



BNI New Zealand & Hospice New Zealand

PARTNERSHIP GUIDE



Our Partnership

Since 2007, BNI New Zealand and Hospice New Zealand have proudly stood together as national partners, working together to help ensure hospice care remains free of charge for New Zealanders with a life limiting illness. Our partnership has gone from strength to strength, thanks to BNI's generosity and ongoing commitment to hospices across the country.

Nationally, BNI New Zealand has funded the BNI Palliative Care Scholarships Programme annually since 2007. Over \$132,000 has been donated by BNI New Zealand to fully fund the programme, supporting Hospice New Zealand's commitment to growing leaders in palliative care.

In recent years, the focus for the scholarships has been the professional development of hospice psychosocial and allied health teams. With the ongoing support of BNI New Zealand, Hospice New Zealand is able to continue to offer study scholarships to individuals working in member hospices. BNI New Zealand also provide complimentary membership for hospice staff.

There are over 120 BNI business groups known as 'chapters' throughout the country, involving thousands of New Zealand businesses. These chapters have a long and dedicated history of raising funds for their local hospices. Since the BNI New Zealand and Hospice New Zealand partnership was formed these chapters have also raised over \$1.6 million towards the work of hospices nationwide and raised awareness of the work of the charity. You can read about the events and the efforts some of these chapters have gone to on the BNI New Zealand blog, www.bniblog.co.nz.

The relationship is strong and close; members from BNI visit hospices to see what is done and hospice staff visit chapters at weekly meetings. Additionally, BNI New Zealand's National Director Graham Southwell is a registered psychotherapist and a volunteer counsellor at a hospice in Auckland, so he gets to see first-hand the valuable work hospices do.

"There's a perfect synergy between our organisations which is powerful and enduring because of our shared common values" says Graham. "At BNI these include Givers Gain (giving back to the community and helping each other to grow successful businesses within these communities), Positivity and Accountability. Both of our organisations share values surrounding personal connections and developing relationships based on trust. Hospice is about supporting communities in which people live. Doing good is good for business."



Meet BNI New Zealand



BNI New Zealand, established in 1999, is the country's largest and most successful structured business networking organisation for small to medium businesses. With over 2600 members and 120 groups around the country, members are on target to exceed \$100 million in revenue generated through BNI New Zealand each year.

As a business community, BNI helps create business opportunities through a structured system of referrals and reciprocity, based on trust and giving. Business owners from all types of industries (only one trade representative per group) meet weekly. They build sustainable relationships with other businesses, develop new networks and practise BNI's underlying philosophy of 'Givers Gain' to grow their businesses.



Introducing Hospice

Every year, hospices around New Zealand provide care and support for people living with a life-limiting condition and their families. Many people think of hospice as a building, but hospice is really a philosophy of care. While most hospices in New Zealand offer in-patient facilities, the majority of people are cared for in the comfort of their own home.

Anyone living with a life limiting condition – such as heart failure, motor neurone disease, MS or cancer – can access and benefit from hospice services. Hospices aim to help people make the most of their lives; with the core philosophy of living every moment in whatever way is important to them.

Hospice care is provided free of charge to people and their families, but it does come at a cost. Each year hospices need to raise more than \$45 million nationally to support their services.



Snapshot of Hospice Services

18,364

Last year, hospice services across the country provided care and support for more than 18,000 people and their families, either before or after the death of a loved one

1 in 3 

1 in 3 people who die in New Zealand each year are supported by hospice

30%

Hospice services provide care and support for anyone with a life limiting condition – not just people with cancer. Last year, 30% of people in hospice care had a diagnosis other than cancer

103

Last year, people from 103 different ethnic groups were cared for by hospice

1,500,000

Together, a generous team of volunteers give over 1.5 million hours of their time each year to support hospice services

Key Messages

- Hospice is not just a building; it is a philosophy of care. The majority of people receiving support are cared for in their homes.
- Our goal is to help people make the most of their lives; to live every moment in whatever way is important to them.
- Hospices can provide care and support for anyone living with a life limiting condition – e.g. heart failure, motor neurone disease, MS or cancer.
- We care for the whole person, not just their physical needs but also their emotional, spiritual, and social needs too.
- We care for families and friends as well, both before and after a death.
- Hospices are independent charitable organisations providing care and support completely free of charge to people using our services.
- Whilst free of charge to people using hospice services it costs a lot to provide, over \$100m nationally each year.
- As an essential health service provider, hospices receive the majority of funding from Government; financial support from the community is essential to meet the shortfall – the total required from fundraising efforts each year is more than \$45M nationally.

