

# Changing the charity name - questions and answers

## **Why did the charity need to change its name?**

For many years, the charity has run two hospice services from the same site with one shared set of values, but has operated under three different names – The Pasque Charity, the Pasque Adult Hospice and Keech Cottage Children's Hospice.

This has often been confusing for patients and supporters; it has made much of our day to day administration difficult or overly complicated; and it has proved costly in terms of the print and design of our literature.

By creating one clearly defined identity for all of the charity's services, our aim is to overcome these issues. Importantly, we believe this will help create a better understanding of the work we do across the communities we serve, potentially leading to more patients accessing our services and more supporters for the charity.

## **Why have you chosen Keech instead of Pasque?**

Before we settled on the name 'Keech Hospice Care', the charity went through a thorough process of research involving staff, volunteers, patients, families and the public.

Although we explored the idea of a completely new name, our research soon identified that this was not the solution we were looking for. Instead, we decided to develop our existing branding so that one name could be used across all our hospice services.

We surveyed residents across our catchment area, the aim of which was to give us a clear idea of what the public knew about our work, values and existing names. The results proved without doubt that 'Keech' was the more recognised name. Among all respondents, 84% recognised the name Keech Cottage compared to 62% for the Pasque Adult Hospice.

The survey also indicated that the word 'hospice' was an important description of our services and that 'care' was seen as the value at the core of everything we do. Out of this came the name 'Keech Hospice Care'.

## **What if I only want to support one of the hospices?**

You can still do this.

You will find that more of our publicity materials talk about both hospices together and it will help us if we can use donations wherever there is the greatest need across our services. However, you will always be able to specify your personal wishes and they will always be respected.

If you are making a personal donation simply tell us that you would like it to go towards just one of our hospice services (for children or adults). We will then restrict your donation to that part of our work.

Similarly, you can still choose to fundraise specifically for one of our hospices (e.g. by holding a community event or some activity at your place of work) and there are still plenty of volunteering opportunities where your help will contribute towards one of our hospices specifically.

## **How much has all this change cost?**

Over the two year process, the re-brand has cost the charity less than £25,000 to achieve. This includes the replacement of charity shop fascias, the production of new literature where required and on-site signage. To keep costs to a minimum, we have carried out all the design work in-house and we've been running down stocks over the past few months to limit wastage. We expect to recover the £25,000 over the following 12-18 months through the savings we'll make from having one identity.

## **Why hasn't the Trading Company changed its name?**

There is a new trading company, Keech Hospice Care (Trading). From next April our trading activities will either be in this new company or within the charity itself. The timing is to match our year end and our gambling commission registration (for our lottery).

### **Who do I write my cheque to now?**

Please write any future cheques to 'Keech Hospice Care'.

If you would like your donation to go towards either our children's or adult hospice services individually please let us know by indicating this on your donation form or by enclosing a small note.

### **What if someone writes a cheque in the old names?**

Cheques written in any of the old names can still be cashed. However, we hope most of our supporters will be quickly aware of our new name.

### **What will the adult hospice be known as now?**

Both the adult hospice and the children's hospice will be known as 'Keech Hospice Care' although we may refer to them individually as our 'adult hospice', 'adult service', children's hospice' or 'children's service'.

Our new logo also incorporates the line 'for adults and children' and from time to time, when just one hospice is being talked about, you may see the words 'for adults' or 'for children' in place of this.

### **Will the pasque flower disappear completely?**

No. The pasque flower grows wild in the area around the hospices and, as our emblem over the last few years, is something we would not wish to eliminate entirely from our organisation.

The flower is no longer part of our logo, but it still features in a number of different ways around the adult hospice. It is engraved in stone close to the entrance; it is still the name for our adult bereavement suite; and we made a conscious decision to make the flower a design feature of the windows within our new adult In-patient Unit.

### **Will any of your services change?**

Our new name and logo changes nothing about our work or values.

The specialist care services we provide for adults and children remain exactly the same and we continue to be dedicated to helping patients and their families to enjoy the best quality of life possible in the time they have together.

Of course we always strive to keep our services up to date and relevant to the needs of our community, so there may be times in the future when we adapt existing services or implement new means of supporting our patients and their families.

### **Are you replacing everything e.g. leaflets, signs?**

It is important that the transition to a new name takes place smoothly but at minimum cost.

We have already updated and improved some of the key means of communication within the hospices and to the public, so yes we have replaced signage, stationary and the most important pieces of literature and have updated our website too.

We have also run down supplies of other materials over recent months in preparation for the change, but have no intention of destroying all surplus stock. You will still see our old name featured from time to time as we use these up.

### **Are you recalling everything e.g. collection boxes?**

Recalling items such as all the collection boxes placed across our community would be impractical, time consuming and costly. Our plans are to rebrand or replace such items only as they are returned to us.

### **What does Dennis Keech think? Has he made a contribution to this?**

The charity has asked Dennis Keech for his views about the renaming of the charity to Keech Hospice Care. He was happy to hear this news, not only because the hospices will be keeping their association with his family name, but also because the name has now become synonymous with local hospice care itself.