

# From adversity comes legacy

## Project aim

To help Williams Day Unit ensure they have the equipment they need to provide high quality care and experience for our patients. Having had cancer myself and treatment at PAHT I understand what our patients go through and our family wanted to do something to give something back.

## Timeline for delivery

**From:** November 2012  
**To:** November 2019 (and beyond...)



Graham with his wife Frances

## Measures

- Charitable funds raised to target levels.
- Improved patient experience (friends and family test).
- Equipment and the patient environment improved.

## Tests for change (action delivered)

- Ticket money from charity events (Norcott Family Charity Ball)
- Donations for prizes (silent auctions and raffles)
- Photo booths, entertainment and much, much more...



Graham with the Williams Day Unit Team

## Project team

Graham Norcott  
Ashley Norcott  
Wade Norcott

## Results

- With the support of friends and colleagues we have managed to raise over **£32,000** (to date) for the William Day Unit.
- 147 people attending the charity event this year (2<sup>nd</sup> November 2019)
- Patient equipment purchased to support and enhance care for patients and the families that attend the Williams Day Unit.
- Someone who has attended a number the charity events said **“it is always an excellent event, which is a fun way of contributing to a very worth cause as well as celebrating and networking with colleagues and friends”**

## Learning and next steps

- People who attend charity events like to be surprised, no two events are ever the same – quality is important to ensure the success of attracting people to the events.
- Formal and non-formal networks are a key to the success of raising money for charity.
- Word of mouth and previous experience of events is the most powerful way communicate and get people involved.