



**Livewell**  
FOUNDATION



THE LIVEWELL FOUNDATION IS A REGISTERED CHARITY, NO. 1172401  
ADDRESS: LOCAL CARE CENTRE, 200 MOUNT GOULD ROAD, PLYMOUTH,  
PL4 7PY

# About the Livewell Foundation

The Livewell Foundation is a registered charity which was set up in December 2016 by Livewell Southwest CIC. Livewell Southwest CIC is the independent social enterprise providing integrated health and social care services for people across Plymouth, South Hams and West Devon.

The Livewell Foundation was set up to administer the charitable funds to support the services run by Livewell Southwest CIC (Community Interest Company) and to enable the CIC to fulfil its community interest, to distribute funds to fantastic causes and initiatives on behalf of its donors.

The Foundation currently supports projects and proposals that will have a transformational effect on communities living in Plymouth and South West Devon. It provides funding for projects that will have a positive and enduring impact on people, whether that's by reducing social isolation, improving health and wellbeing, or preventing ill-health.

The Livewell Foundation funds are also used to support services and to fund equipment, staff training and staff and patients' amenities which are over and above those that would be funded by the NHS.

We simply could not do this without the support from our local community, so we are incredibly grateful to all our supporters who take the time to volunteer and raise funds in aid of the Foundation. With your help, we can change lives.



Figure 1: The Livewell Foundation trustees receiving a cheque from Livewell Southwest employees



# Case studies

## **Tavistock League of Friends**

The Livewell Foundation supported the Tavistock League of Friends with a significant donation of £10,000. The League of Friends provide equipment, facilities and services not provided for by the NHS. This particular donation was invested in the hospital to improve the environment for patients.



*Figure 2: Donation being received outside Tavistock Hospital*

## **Mount Gould enhancement projects**

Over the course of 2019, thanks to a large legacy left to the Foundation and funds raised by the local community, the Foundation was able to invest in a number of projects linked to the Mount Gould site. This investment is set to benefit a minimum of 73,000 patient beneficiaries over the next few years.

Projects include:

### **Cotehele unit**

The Cotehele Unit offers inpatient care for people, mainly over the age of 65, who have functional mental health issues and are experiencing the worst phase of their illness. Examples of functional mental health issues could include depression, schizophrenia, mood disorders or anxiety. The investment includes a new and expanded garden for patients to enjoy on Cotehele Ward, new therapeutic chairs for patients and a ping pong table for patients to enjoy in the therapy space.

### **Greenfields unit**

Greenfields is a nine-bed recovery unit offering round-the-clock nursing care and personalised treatment to women with severe and long-standing mental health problems. Some may have spent time in a more secure unit before coming to Livewell or may be referred to the safe and supportive environment offered by Greenfields because they are finding it hard to function at home. Greenfields unit has been working with Hospital Rooms, an arts and mental health charity in partnership with Sea Salt, the Cornish clothing brand known for its beautiful natural fabrics, rich colour

palettes and hand-crafted prints. The purpose of this project is to produce a beautiful non-clinical environment for patients. The Foundation has supported this project by investing in new furniture which complements the Hospital Rooms project.

### **Edgcumbe Unit**

The Edgcumbe Unit offers a homely, safe and secure environment for people at the most vulnerable stages of dementia or cognitive impairment. It is on the Mount Gould Hospital site in Plymouth. The Foundation has enabled investment in a new Tovertafel table, also known as a “magic table”. This magic table projects interactive games onto the surrounding environment, helping to stimulate both physical and cognitive activity and encouraging social interaction. In addition, the Tovertafel creates treasured moments with family members and carers.

### **Kingfisher Ward**

Kingfisher is a 30-bed ward in Mount Gould’s Local Care Centre for people who need assessment, treatment or rehabilitation, but who do not need to be in an acute hospital. The Livewell Foundation has donated a significant sum to Kingfisher in order to upgrade both the patient and nurses station environments in order to be more dementia friendly.

## **We need you**

Our staff, patients, families and volunteers are a vital part of our Foundation and it’s important to us that you feel a part of our cause. There are some amazing and creative things that you and your colleagues, friends and family can do to help raise funds.

### **Be Inspired**

Here are some ideas but there are so many more – check out Just Giving’s A-Z list of fundraising ideas <https://www.justgiving.com/fundraising/ideas/fundraising-a-to-z>

- Auction off skills
- Office or Ward Cake Sale
- Desk decorating
- It’s a knockout (Fabulous team building day)
- Name that tune Office sweepstake
- Dress down day or wear it blue day
- Easter Egg Hunt
- Coffee Morning or Afternoon Tea
- Golf Day
- Christmas Jumper Day
- Boss Bake Off
- Quiz Night
- Raffle
- Special gift to charity for a precious birthday or anniversary
- Themed Party
- Football Tournament
- Open Garden



## **Fancy a Challenge?**

### **Sky Dive**

Take a Leap for Livewell with a Sky Dive – contact us for Livewell Foundation dates booked with Dunkeswell Air Field in Honiton.



