



Helping As A Business

Registered Charity Number 17509696



Who Are We?

I am Milly's mum and founder of Milly's Smiles.

When Milly was diagnosed with Acute Myeloid Leukaemia in November 2014, I became part of a world that I knew existed, but I was totally unaware of how many families were affected by Childhood Cancer.

I knew that I wanted to give something back to help other families in a situation that we had experienced, and I know that Milly would also have been very keen to help others. Milly was a real people person who genuinely cared, and if she could make them smile, and feel better about their day, she would.

I started the charity to continue Milly's memory, to make a significant difference to children and their families when initially admitted to hospital with a new cancer diagnosis.

- Lorraine Wilson, Charity Founder

What Do We Do?

We provide a Milly Bag to every family whose child has been admitted to Manchester, Alder Hey, Leeds and The Royal London children's hospitals with a new cancer diagnosis.

We help them through their first few weeks of their unexpected hospital stay, when families are bewildered and facing a long spell in hospital with their child.

Currently Supplying To:

Royal Manchester
Children's Hospital



Leeds
Children's Hospital



Alder Hey
Children's Hospital



Royal London
Hospital



Inside a Milly Bag



Rainbow Blanket

A rainbow blanket which is soft and fleecy to bring comfort to the child and brighten the clinical nature of the ward.



Water Bottle

A clear water bottle to encourage children to drink more water, and to also help nurses monitor their water intake.



Thermal Cup

A thermal cup (with lid) so parents can have a hot drink at their child's bedside as normal cups are not allowed.



Heat Pack

A microwavable heat pack infused with lavender to help ease the aches and pains that treatment can cause.



Waterproof Bag

A drawstring waterproof bag with full-size towel for parents, as there are no adult sized towels on a children's ward.



Beanie Hat

A Milly beanie hat - during very early stages of treatment a common side effect is really rapid hair loss, which parents have no time to prepare for.



Notepad & Pen

We provide a notepad and pen, as there is so much information to take in, and parents also have new questions to ask doctors every single day. We also provide an information leaflet with our contact details for parents to reach out for support - and they often do.

Neck Pillow

A neck pillow for parents who often have to catch up on sleep in a chair by their child's bed, and they brighten the ward too!



Knitted Elephant

A knitted elephant with a Milly pin badge for children to cuddle, and simply because an elephant never forgets. Every elephant is unique and created by hand by our army of Milly's Smiles knitters.



Wash Bag & Toiletries

Our wash bag contains all the toiletries any parent would need for the first few weeks of their hospital stay.

Sweets

Because everyone loves a sweet treat!



My Daughter

I feel honoured and blessed to be Milly's mum, I had 11 and a half years with her. It wasn't and never will be enough. She is forever loved and endlessly missed.

When you look into the faces of parents that just received a cancer diagnosis for their child, it's impossible to know their pain.

There's the worry and uncertainty of the extent of their child's cancer, how well it will respond to treatment or if it will respond at all. They would have just arrived at their regional children's cancer hospital, after being blue lighted there from what they prayed was a routine local medical appointment.

I faced this tragic reality in 2014 when I took my 11-year-old daughter, Milly, for a routine check-up at our local hospital, to be immediately rushed in an emergency ambulance to Manchester Children's Hospital. I'm a nurse, so the hospital environment was very familiar to me, however I was totally unprepared for those first 3 or 4 weeks – I felt like I was in a daze. There is so much information to take in, infection control is paramount, very poorly children are all around you and families are trying their very best to cope in their darkest times.

When Milly was sleeping, and with my nurse's head on, I could concentrate on nothing other than how things could be made easier for the families and children on the ward. What immediately struck me was how clinical everything was, and in hospital terms – that means stark white. There were also some real practical items, that didn't need to cost the earth, that I just knew would make a massive difference, and also show those families that somebody understood, and cared.

I knew that providing those items would be out of reach of mainstream NHS provision. So, I started to make a list and that's how our charity, Milly's Smiles was born.

Since then, we've provided hundreds of thousands of pounds worth of Milly Bags to families across the North West, and we're proud to serve every children's cancer hospital in the region.

Lorraine Wilson - Milly's Mum



Helping As A Business

You're reading this page because you already care. Now it's just a question of finding the right way for your business to help us.

Forward-thinking businesses are conscious of their social, moral and ethical responsibilities. And those are exactly the kind of companies we want to partner with, which is why we have a special team which does nothing but work with businesses.

We're here to add value to your organisation while creating benefits for ours. So if you're interested in finding out more, we'll listen carefully and help work out what might work best. And we promise not to become tiresome.

