



Morrisons

Since 1899

Helping support babies,
children and families
at the most difficult
of times



**THE ARCHIE
FOUNDATION**

MAKING THE DIFFERENCE
FOR LOCAL SICK CHILDREN



**Glasgow
Children's
Hospital
Charity**



**Edinburgh
Children's
Hospital Charity**
child first, patient second.

Morrisons - Week of Fundraising



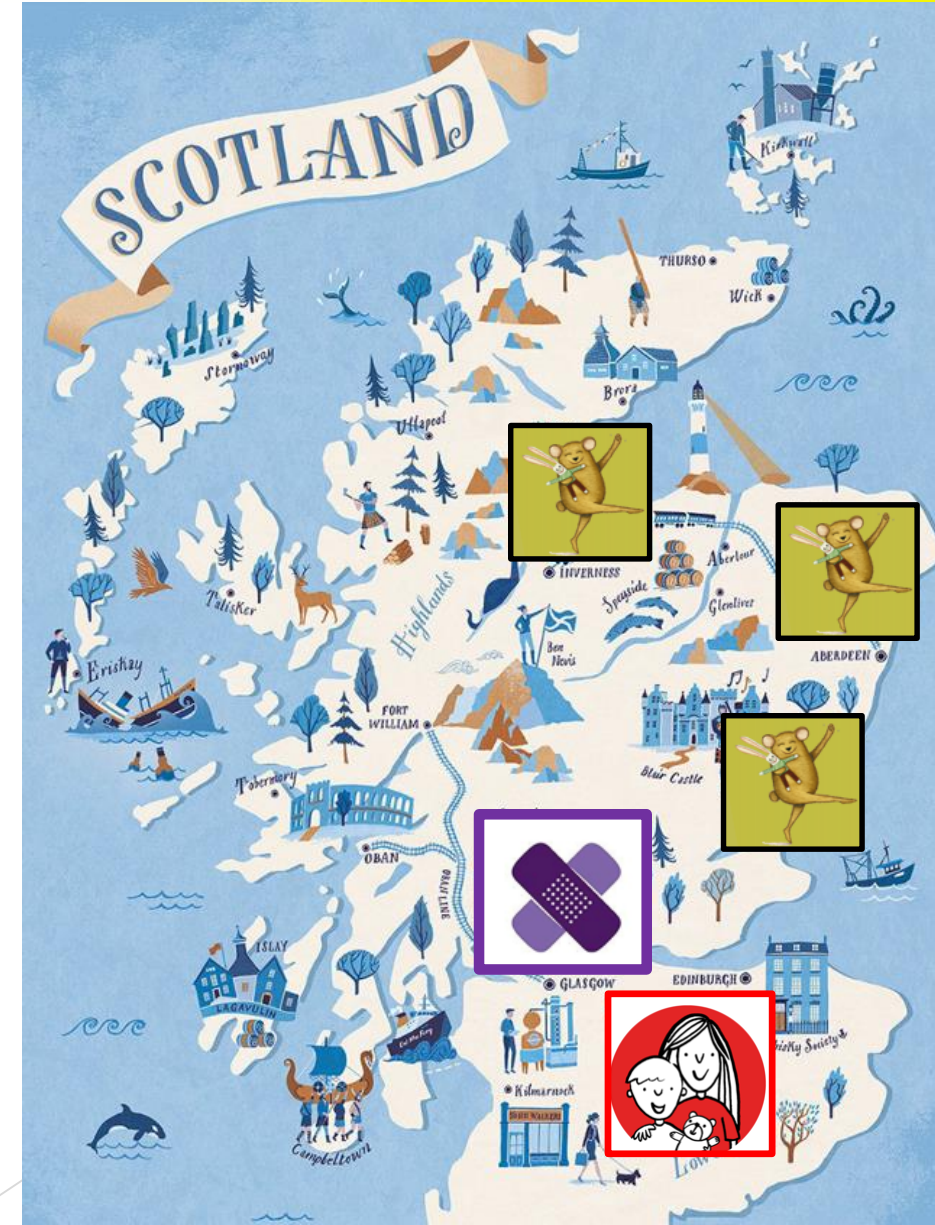
The Morrisons Week of Fundraising was held from 22nd - 28th March, supporting Scotland's Children's Hospital Charities

Staff from 58 Morrisons stores across Scotland and their customers were raising money to help fund life changing hospital projects, that make a vital difference to the patients, families and NHS heroes in Scotland's 5 Children's Hospitals

Community Champions in store led on the planning and delivery of fundraising activities with support provided by their chosen Children's Hospital Charity



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Morrisons - Week of Fundraising Highlights



Morrisons Troon:

