

The Charity Wall

ST PETER AND ST JAMES HOSPICE has welcomed a new internet fundraising service launched by the Mid Sussex Times to help people living with cancer and other life-limiting illnesses.

On the Mid Sussex Times website www.midsussextoday.co.uk local businesses are invited to promote themselves and at the same time raise money for the hospice, which is based near Wivelsfield Green.

Firms can advertise their services on an “advert wall” with direct links to their own web pages. At the same time 25 per cent of the receipts will be given direct to St Peter and St James Hospice to help in its work.

The Mid Sussex Times is hoping to raise more than £3,000 for the hospice through a scheme based on the Million Dollar Homepage, a website that revolutionised global internet advertising and made £1million dollars for its creator, 21-year-old 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 Peter and St James Hospice say they are delighted to be involved.

Karen Lambert, of the hospice’s fundraising department, said: “Local businesses are already extremely supportive of our fund-raising activities, this is a fantastic addition to the many ways in which local businesses can support us. We have to raise more than £1 million each year to be able to continue to provide our vital services and receive just 13% of our funding from the Government. We are confident that the generosity of the business community over the years will be reflected in a good response to this innovative idea by the Mid Sussex Times.

“The paper has always given us great support over the years and continues to do so, and we hope local firms will support this brilliant scheme. One of our continuing challenges is to come up with new fundraising ideas and potentially this Mid Sussex Times scheme could be a big boost to our income. The great thing about it is that the money raised will go towards the cost of patient care at the Hospice.”

St Peter and St James Hospice and Continuing Care Centre is set in beautiful Sussex countryside just outside the village of Wivelsfield Green, near Burgess Hill.

As well as a specialist in-patient unit the facilities include a Day Hospice open four days a week; a Specialist Community Team supporting patients in their own homes; and a psychosocial spiritual team including chaplaincy, counselling and patient welfare. Its work is supported by a small army of volunteers doing everything from serving teas to office work and gardening. The hospice has landscaped gardens and a wheelchair accessible woodland walk. Karen said: “We are really looking forward to watching the progress of the Mid Sussex Times scheme, which is appreciated by everyone here.”