Yours could be the business that enables us to support even more families with children that receive a new cancer diagnosis.

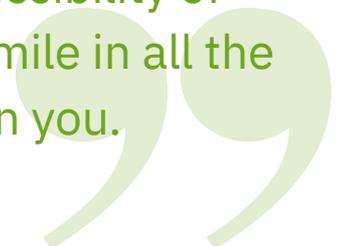
What's in it for your business?

We're not into one-way relationships. Partnering with us really isn't about annual photo opportunities with cheques (although we do like cheques). When we say partnership, we mean partnership, because we know you want to get something out of it, too. For example, we can:

- help you to improve your corporate social responsibility (CSR) credentials
- generate positive publicity for your business
- network you with other local businesses
- help you with team-building
- provide your people with personal & professional development opportunities.



God puts rainbows in the clouds so that each of us – in the dreariest and most dreaded moments – can see a possibility of hope. If you turn a rainbow upside down, it's like a smile in all the colours of the spectrum, so the Universe is smiling on you.



Improving your CSR

CSR is all about doing something good, purely for its own sake. But at the same time, you can create a wide range of benefits for your business.

If we must have jargon, then corporate social responsibility (CSR) involves businesses taking responsibility for social wellbeing and for their impact on the environment. In ordinary language, it's very simply about choosing to do the right things for the right reasons. Which is a bit of a no-brainer, really.

And if businesses are also seen to be doing the right thing... well, why not? CSR doesn't have to be secret, any more than it needs to be complicated, painful or time-consuming. It's about finding the right thing to do, and the right way to do it, and then loving it. That's where we come in.

- If you already have a CSR programme, can we talk to you about how we could slot right in?
- If you don't already have one, would you like us to help you design one?
- Creating a smart, sustainable and enjoyable CSR programme
- Raising your profile and credibility
- Boosting your social media impact
- Getting your people on board and excited
- Letting your suppliers, customers and investors know – and even joining in
- Becoming a destination employer.

We can work with you to design a CSR programme which suits both you and us. A programme which feels just right for you, and which helps to make you an even better place to work and do business with. It would mean:

Team-building activities & events

Yes, we can organise those for you. And we bet we can do a great job while still saving you money. (And about those savings...)

Volunteering scheme

Part of your CSR programme could involve releasing your people to spend regular time volunteering for Milly's Smiles. We'll help you create a plan which uses your people's skills appropriately while also gently encouraging them into personal and professional growth. There are loads of places they could get stuck in: in our gardens, at events, helping in our office or shops, and more.

Nominated charity status

- Lots of companies opt to have a nominated charity – either for the long term, or adopting a new charity every year. So if you choose to partner with us, we'll help you to put together an appropriate plan for how the relationship would work.



Fundraising ideas

We're so grateful for the support we get from the business community. That's why we try to make it as easy as possible for you.

We know you want to help, and we know you're busy. So it's our job to make it easy and efficient.

Whatever the size of your business, however ambitious or simple your plans to support us, we'll work with you to make sure it's a great experience for everyone. You can ask us for our ideas and help, or you can come to us with something exciting and new. And we'll always do our very best to ensure that your business benefits in as many ways as possible.

Sponsorship opportunities

There are loads of ways to get your brand more widely seen, and to link your name with such a fantastic cause. For example, depending on your budget and objectives, you could...

- sponsor our Unit/Warehouse
- sponsor our Summer Fayre
- sponsor the Milly's Smiles Annual Walk
- Milly's Smiles Charity Ball - sponsor the whole event or a table

Events big & small

Events are a brilliant way for teams to work together to raise money while reaching out to the wider community. You might run a bake sale or Afternoon Tea, or host a golf day or a charity ball. We'll be standing by to offer the benefit of our experience. If your event is public, we'll also splash it across our social media and networks; if it's internal, we'd be very happy to come and do presentation about our work.

Payroll giving – costs you less, we get more!

Your employees can choose to make regular donations to us directly from their salaries. It's a simple way to help spread a little magic throughout the year. And it's tax-free – we get the tax, instead of the government: if a standard-rate taxpayer pledges £5.00 from their gross monthly salary, it will only cost them £4.00 but we'll get the full £5.00.

Charity of the year

When companies choose us as their charity of the year, it can do wonders for motivation and teamwork. And it's a great way to show your commitment to your local community.

We'll work hard to ensure you get best possible publicity from the relationship, reaching the audiences you're interested in. And there are volunteering opportunities with us, too, if you want them.

