

2010

16 FEBRUARY



aabw
ayrshire association of business women

“TAKE A HIKE”

ANNE DRENNAN—AYRSHIRE HOSPICE

As the budgets tighten on public money, charities are having to rely more on fundraising to bring in the much needed revenue for their particular cause. The Ayrshire Hospice is no different—as the cost of providing care rises each year (approx £5.1m, of which they receive £1.8m from Ayrshire & Arran Health Board) the fundraising department is under constant pressure to look for bigger and better ways to bring in the £3.3m shortfall from voluntary sources.

But they have risen to the challenge and, with the help of volunteers and supporters, a programme of sponsorship opportunities has attracted thousands of participants to bring in the revenue, ensuring that the much needed support and care to patients and families faced with serious illness will continue.

From the sale of Christmas cards to the annual Fireworks display, a pro-am golf match to a sponsored dog walk, the ideas for fundraising are endless. One of the latest additions to the portfolio of events in 2009 was the Land O’Burns Midnight Walk which saw people from all ages and all levels of fitness trekking 13 miles around a well planned route in Ayr (yes some participants did see the sun rising in the morning). A trek to the Great Wall of China was also on the calendar for 2009. In March, 2010 a group will head to Mount Kilimanjaro which is a challenging 10 day trip through tropical rainforests to the snow capped mountains—not for the faint hearted! These events not only raise much needed funds, they are very often a personal challenge to the individuals themselves.

Anne Drennan, Fundraising Manager of Ayrshire Hospice has kindly agreed to come along and tell us more about the work involved in getting these events off the ground and the challenges that very often need to be tackled. She will also present a slide show of the trip to the Great Wall of China and give an update on this year’s Kilimanjaro trip.

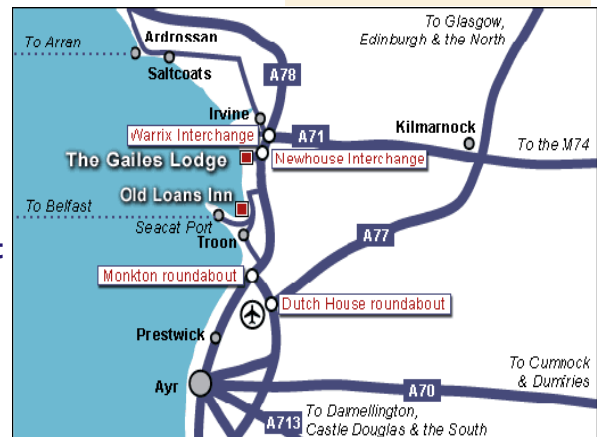
The evening will commence at 6.30pm followed by a 2 course meal served just after 7pm. The networking event will follow the meal. Cost is £20 for members and £25 for non-member.

Payment can be made prior to the event by booking online or on the evening. Please make cheques payable to AABW

We need to pay for any meals that are ordered but not taken. Please note that if you cancel after close of business on Monday, 15th February 2010 or do not attend an event you have booked, the AABW will pass on this charge to you.

FOR FURTHER INFO CALL

AABW ADMIN ON 07885177760 AND LEAVE A MESSAGE



SIMPLY BOOK ONLINE AT

WWW.AABW.ORG.UK