### **Join a Wing Walk**

Sign up to the ultimate challenge – a Wing Walk! Contact us for Livewell dates in the Southwest.



### **A virtual challenge**

Virtual challenges are becoming all the rage! Step into spring - set yourself a goal, e.g. 10,000 steps a day and raise funds for the Foundation. Engage your friends and colleagues along the way to sponsor you. Upload your evidence and we will send you a certificate upon completion.

## Join an existing event



Walk, Swim, Cycle or Run - why not sign up to Britain's Ocean City Marathon in May and run for the Foundation? Or another existing event? Contact us and we will send you a t-shirt, sponsor forms and a collection can.

Think about who you work with every day and how you can pull together with your fundraising. Agencies you may have a relationship with or external

business partnerships, for example the local council, in house or external retailers or suppliers.

## Got your own event in mind?



If you're planning to organise your own event yourself, then you need to consider a few things first, so here's a few pointers to get you started and you can contact us to guide you further.

1. Theme or activity – Choose your idea e.g. a dance or sports event
2. Planning time – Make sure you have enough time to prepare everything for the big day
3. Budget – work out how much you would like to raise and how much you will need to spend to achieve this.
4. Audience – Who would you like to come along and how many people? This will influence your venue choice.
5. Venue – Where will you hold your event, what venue? Indoors or out?

6. Permission – Request licences or permission from local council or landowners.
7. Collections – If you're planning on holding a collection you will need a licence to make it legal. Your local council / authority can arrange this for you, and you will need permission from companies of the premises you may wish to use e.g. shopping centres.
8. Raffles – For a raffle that is ongoing for more than 1 day, you will require a licence from your local council/ authority, you can contact your local council licensing office for advice on this.
9. Risk assessments – Identify any hazards that may be involved, how they can be reduced and complete an assessment on how you will monitor this on the day.
10. First aid – You must ensure you have adequate first aid cover at any event.
11. Food and alcohol – Please contact your local council for all food hygiene regulations to adhere to.
12. Publicity – how are you going to publicise your event? Send a press release to your local media; use social media to target your audience. Shout about it!

*giftaid it*

If gaining sponsorship, please encourage all your sponsors to agree to gift aid if they are a UK Income or Capital Gains taxpayer. The Livewell Foundation can then reclaim 25p of tax on every £1 that you and your sponsors have given. Remember: You and your sponsors must provide your full name, home address & postcode for the Livewell Foundation to claim tax back on your donation. **Top tip** – get your biggest sponsor to sponsor you first – watch others follow suit!

Whilst we are here to help you the best we can and appreciate your support, the Livewell Foundation cannot accept any liability for any fundraising activity or event that you undertake. Please ensure that you arrange any necessary insurances / licences, that it complies with Health and Safety Regulations and stays within the law.

For help or guidance with any of the above items please contact us at [thelivewellfoundation@gmail.com](mailto:thelivewellfoundation@gmail.com)

## Get support and share your news



Promote and share your exciting fundraising news as much as you can. You can do this on your social media, via email, text and / or WhatsApp.



Create a short film and share it with your family, friends and colleagues.

Contact any committees within Livewell or others in your local community.

Announce your news at your team meeting, unit or ward huddle.

Display posters at your place of work, community centre, shop, church or gym.

Let us know if you would like a copy of the Livewell Foundation logo. We can also provide you with copies of sponsor forms.



Don't forget to tell us about what you are doing, we would love to hear about it and help you share your news on our social media and website. Please tag us on all your social media activity.

We can provide you with collection tins, sponsor forms, fliers, t-shirts, running vests, posters, letters and our logo can all be provided.

## How to pay in your money



To make a donation by cheque or CAF voucher please send it to the address below, please remember to enclose your name, address and telephone number together with details of your event, so that we can thank you for your support. Remember to return your sponsor forms too if you used them.

For any BACS payments, please contact us for our bank details to enable a bank transfer.

Remember, don't send cash in the post.

You can also arrange for one of us to come along and collect the money in person with a cheque presentation and it would be great for you to meet the people that your funds have helped too so please contact us at for further information on a meet and greet opportunity.



# Contact details



The Livewell Foundation  
Local Care Centre  
200 Mount Gould Road  
Plymouth  
PL4 7PY

T: 01752 434949  
W: [www.livewellfoundation.org.uk](http://www.livewellfoundation.org.uk)

**A huge THANK YOU for your support, it could make a real difference to you and the people in your community.**



## Other ways you can get involved

- Become a Volunteer – be an ambassador
- One-off Donation
- Make a regular donation through your bank account
- Make a donation in memory of a loved one
- Leave a gift in your Will