



Fitzroy
Community
Hospice

Living Every Moment

PARTNERSHIP PROSPECTUS



Help build
Central Queensland's
First Hospice

A hospice being built for the community, *by the community*

Imagine there is a peaceful, home-like place that offers comfort and support to you and your family at the end of life.

A place where personalised, expert care is provided, and all are welcomed by a friendly face. Here, we celebrate a life well-lived and well-loved, a life not defined by illness.

Fitzroy Community Hospice is a not-for-profit charitable organisation establishing a hospice in Rockhampton to provide much needed community-based palliative care and support services for Central Queenslanders with an incurable illness.

Care will be provided at no charge to our community.

Fitzroy Community Hospice is committed to ensuring people are connected to a community that will step up to care for them; in life, death and bereavement.

This project is bringing the community together to build a hospice, and to make this vital service a reality for everyone.

What is a hospice?

A hospice is a special kind of community-based health service that cares for and supports people in their last weeks and months of a terminal illness, so that they may live as fully and comfortably as possible. Care is personalised and attends to a person's physical, emotional, cultural, and spiritual needs, with a particular focus on dignity, quality of life and the relief of pain and suffering. Family, friends, and loved ones are also supported and are encouraged to be actively involved in the care of the person.

Fitzroy Community Hospice will provide hospice care in a purpose built, home-like facility, allowing Central Queenslanders additional choice in determining where they want to spend their final stages of life.

Everyone in Central Queensland, and their loved ones, deserve dedicated end-of-life care and to have their journey treated with empathy and respect.

Central Queensland urgently needs a hospice

Each year, thousands of Central Queensland families are loving and caring for someone with an incurable, life-limiting illness.

Despite most Australians preferring to not die in hospital, well over half of Central Queenslanders with terminal illnesses spend their final days in a hospital bed, and face ambulance ramping and long waits.

Access to comprehensive community-based palliative care is currently limited in Central Queensland. Patients wishing to die at home or in community settings, receive little support to do so and are often admitted numerous times to hospital in their last year of life.

Of the nine hospices in Queensland, most are in South East Queensland, with none north of Hervey Bay. Sadly, this means many families in our community are not able to access this type of care during one of life's most challenging times.

Our local population is growing, and as people age and health requirements become more complex, the need for a hospice is only going to become greater.

Each year, over 1,000 Central Queensland locals die from a condition that could benefit from palliative care. By 2036 this number is expected to reach 2,100.

Fitzroy Community Hospice will provide:

- An alternative to hospital or home-based palliative care, at no charge.
- A place where families are welcomed and encouraged to stay.
- A purpose built state of the art, 12 bed facility with a warm, home-like atmosphere for patients and families.
- Palliative care nurses and specialised staff providing 24/7 care.
- Family and caregiver support and respite services.
- Comprehensive care addressing physical, cultural, emotional and spiritual care needs.
- Grief and bereavement support for families and caregivers.



Family room



Standard room

Establishing a hospice will take the support of the *entire community*

A hospice is expensive to build.

The cost to build a hospice facility for Central Queensland is \$10.5 million. The Australian Government have recognised the vital importance of this project to our community and have committed \$8 million in funding towards construction. However, this will only **cover a portion of the capital costs** and a further \$1 million will be raised to meet the costs of fit-out, equipment, furniture, and landscaping.

The hospice facility will operate as a licenced health facility and will be accredited to national health standards. Thus, exacting quality and safety standards will apply to the built environment. Extensive consultation has been undertaken to ensure the facility will meet the needs of the community both now and into the future.

All money raised will stay within the local community and be used to benefit the local community.



Fitzroy Community Hospice will be established in Agnes Street, Rockhampton as a purpose built state-of-the-art 12 bed facility with a warm, home-like atmosphere for patients and families to make moments count when time is short.

Local families simply *can't* *afford to wait*

Hospice care is about much more than bricks and mortar, it's about caring for our community for generations to come.

At some point, every person in the Central Queensland community will be touched by the need for hospice care and support – for themselves, their families, friends, or colleagues.

The final stages of a terminal illness can be a highly challenging time. Fitzroy Community Hospice will provide warm, personalised, 24/7 care at no charge, regardless of age, ethnicity or spiritual beliefs.



Hospice care and support to be provided to approximately 300 people with a terminal illness per year



Annually in CQ over 1,000 people die from a condition that could benefit from palliative care



Hospice care eases pressure on public emergency departments and hospital beds



Will save public health dollars, as hospice care costs 40% less than care in a public hospital



Respite care and large patient rooms with space for loved ones to stay



Care provided at no charge to our community



Family togetherness – large lounge areas, private quiet spaces and garden seating



Caregiver support and assistance to navigate complex health systems



+50 volunteers and 14 FTE staff



Founding Partnership Program

To build a hospice for our community, we need everyone’s help.

Legacy projects like this don’t come along very often. This is a project that will have long lasting, positive impacts on the Central Queensland community for generations to come. Through your support, you can help shape the future.

Please join us in supporting the establishment of Fitzroy Community Hospice, and be part of making this vital service a reality for our community.

Fitzroy Community Hospice is a registered charity and all donations will stay within Central Queensland, to benefit the local community.

Why partner with Fitzroy Community Hospice?

- To be part of a unique, community project to support local families and their loved ones during a very difficult time. Locals supporting locals.
- Working in partnership with a local charity like ours can help your company to develop a positive reputation for corporate responsibility.
- Fitzroy Community Hospice is registered with the Australian Taxation Office (ATO) as a Deductible Gift Recipient (DGR), meaning that your generous donations are also tax deductible.