Wilma Ferguson whose granddaughter has been cared for at the Children's Hospital in Glasgow completed a 10,000 steps a day challenge in addition to other in store activities. The team raised an amazing £745.00

Morrisons Stewartfield, East Kilbride:

Raised money by raffling a tech hamper, made and sold chocolate bouquets, held a staff only bake sale and invited Jack, a customer and patient at the hospital to draw the raffle. The staff raised an incredible £1,870



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Morrisons - Week of Fundraising Highlights



Morrisons Paisley Anchormill:

The team dressed up as Super Hero's, took part in a sponsored cycle and also hosted a 'wear your pj's to work day'. An awesome £1,847 was raised

Morrisons Fort William:

The staff virtually walked the distance from Fort William to the Royal Hospital for Children, Glasgow and totaled 1.3 million steps along the way, raising £733



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Morrisons - Week of Fundraising Highlights



Morrisons Edinburgh Gyle:

Staff held a raffle, and hosted a “dress as a superhero” day in store. Community Champion Nadia said, *“Looking forward to restrictions easing so that we can do a lot more!”*

Morrisons Portobello:

Staff and customers raised funds all week by purchasing ECHC merchandise, and the store generously donated Easter Eggs and £100 worth of edible treats towards ECHC’s welcome hampers for the opening of the new Royal Hospital for Children and Young People.



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Morrisons - Week of Fundraising Highlights



Grampian:

The stores in Grampian sold Archie merchandise in store and had Archie information tables set up. Some of the Morrisons team came to work in their pj's to raise awareness and funds

Tayside:

The stores in Tayside also sold Archie merchandise and had collection buckets at tills and throughout stores

Highland:

A Morrisons staff member ran a marathon throughout March



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Morrisons - Engaging with Nurseries & Schools

As part of the Week of Fundraising, a number of stores including Cambuslang, Crossmalloof and Giffnock included their local nurseries and primary schools in their week of activity.

Activity included colouring competitions, with entries then being displayed in store.

A large number of children in nurseries and schools will have personal experience of being cared for at one of the Children's Hospitals



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Morrisons - Coverage

Facebook:

Thank you post - 14.7k reach with 640 engagements

Twitter:

Thank you tweet and 3 other tweets relating to Morrisons activity - 6,452 impressions & 462 engagements

Instagram:

Morrisons Lindsayfield dancing video - 4.6k views & 220 reactions on Instagram reels

Press:

Coverage in the Alloa Advertiser and the Dumfries & Galloway Standard

Archie Facebook Post Across Highland, Grampian & Tayside Channels:

Reach: 4,491 Engagements: 125



NEWS
19th April
Alloa shoppers give support to Glasgow Hospital Charity
By Claran Vance | @claranmvance



Morrisons in Alloa raised £311 for the Glasgow charity through an in-store raffle



A WEE COUNTY supermarket has donated more than £300 to a Glasgow children's charity.

Morrisons in Alloa donated £311 to the Glasgow Children's Hospital Charity after raffling £1 tickets in the store for a chocolate hamper and an Easter bunny.

Glasgow Children's Hospital Charity
Published by Lesley Clark · 28 March ·
35 Morrisons stores across Scotland took part in wild and wonderful fundraising activities for us this week - what a kind-hearted bunch!
Thank you to all of the Morrisons staff across the country who donned their purple t-shirts, came up with creative ideas for fundraising, and helped to make a huge difference to the lives of our young patients, hospital families, and the heroes caring for them.
From Cashier Sponsored Silences to 'Mrs Hinch' Easter Raffles and everything in between, we are hugely grateful to everyone who supported their fundraising activities.
Looking to support our hospital community this Easter? Buy an Easter Bunny Bundle now bit.ly/EasterBunnyBundle-GCHC21