Match-funding

Many businesses have a match-funding programme. This means that for each £ raised by an employee, the company will top it up by a certain amount (usually £ for £). It's a low-hassle way for employers to support us while also recognising their team members' efforts.

Plus, if the employee is a UK taxpayer, we'll get the Gift Aid, too, so it's very much appreciated by us!

Corporate Charity Challenge

Does your team have what it takes to turn £50 into £1000s – in just 3 months?

Here's a corporate challenge to really get your teeth into!

A competition between 15 local businesses and organisations to raise the most money in just three months, starting with a seed fund of just £50 each.

Great for team-building and personal development, it's also a huge tick in the CSR box and a brilliant PR opportunity.

How it works

We give you £50 and you have just three months to turn that into as much money for Milly's Smiles as you can. Do that in whatever way you choose (as long as it's legal!) – the more creative, the better!

With prizes for the team who raises the most, we expect this to be a hotly fought competition – so you'll need to bring your A-game! Has your team got the initiative, determination, imagination and resourcefulness to win?

What's in it for you?

Our corporate charity challenge is a great opportunity to focus your fundraising efforts in a way that motivates, inspires and challenges your team. It's good for team-building, developing initiative, collaboration, competitiveness and creativity.

It's also a really positive, fun and different way to demonstrate your commitment to corporate social responsibility, makes for a fantastic PR story and can help employee and customer engagement.

What kind of things can you do?

Anything, as long as it's legal! The point is to invest the £50 to deliver the biggest return possible. And then keep reinvesting your profits to make even more.

So it's up to you, but here are some ideas you can almost certainly improve on:

- buy ingredients and hold a series of lunches or bake sales
- put on a gig, comedy event or talent show; use the money to hire a venue and promote it, and sell tickets
- buy saleable items at car-boot sales and charity shops and sell them for a profit
- hold a happy hour after work – get the ingredients and make up delicious cocktails.

Charity of the Year

If you're the kind of big-hearted, forward-planning company which chooses a charity of the year (or even if you've never yet done it), may we suggest ourselves?

Lots of businesses do lots of things for charities. But some decide to really make a thing of it, get focused, and choose a 'charity of the year'.

We'd really love to be your charity of the year. We promise to support you as much as possible, and to create as many business benefits for you as we can!

The benefits of appointing a charity of the year

There are lots of advantages for you:

- It helps to get the whole organisation pulling together towards the same objectives
- Your support becomes more corporate and strategic, rather than personal and piecemeal
- It's easier to measure and manage your activities in order to support your CSR objectives
- When your employees choose the charity, that's great for engagement
- Research shows that employees prefer to work for organisations which care – so that's good news for recruitment and retention.

What it means to be our Charity of the Year

We'll build a close relationship with your business: you'll be invited to come and see the Milly's Smiles HQ for yourself, get to know our founder, and participate in major events.

We'll support you throughout the year with as much publicity as we can pump out: press releases, our own social media, sharing your social media, case studies, getting your name splashed about, and anything else we can think of!

What will you have to do?

That's up to you, really, but we'll talk it all through with you, generate ideas which best fit your business, and then help you get everything in place and running smoothly.

We can help you with a strategy which maximises employee engagement, team-building and CSR.



Create Your Lasting Legacy

Make charitable support a key part of your business strategy

Mutually Beneficial

“Increasingly, businesses are seeing the benefits of working with Milly’s Smiles for multiple years, embedding the charity into their culture, which creates a mutually beneficial partnership and a lasting legacy.”



Lorraine Wilson – Charity Founder and Milly’s Mum

How do you raise funds?

Milly’s Mum (Lorraine) runs the charity with the help of some amazing trustees and volunteers.

As well as our own efforts, we’re fortunate that people decide to hold some brilliant fundraising events on our behalf, such as Afternoon Teas, Charity Balls, Run Events, Sponsored Walks, Family Fun Days, Cake Sales, Tombolas, Raffles and Car Boot Sales.

Schools, local groups and employers have also supported us through various partnerships.

What payment methods do you accept?

We prefer [Just Giving](#), [PayPal](#) or Bank Transfer.

If you are donating via Bank Transfer our details are: –

Account Name: Milly’s Smiles

Account Number: 17509696

Sort Code: 01-00-04

Action List

Please use our notepad to record your initial thoughts & ideas.





Next Steps

By pooling our motivation, ideas and energy, we could achieve great things together.

To explore this further, without obligation, please contact our team: -

email: hello@millyssmiles.org

tel: 07555 541987

Registered Charity Number 17509696

millyssmiles.org