Showcase 2014
Submission Entry Form

Hamilton Park Racecourse

Corporate Social Responsibility

Funding a Local Marie Curie Nurse for a Year

@RCAShowcase
Objectives

• Following the sudden passing of a key supporter of Hamilton Park and Marie Curie, our chief executive Vivien Kyles was asked to join the Fundraising Board of the Charity. Given the personal connection that so many of us have with caner, the team at Hamilton Park were keen to get involved in such a worthwhile project.
• We were keen to educate our racegoers and local community as well as the whole racecourse team about the invaluable work of Marie Curie, particularly at a local level with the Glasgow Hospice.
• Engage with the whole racecourse team with a real focus on teamwork. There is a permanent team of 19 at Hamilton Park.
• Do something more than ‘just another bucket collection’.
• Fund something ‘real’ that people can relate too, setting a tough but achievable target.
• Work closely with the charity to achieve something meaningful.

• All of this led to our mission – Funding a local Marie Curie nurse for a year. The cost of which is £19,000….equivalent to £1,000 per member per team.
Delivery

- The racecourse team formed a fundraising committee to plan and execute a series of activities at all levels to help us reach our goal.
- We engaged with the charity with everybody contributing ideas, of which the following have taken place;
- Team Track Walk – the team did a sponsored walk of all 5 Scottish tracks in one day, requesting sponsorship for the challenge. A unique challenge and importantly linked to the racing industry.
- Charity Raffles at eight of our key racedays.
- Fashion Dash – High profile sale of new and used clothes and accessories. Unsold items were then sold on Ebay with the remainder sold through Cash 4 Clothes.
- Buckets collections and bar collection cans throughout the season at all events.
- Five members of the team will do a sky dive in November.
- An optional donation was given to all online raceday ticket booking.
- The team held a silent auction of unwanted Christmas gifts.
- Home Baking Sale - £1 per slice to charity – staff at all levels contributed.
- Vivien took part in a street collection – please see page 1 for proof!
- We have a Christmas Charity Ball organised for November.
- We offered the complimentary use of one of our hospitality boxes on ten occasions for Hospice patients and their carers to enjoy a day’s racing.
- Voluntary donations for our free face painting on family days.
- Cupcake making stall with proceeds to the charity.
- We held a sweep stake for the Grand National with proceeds going to the charity.
- We placed regular updates in the local press, our racecards and on social media to maintain our engagement with the public.
- Social media updates throughout the various activities, particularly during the track walk.
- All staff targeted business and personal contacts for support.
- Regular interviews and updates from the Charity on our progress and their work to engage our racegoers.
- The last day of the season was dedicated to the charity, with races named after the charity and hospice, racecard adverts, interviews, charity auction and raffle.
Results

• The team have completed or scheduled more than a dozen separate fundraising activities across the course of the year.
• All 19 of the racecourse team have taken part, with further support from Scottish Racing and our PR agency.
• We have received nearly 250 donations, plus many more through can collections and raffle ticket sales.
• Vivien has been nominated for the Association of Scottish Business Women Charity Partnership award.
• To date, **18 pieces of traditional media coverage** have been generated regarding Hamilton Park Racecourse and its bid to support Marie Curie Cancer Care this season, with coverage appearing across a variety of print, online and trade titles.
• In total, **691,130 people had the opportunity to read** about Hamilton Park Racecourse and the support that the team at has been giving Marie Curie Cancer Care so far in 2014.
• We have also engaged regularly via social media with our 8,400 Facebook followers and 6,000 Twitter followers.
• Additional benefit of educating the team by visiting the other racecourses in Scotland and having the opportunity to walk the course at each.
• On Tuesday 23rd September we reached our target of £19,000 – three months ahead of schedule and with a number of fundraising activities still to happen.
• We are now trying to reach £25,000 by the end of 2014.
• Donations can still be made on our dedicated Just Giving page – www.justgiving.com/hamiltonparkracourse