14,797
People reached

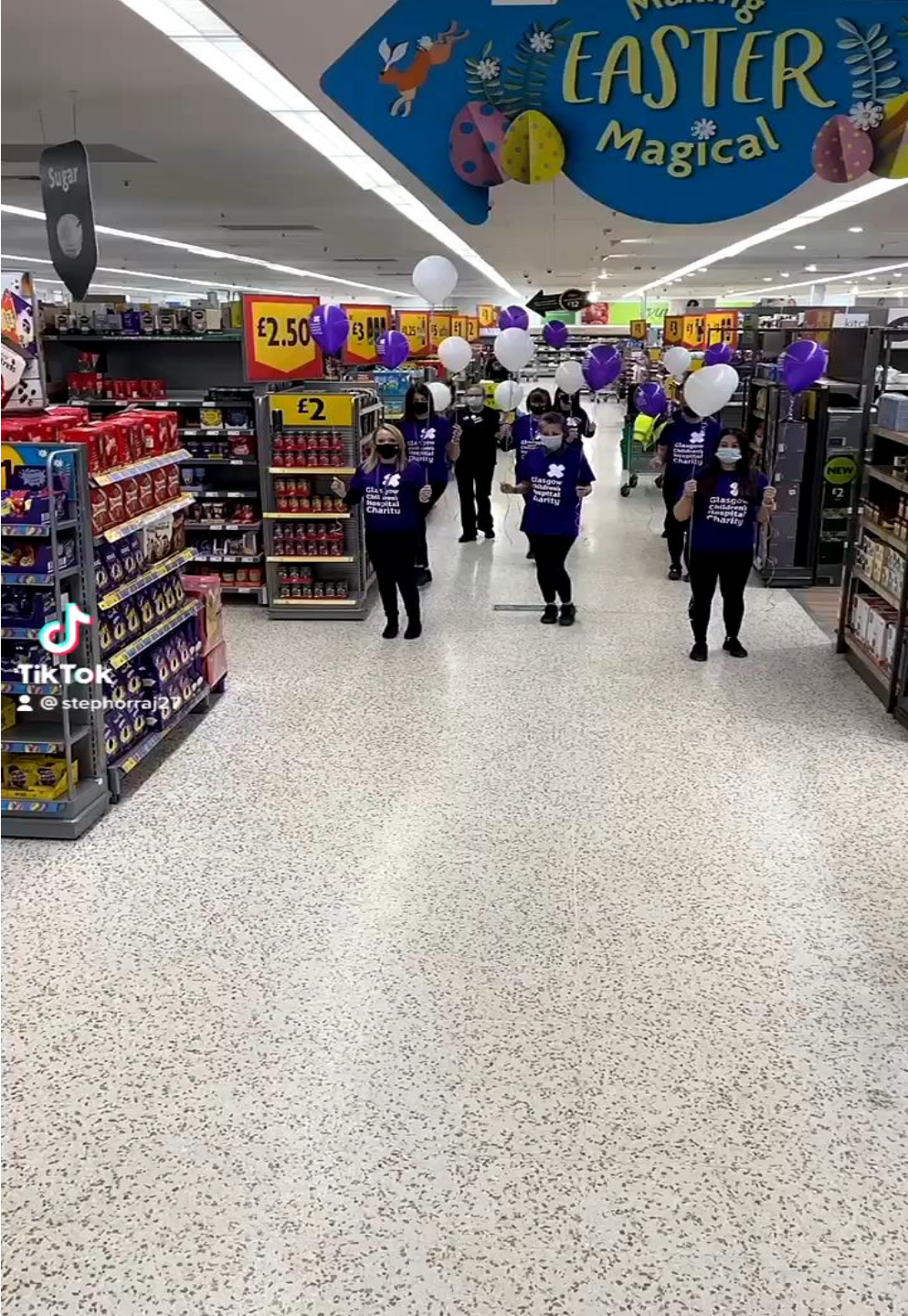
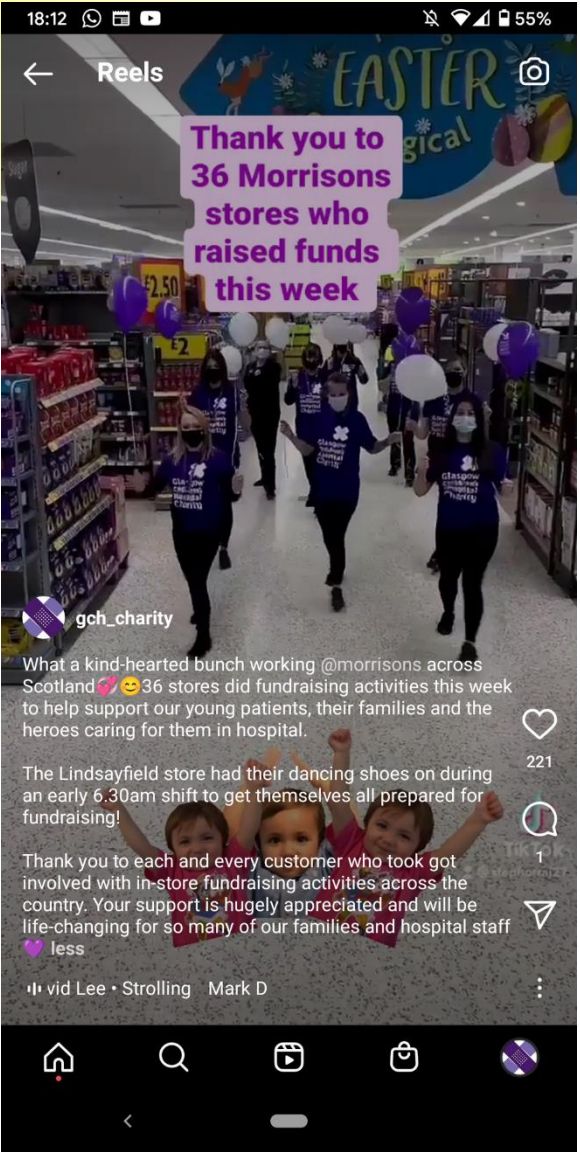
643
Engagements

