

ST COLUMBA'S HOSPICE

USES EVERYDAYHERO TO STREAMLINE EVENTS



ABOUT ST COLUMBA'S HOSPICE

St Columba's Hospice pioneered the modern hospice concept in Scotland in 1977. It is an independent charity at the heart of the local community, providing excellent palliative care and support to patients and their families free of charge.

Following a successful £26 million Rebuild Campaign, St Columba's Hospice now has a brand new building at its original location in Edinburgh.

The Hospice has a 30 bed inpatient unit and also sees patients as outpatients, in their day services, and in the community as well.

After many years of fundraising, St Columba's Hospice first opened its doors in 1977 with 15 in-patient beds and three months' running costs. Over the years, it has grown and evolved into an exemplary provider of specialist palliative care for thousands of people with life-limiting illnesses in Edinburgh and the Lothians, while also providing support to their relatives and loved ones.

It costs £8 million to run the hospice each year, 70% of which needs to be raised from fundraising efforts. Alex Sharp, the Challenge Events Manager, describes the importance of the fundraising events they organise. "We run three outdoor challenge events and three indoor events each year. Our events play a big role in meeting the fundraising needs of the hospice. They also serve as a great platform for us to reach out to our community to let them know who we are and what we do!"

As the organisation grew, the team felt that it was time to move to a new fundraising platform. "Our previous platform didn't meet our needs anymore. It was also becoming a time consuming system to work with, detracting from our ability to push our events to increase sign-ups."

Alex came across **everydayhero** and was immediately impressed with the modern, easy-to-use and customisable platform. "The system looks great and is super easy to work with. We can customise all aspects of our presence on **everydayhero** meaning everything feels seamless and fits well with our brand."

After comparing **everydayhero** with the previous platforms the Hospice has used, Alex commented, "The platform is much better looking than Justgiving and Virgin Money and far easier to use than Artez. I'm surprised more people haven't adopted **everydayhero** for their events and fundraising."



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Challenge Events Manager,
St Columba's Hospice

Since using **everydayhero**, the team at St Columba's Hospice have noticed significant improvements to the way they organise events. "**everydayhero** takes away the hassle of gathering registrations. It has helped us streamline the registration process for participants, made it much easier for event participants to gather sponsorship and helps us keep a well maintained brand through the participant journey. The system also lets us pull off the information we need, whenever we need it, whether it be participant details or donation information. Our events have just gone live and we are already ahead of previous years' sign-ups so it looks like we're off to a good start!" Alex explained how the simplicity of the system has freed up time for his team to focus on other aspects of their events. "Having to spend less time with the admin of registrations and fundraising means we can spend more time going out and actually getting the registrations we need!"

Alex and his team at the Hospice have been particularly impressed with the level of customisation that **everydayhero** offers their brand. "We can tailor the different aspects of the system to fit our needs perfectly to make sure we are gathering the right information and presenting ourselves in a slick and professional manner. It's great having a system we can build around our existing brand to create a unified presentation for our supporters."

The level of support that the **everydayhero** team provides for its customers has also been praised by the team St Columba's Hospice. "Our account manager has been great every step of the way and our designer has been superb (and very patient!). They have helped explain the features of the whole platform from every angle we need, whether that be for designing our pages, setting up campaigns or making tweaks once things have gone live. Their communication is great and I have yet to find myself waiting for a response to a question or been able to stump them with a tricky issue!"



"Working with everydayhero has made my work much more straightforward. The platform has taken away many of the issues we faced in previous years, letting us focus our efforts in a more productive manner."

-Alex Sharp,
Challenge Events Manager
at St Columba's Hospice