Hospice New Zealand

Hospice New Zealand is the national organisation representing all hospice services in New Zealand. It works alongside members to guide and support rather than direct and manage. Hospice New Zealand has no mandate to make decisions or commitments on behalf of members: we work in partnership at all levels of the organisation.

All hospice services in New Zealand are independent charitable trusts, owned by the community they serve. All 32 services have individual governance and management structures which guide the strategic direction of the organisation. Day to day operations and services vary from service to service and are dictated by the community need.



Working in Partnership

Chapters and hospices work together in a myriad of ways – from small-scale fundraising events like a pub quiz, to large annual or one-off affairs like black tie balls. Because hospices have a longstanding relationship with BNI New Zealand, many participants from both organisations at these events know each other. It's like catching up with family – BNI members have become whanau to many at the hospices.

BNI New Zealand and Hospice New Zealand work together to deliver the BNI Palliative Care Scholarship Programme, and focus on raising awareness of the partnership and hospice services. We support our community relationships and monitor and evaluate achievements on an annual basis.

The relationship is very important, not only financially through the hard work BNI New Zealand chapters undertake to raise funds, but also when it comes to engaging with the community in which their businesses operate. Many members have been touched by hospice in a personal way and are appreciative of being able to support events through donations and other means. Many BNI chapters nominate a 'Hospice Champion' – a BNI member who will be the key contact and chief cheerleader for the local partnership.



Local Partnerships - First Steps

1. Get to know one another - make contact with your partnered hospice/ BNI chapter and arrange to meet. Perhaps invite your hospice representative to attend a BNI meeting or two – or maybe your BNI representative might like to pop into hospice for a cuppa.
2. Brainstorm ways in which you might work together – you will find some suggestions on the following pages.
3. Brainstorm ways in which you can promote and recognise your partnership and your work together – blogs, local media opportunities, Facebook, twitter, newsletters etc.
4. Plan to meet regularly and keep each other up to date.
5. Don't forget BNI offers hospice staff members one complimentary membership per chapter

Supporting your local hospice – some ideas

Run a fundraising event

Movie screenings, fashion parades, black tie dinners, quiz nights, dances, sports tournaments, book fairs, cake stalls, comedy nights, art auctions, cooking competitions – the options are endless. This is a great team building opportunity for chapters and a way of engaging your customers with the work of hospice, while also raising much needed funds for your local hospice service. BNI New Zealand and Hospice New Zealand have resources that can help your event get off to a flying start.

Weekly Chapter Activities

Joker Poker, weekly auctions, raffles, misdemeanor fines – easy and fun ways to support hospice during your breakfast meetings.

Donate items on your hospice's wish list

Many hospices regularly publish 'wish lists', outlining tangible items they require. These may be for anything – from photocopy paper through to petrol vouchers, kitchen supplies to specialist nursing equipment.



Collect and donate items for your local hospice shop

Doubling as a great excuse to spring clean your home or office, organise a collection of your chapter's second-hand clothes, accessories, homeware etc. to donate to your local hospice shop.

Attend or sponsor a hospice event

Your local hospice may run a number of fundraising events for you to attend. Treat your customers to a hospice house and garden tour, entertain them at a black tie dinner, get a chapter team together and enter your local hospice's golf tournament. You'll have a great time and also support the work of hospice.

Support a hospice fundraising initiative

Often hospices will run fundraising initiatives which you can support. Wear your boardies to your BNI breakfast in support of 'Shorts for Hospice Day', whip up some home baking as part of a 'Hospice Cuppa', or perhaps sell Entertainment Books or raffle tickets on behalf of your local hospice.

Volunteer

There are many opportunities for BNI members to volunteer with hospice. You may like to volunteer on an ad hoc basis, such as assisting with street collections, supervising a Tree of Remembrance or helping to host hospice volunteer functions. Or, you may prefer to volunteer on a regular basis – joining the hospice fundraising committee, gardening or helping out at your local Hospice Shop.

Hospice gifts

Many hospices have products such as Christmas cakes, greeting cards, diaries and calendars or Christmas ornaments for sale. Perhaps these could be gifts for customers, colleagues, family and friends.

Talk about hospice

Use your experience to be an ambassador and help raise awareness of the work of hospice in your community