



Information Pack

Do you live within the greater Bristol area and care about St Peter's Hospice? Would you be willing to use your spare time, your social or professional circles and networks to raise awareness of the work of the Hospice, our retail shops and fundraising opportunities in your local area? Read on to learn about our Ambassador Programme and how you can make a difference.

Contents:

1. A brief history
2. How the St Peter's Hospice Ambassador programme works
3. The role of an Ambassador
4. Expectations
5. How to apply
6. Contact information

1. A Brief History

St Peter's Hospice has been serving the Bristol area for more than 40 years, providing care in people's homes, in our Inpatient Unit and Day Hospice services, over the phone on our 24 hour advice line and through education. We cover an area with a population of 1 million people, from Thornbury to Chew Magna, Keynsham to Portishead and Clevedon areas.

Here's a brief timeline of how the Hospice has developed over the last four decades:

1977 - Led by Dr Herbert & Mrs Joan Bourns, along with friends and colleagues, a local group got together to discuss the need for a hospice in Bristol

1978 - First community nurse appointed

1980 - Inpatient beds opened in Knowle

1981 - First charity retail shop opened on Wells Road, Knowle

1992 - 600 patients per year cared for

1998 - New purpose-built site at Brentry opened

2013 - 35th Anniversary celebrated

2014 - Garden Rooms opened at Brentry thanks to a grant from Department of Health

2018 – Celebrated our 40th anniversary & completed the rebuild of our Inpatient Unit, creating a 21st Century Hospice for Bristol

2019 – Supported more than 2,500 patients and up to 6,000 family members annually

2020 – Responded to the COVID-19 pandemic to continue caring for patients and families across the Bristol area. 2,960 patients were referred to our services, 4,348 people called our advice line, 2,440 bereavement sessions were delivered, 232 patients admitted to our Inpatient Unit and 14,022 Hospice at Home care hours were provided.

2021 – The St Peter's Hospice Ambassador Programme launches to help raise awareness of the Hospice in every neighbourhood that makes up the greater Bristol area; giving local people an opportunity to help an important local charity they care about.

In all that we do, we aim to keep our values at the forefront:

Excellence

to strive to be the best we can, listen, learn and innovate

Compassion

to show understanding and care in everything that we do

Respect

to value everyone and embrace the value of our differences

Passion

to be proud of our work and the impact we have

Collaboration

to work as one team, built on shared goals and effective relationships

2. How the St Peter's Hospice Ambassador Programme Works

We are aware that there are many supporters of St Peter's Hospice who have the interest, skills and networks to help engage new support from our community at a more personal level. We want our supporters to feel equipped to do this effectively, with the most up to date information. Becoming an Ambassador means actively seeking to use your influence to garner new support for St Peter's Hospice. You can do this flexibly, in your own time, according to your own schedule, in as little as an hour or two a month.

We have decided to launch our Ambassador programme to enable individuals to use their skills and networks to help keep their local neighbourhoods informed of the latest updates from St Peter's Hospice, which allow us to bring awareness of our work to a wider audience than we would otherwise be able to reach.

We've listed below the Four Aims of an Ambassador. You don't need to feel that you can do all of these, all of the time, but you will be interested in learning how you can integrate these aims into your current social and professional networks in ways that make sense according to your personal skills and interests.

The Four Aims of an Ambassador

- **Representing**
Being happy to represent St Peter's Hospice in your community, upholding our values and using the messaging we provide you to help us to have a voice in your local area. Being available on an ad-hoc basis to attend an event or cheque presentation on behalf of the Hospice (this is only for those interested in doing this type of volunteering...we know it's not for everyone!).
- **Communicating**
Sharing details of current campaigns, fundraising events and general key messages, as appropriate, to your social and professional networks. This may include ensuring relevant updates are included in your church's bulletin, your club's newsletter or emailing your team at work about an upcoming challenge event they may be interested in.
- **Influencing**
Posting on social media platforms a minimum of once a month about St Peter's Hospice to help spread the word about current campaigns, fundraising events and general key messages provided through the monthly updates we send. Thinking creatively about how to use your influence on social media to promote the work of St Peter's Hospice. Actively following St Peter's Hospice on whatever platforms you use, liking and sharing content as appropriate to increase our digital engagement.
- **Observing**
Be our eyes and ears! Keeping tabs on upcoming events and opportunities in your local area, and share any relevant updates with us so we don't miss out on opportunities to be represented in the community.

Ambassadors are hand-picked to ensure we are reaching new networks in a coordinated way. Anyone interested in becoming an Ambassador is asked to read this pack, complete and submit the application and have an initial conversation with the Coordinator of the St Peter's Hospice Ambassador Programme. This programme sits within our Fundraising & Marketing Team, so you can be sure to always be provided the most current messaging on events, campaigns and more.

During our initial conversation, we will discuss what ways you feel you can help spread the word about St Peter's Hospice in your local area and agree a plan of action for how you would like to be involved going forward. You will then be asked to attend our Hospice Tea & Tour Induction so that you can not only get a better understanding of our work and how you can help, but you will also gain the tools needed to talk confidently about your Hospice to your network and know where to access further information. If you currently work or volunteer at the Hospice, you may feel it unnecessary to attend the tea & tour induction in person, which we understand. We can provide you with the induction presentation to review at home and to discuss with the programme Coordinator.

Through this process you will become an official Ambassador volunteer for St Peter's Hospice, and we'll keep you updated on what's happening with monthly emails, opportunities to meet up with other ambassadors at quarterly socials and we'll notify you when we have ad-hoc support needs in your local area.

