

## **The Charity Wall**

A LEADING Sussex hospice this week applauded the creative fundraising efforts of the West Sussex County Times and its horshamtoday website, following the launch of a state-of-the-art internet charity initiative.

Staff at Crawley's St Catherine's Hospice have hailed the County Times Charity Web Page as an 'exciting innovation' and a 'hugely powerful fundraising tool'.

The ground-breaking new feature on the County Times' website [www.horshamtoday.co.uk](http://www.horshamtoday.co.uk) invites local businesses to promote themselves on an 'advert wall' with direct links to their own webpages. And 25 per cent of the money raised by the project will go direct to the community care team at St Catherine's Hospice to help terminally ill people in their own homes.

The County Times is hoping to raise over £3,000 for the hospice through a scheme based on The Million Dollar Homepage, a website that revolutionised global internet advertising and made 1m dollars for its 21-year-old creator, university student Alex Tew. The project is believed to be the first of its kind in the world to be used for charity fundraising, and staff at St Catherine's spoke this week of their delight at being involved.

St Catherine's corporate fundraiser David Mossman said: "This could bring a lot of money into the hospice if local businesses really lend their support.

"We are very excited to be involved because it is great to see people coming up with fresh new fundraising ideas.

"We are always on the look out for innovative ways of raising cash for the important work we do at the hospice, and it is great to see others taking the bull by the horns and coming up with effective and original strategies.

"The money donated to us will go straight into helping our community teams who do some extremely important work helping over 220 patients in their own homes.

"The teams help with patients' pain and fatigue relief as well as working to get their symptoms under control.

"This really is exciting for us and we are very grateful indeed to the County Times for considering us as partners because we really value the work the newspaper does for us."

To advertise on the new charity web page please call our sales team on 01403 751200 or e-mail [paul.ashby@sussexnewspapers.co.uk](mailto:paul.ashby@sussexnewspapers.co.uk)