Founding Partnership Opportunities

Fitzroy Community Hospice is more than happy to tailor a package if the following suggestions do not meet your requirements and expectations.

Our Commitments	Champion \$25,000	Pioneer \$50,000	Keystone \$100,000	Legacy \$ Let’s talk
Street signage during build			✓	
Opportunity to advertise at hospice events			✓	
Business feature articles in hospice newsletter			✓	
Permanent recognition on wall in hospice reception		✓	✓	
Media release		✓	✓	
Acknowledgement at hospice events		✓	✓	
Opportunity to host an Advanced Care Planning workshop		✓	✓	
Formal presentation of framed founding partner certificate		✓	✓	
Advertising on interior digital signage		✓	✓	
Invites to official hospice opening	✓(1)	✓(2)	✓(4)	
Founding partner certificate	✓	✓	✓	
Access to digital founding partner logo	✓	✓	✓	
Social Media recognition	✓(1)	✓(2)	✓(4)	
Website acknowledgement	✓	✓	✓	
Acknowledgement in hospice newsletters	✓	✓	✓	
Branded products or merchandise used in hospice	✓	✓	✓	

Highest value tailored partnership opportunity to showcase your support and achieve your strategic goals

Founding Partner Wall

As part of the Founding Partner Program, your company name, logo or personal name will be permanently displayed for years to come on our Founding Partner Wall, which will be located in the main public reception foyer of the hospice building.

This is an opportunity for you or your company to showcase a commitment that demonstrates a shared vision, and to leave a lasting legacy in the local community.



PIONEER Founding \$50K partner



We are proud to be Founding Partners of the Fitzroy Community Hospice and helping to support this worthwhile community project.

“I encourage you to consider how you or your business can also help to support what will become a highly respected and much needed service owned by the local community.”

Marni McGrath
Director and Principal
Evans, Edwards and Associates

Other ways to support this *vital service*

All donations and personal contributions, large and small, will play a vital role in supporting the establishment and continuation of the hospice, and ensuring we can be here for all community members that need us.

Make a one off or recurring donation

The quickest and easiest way to support us. Every dollar counts!

To Donate Online

www.givenow.com.au/fitzroyhospice

To Donate via Bank Transfer

BSB: 813049

Account: 100097989

Use your name for the payment reference.

To Donate via Cheque

Post to PO Box 1019, Rockhampton QLD 4700

To receive a donation receipt please complete a donation form (see website or email admin@fitzroyhospice.org.au).

In kind support

There are many ways to show your support in a meaningful way through the donation of goods or services. This could be through offering your expertise, services, equipment or goods for use at the Hospice facility, or to use for prizes at fundraising events.

Payroll giving

This is a simple, but powerful way for staff to make regular, pre-tax contributions to this worthwhile cause. As an employer, there is also an opportunity to demonstrate your commitment by dollar matching staff contributions. At the end of each financial year your staff will receive recognition for their contribution.

We'd love to speak with you to explore ideas and ways we can work together to support local families and their loved ones.

Fundraising

Organise a fundraiser on behalf of Fitzroy Community Hospice. Think big or simple – ideas and opportunities are endless, e.g., raffles, bake sales, host a morning tea. Perhaps you could ask for donations from your customers? If you enjoy an adventure or experience, consider us as your chosen charity for bike rides, triathlons and runs.

Attend events

Follow us on Facebook, and subscribe on the website to keep updated on events.

Share a story

Inspire others be part of the team that helped to establish a hospice in Central Queensland. Talk to friends and family, share our news and updates on social media, and mention us in your newsletters.

Fitzroy Community Hospice will work with corporate and personal supporters to understand their goals and to align them with opportunities that support this service.

**Help us create a space
for what matters most.
Support Central
Queensland's first hospice.**

Please donate
www.fitzroyhospice.org.au

Colin's story

Colin, 78 years old was diagnosed with end stage lung disease. In his last 12 months of life, he was on continuous home oxygen and was able to mobilise only from room to room.

Breathlessness caused Colin great distress and he was fearful of what his last-days-of-life might bring, he was therefore adamant that he did not want to die at home.

This fear prompted countless ambulance call outs and over 8 acute hospital admissions in a 6-month period. Some admissions were also prompted by his son's exhaustion as sole caregiver.

Colin died in a 4-bed room on a busy general medical ward.

Jane's story

Jane, 38 years was diagnosed with metastatic brain cancer. Her husband became the sole carer of their two young children and needed to work full time to support their family.

The burden was too great for Jane to be cared for at home, and the only option was for her to spend the last three months of her life in hospital.

Jane had a passion for gardening and adored her dog, Jasper. She and her family were devastated that her last months of life were spent away from her husband, kids, and Jasper, and instead spent mostly alone within the confines of a hospital room.

Help make a difference in someone else's story.

Donate today





PARTNERSHIP PROSPECTUS

Please
donate

fitzroyhospice.org.au

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admin@fitzroyhospice.org.au

PO Box 1019 | Rockhampton Q 4700



"Your support is vital to this essential project. It's our vision that all members of our community will have access to respectful care at the end-of-life to allow them to die with peace, dignity and choice and the support they require while caring for and grieving a loved one."

Dr Vicki Richmond MBChB, MHM, FRACGP
Board Chair
Fitzroy Community Hospice