Boost post



Morrisons - Coverage

The team at Morrisons Lindsayfield became Tik Tok, Twitter and Instagram superstars!



Morrisons - Community Champion Feedback

“It was a pleasure and an honour to be able to fundraise for Edinburgh Children’s Hospital Charity and be part of helping families make the transition to the new hospital - it’s a charity close to everyone’s hearts. As a community champion I felt a great sense of achievement helping a local charity and the endless work they do supporting the hospital. The fundraising week coincided with the opening of the new hospital in Edinburgh which was such a big thing not only for the children, parents and charity but for the whole of Edinburgh and surrounding areas.”

- Gillian, Community Champion Portobello store



Morrisons - Community Champion Feedback



“We loved supporting Glasgow Children’s Hospital Charity as this is our local children’s hospital and we feel it is important to support charities local to us. We get a good response from our customers and through our week of fundraising found out some of our staff and regular customers have their own experience of the children’s hospital. Supporting a local charity, like the Children’s Hospital, fits with Morrisons aim of helping within the local community”



Morrisons - Week of Fundraising Total Raised

Thanks to the staff of Morrisons and your generous customers, £24,682.38 has been raised from the week of fundraising.

This donation will help fund vital projects including:

- State of the art medical equipment, providing the most targeted and least invasive treatment for children as possible
- Providing practical, emotional and financial support to families in hospital
- Bringing joy and laughter to children in hospital thanks to our innovative play programmes



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Morrisons - Supporting Children Like Brodie

Thanks to Morrisons, ECHC can continue to support children like 3 year old Brodie, who was diagnosed with a brain tumour in 2019.

Brodie spent three months in the Royal Hospital for Sick Children, Edinburgh, for life-saving surgery and chemotherapy.

Brodie's Mum, Kirstie, says, "Brodie has a very long string of beads, funded by the charity. He is so proud of his 'beads of courage' as each bead represents a treatment and milestone. He and his sister Indiana always loved the arts and activities on the wards and would wait in anticipation for Rhys with his guitar - he even personalised a song just for Brodie and would treat him to his own personal concerts. These sessions always gave us something to look forward to.

"The Drop In Centre was also a lifesaver for our family. When Brodie was well enough, the four of us would pop over and collapse onto the sofa to watch a movie. We often went months without sitting on a sofa. Being able to just cuddle up together as a family at the Drop In was an essential part of Brodie's recovery and overall wellbeing.

"There were many ups and downs, many tears and challenges to overcome, but Brodie always enjoyed his time at the Sick Kids, thanks to the amazing hospital staff and Edinburgh Children's Hospital Charity. ECHC brings that extra special element that makes all the difference."



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Morrisons - Helping Patients Like Harris

Thanks to the staff and customers of Morrisons, you will be helping children like Harris.

Harris was born on the 7th April 2014 with two rare genetic disorders (SepBP1 and 3MC) affecting his growth and development.

From November 2019, Harris started to complain of a sore tummy. His stomach pain continued into December and he wasn't his usual happy self.

Harris and dad Peter were blue lighted to Royal Aberdeen Children's Hospital. In January 2020, Harris was diagnosed with a cancerous tumour that develop in the nerve cells running in a chain down the back of the chest and abdomen.

One of the most valued things during this time has been the Archie funded Play Leader Sarah who has been a saviour for Harris.

Archie have also funded meal vouchers for Harris's parents and the Archie funded Wi-Fi has helped keep Harris and his parents connected to friends and family at home



Morrisons - Helping Patients Like Victoria



Thanks to the staff and customers of Morrisons, you will be helping children like 3 year old Victoria and her family who frequently make the 170 mile round trip from Stranraer to the Children's Hospital in Glasgow for life saving dialysis. Victoria was also diagnosed with a heart condition at 6 months old and will require a kidney transplant in the future.

Thanks to your fundraising we can provide financial support to Victoria's mum Emma as she has had to give up work to become a full time carer for Victoria.

Victoria has also benefitted from our Play Programme which keeps her distracted and entertained during many hours of dialysis



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Morrisons - Thank You From Our Hospital Heroes



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