There is no time limit on being an Ambassador, but we will review each ambassador's involvement annually to ensure you are getting what you need/want from the programme and that expectations are being met.

3. The Role of an Ambassador

The Ambassador role is a voluntary one. Once you've attended an induction in person or virtually, you will have developed a monthly checklist of small tasks to carry out based on the 'Aims of an Ambassador'. This could take a variety of forms, according to your personal circumstances, interests and time you're able to contribute.

First and foremost, you'll **keep your eyes peeled for opportunities**. For example, it might be introducing St Peter's Hospice to a company so we can become their 'Charity of the Year'. Or someone you know might be able to offer us pro bono work or products to support our projects – or auction prizes for an upcoming event.

All ambassadors will have some outlet for distributing updates from the Hospice to their network. This might be a monthly post in your local community's Facebook Group, or including information on a relevant Hospice event or campaign in your church's monthly newsletter. If you enjoy organising events, you may wish to organise a coffee morning at your local library, community centre or café to raise awareness or funds for the Hospice, or you may email your sports club members about a relevant event coming up they may want to participate in. You might post about a current campaign or fundraising event on the Nextdoor app, so your neighbours are aware of exciting, fun ways they can support their Hospice. Enjoy communicating in 280 characters? Liking and sharing our Tweets and Tweeting about your recent visit to your local St Peter's Hospice charity shop are also great ways to represent the Hospice to your personal network of local people. If you use Instagram, don't forget to post an image of you in the jumper, hat or dress you bought!

We need Hospice representatives across our Greater Bristol Community. At certain times of the year, things get busy for the Hospice Fundraising Team, and it can be difficult for our fundraisers to attend every event and fundraiser they are invited to attend, so you may be asked to attend a cheque presentation on our behalf or accompany us to an event in your local area on an ad-hoc basis. These are just a couple examples of ways you might be invited to help as an ambassador, and we will work with you, so that you are carrying out your Ambassador role in a way that is comfortable for you. Essentially, the role depends on how you want to become involved and what opportunities you can create and choose to support.

4. Expectations

We want to support you as you develop in your role as an Ambassador. We will send out monthly updates on our campaigns, services, events and details on the work of St Peter's Hospice across our community. Where possible, we'll even provide you with statistics and information local to you.

We'll maintain peer-to-peer networks so that you can share ideas with other Ambassadors for the best ways to communicate about the work of St Peter's Hospice in your local community.

As a way of showing our appreciation, we'll provide social opportunities to meet up with other Hospice Ambassadors, Volunteers and Staff, exclusive invitations to special events and waived registration fees for selected Hospice events annually.

What you can expect from us:

1. An induction, followed by annual refresher events and monthly 'Key Messages' emails so you stay an expert on all things St Peter's Hospice!
2. Regular contact with the Fundraising Team...we're always available to discuss ideas, ask questions, offer advice and support.
3. Invitations to network with other Ambassadors in order to share ideas and best practice through forums such as Facebook groups and quarterly socials.
4. Physical resources, such as a branded St Peter's Hospice t-shirt, badge/lanyard and other branded items when useful. Digital resources will also be provided for social posting, such as images, GIFs and more.
5. To be appreciated and valued as a Hospice Volunteer, we'll provide perks such as invitations and access to exclusive events and waived registration fees to popular annual Hospice events.

St Peter's Hospice's Expectations of Ambassadors:

Our expectations of you will be dependent upon how you wish to engage with your networks and social platforms and these will be discussed during your initial conversation with the Ambassador Coordinator.

However, all Hospice Ambassadors are expected to:

1. Attend an Induction in person or virtually, and annual updates/training opportunities once a year
2. Raise awareness, share Hospice updates or information of events at least once monthly on one or more social media platforms or in local/group/club publications
3. Keep up to date with local events, markets, etc. and report back to the Ambassador Coordinator to keep us apprised of what's happening in your local area that we might benefit from knowing about.
4. Stay in touch with the St Peter's Hospice Fundraising Team, your Ambassador Coordinator will email you monthly and we love to hear how you are doing, what's happening in your local area and anything else you want to tell us about.
5. Uphold the Hospice's values at all times, especially when representing us in your local community (see section 1 above for our values). We ask you abide by the volunteer code of conduct and adhere to our data protection and confidentiality policies where relevant (these will be provided through your induction).

5. How to Apply

Complete the application form on our website at stpetershospice.org/ambassador

You will then be invited to arrange an informal Zoom or in-person chat with the Ambassador Coordinator to talk through the role and answer any questions you may have.

Following our chat, if you want to become an Ambassador, you will be invited to attend our next Hospice Tea & Tour Induction event or if it's deemed unnecessary to attend

the tour, the induction pack will be sent to you to review at home. These are usually run three times a year and are a pre-requisite to becoming an Ambassador. You will be expected to attend this induction event (or review it at home) before you step into your role as Ambassador for the Hospice because we want to empower you to confidently speak about our work, so we need to make sure you are equipped with everything you need. We also need to ensure that our reputation is being upheld and our induction will create the opportunity for you to learn about our values and ethos in action. Then, you'll be ready to join the team!

6. Contact Information

We're really excited about this new programme and hope you will join us as an Ambassador to help deepen our Bristol community's awareness and support for their local Hospice. We look forward to hearing from you.

If you have any questions in the meantime, please don't hesitate to get in touch: community@stpetershospice.org or telephone 01275 391400.

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