechanic can take 2 forms:**
  - Match funding** – you match all donations made within the hour
  - Or
  - You double your donation** – if x number of donations are received within the hour then you'll double your donation. A suggested donation would be £500 – doubled to £1,000.

# Other opportunities to get involved



**Rock the Radiothon Fundraising Pack**

Snap & share #HDHRock

Raise money to help local terminally ill young adults and children like Charlie

Join in the fun and organise a fundraising event w/c 5th March 2018

Let us know about your event  
fundraising@helenanddouglas.org.uk  
01865 799150

- There are numerous other ways in which your business can support The Helen & Douglas House Radiothon 2018.
- Download the Rock the Radiothon Fundraising Pack and hold a fundraising event w/c 5<sup>th</sup> March
- The team at JACKfm and Helen & Douglas House can help you come up with ideas to get your business can get involved.
- Big or small, we'll make sure we give you a good mention on the radio for helping raise money for Helen & Douglas House this March.

# For more information

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Contact Nicola Wilson  
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01865 799150 or 07852 633966

