June 2018

**LOCAL CHARITY TURNS 21 AND WOULD WELCOME NEW PARTNERS**

I work for a local charity based in Whitton called Homelink and would be grateful if you could spend just a few moments reading this letter.

Who are Homelink?  We are a day respite centre staffed mainly by a nursing team and dedicated volunteers.  Every week 140 local people, two thirds of whom have dementia, come to Homelink for a day so that their carer has a regular much needed day off.  By giving a carer a break we are often described as a ‘lifeline’ and for the clients that come to Homelink, we give them a day out and a chance to be with other people and enjoy friendships and activities they can participate in which are suitable to their ability.   Our three minute film on our website [www.homelinkdaycare.co.uk](http://www.homelinkdaycare.co.uk) illustrates the care we provide.

Homelink turns 21 later this year and it is our hope that we can use this birthday opportunity as a platform to create some new local business partnerships to help us deliver even more support to the local community. For example, until now we have focussed primarily on providing care so that carers get a break; we are now planning to build on this by offering a more comprehensive programme of activities and advice for carers who often find it difficult to cope with navigating the complex systems in place.

As a charity we rely so much on goodwill of the local community. By supporting us, this would not only benefit Homelink but also your business and local profile too.

We are appealing for your support which can be given in many ways.  Overleaf are some ways you can help but if you have another suggestion, we would love to hear back from you.  I really hope you will consider becoming a new partner of Homelink.

Should you wish to come and see Homelink in action or need any other information, please do not hesitate to get in touch.

One in three people born today will develop dementia.  Any support or help you can offer helps secure our service in the future.  Thank you for your consideration.

Yours faithfully

Jen Clarke

Joint Lead/Business Manager

**Homelink 21st Birthday Opportunities:**

We are holding a fundraising gala dinner at Fulwell Golf Course on 10 November and have the following 21st birthday opportunities:

* We are seeking an overall event sponsor for the dinner at a cost of £1000 which would include two tickets to the dinner, a full back page advert in the programme, a pop-up stand at the event and a link/logo on our website for 12 months
* We wish to secure a sponsor for the arrival drinks reception at a cost of £500.  In return your logo would be in the programme as well as a full page advert and we would display your pop-up stand at the event and also a link/logo on our website for 12 months
* Promote your business by taking an advert in the dinner programme?  Full page £100, half page £50 or quarter page adverts £25.
* Promote your business by donating a prize for our 21st birthday grand auction
* Raise your business profile by donating a table gift, funding the table flowers or some other contribution which will enhance the event and help increase fundraising

**Homelink General Partnership Opportunities**

* Would you be able to give a monthly or one-off donation to Homelink to help fund our work?  If yes please visit [www.homelinkdaycare.co.uk/donate](http://www.homelinkdaycare.co.uk/donate)
* Would your organisation/company be willing to donate a prize for a fundraising raffle?
* Would you be prepared to have a collection tin in your workplace….every penny really does count?
* Would any of your staff be able to volunteer for a day here at Homelink, perhaps as part of your organisation’s Corporate Social Responsibility (CSR) policy?

In return we would:-

* Put your logo and link on our website for 12 months
* Give you a sticker for your shop/office window ‘Homelink Supporters 2018/19’
* Promote your involvement on a quarterly basis in our newsletter

**Please do get in touch with Jen Clarke on 020 8255 1992 or** [**jen.clarke@homelinkdaycare.co.uk**](mailto:jen.clarke@homelinkdaycare.co.uk) **to discuss any ways in which we can become partners.  Other exciting opportunities are planned over the next few months and we would be pleased to promote your business in return for your support.**