



Press release

Buy a brick appeal launched to help build a new St Columba's Hospice

22 April 2010

St Columba's Hospice has today launched a buy a brick appeal to help raise the funds it needs to undertake an urgent and essential rebuild of its facilities.

The centrepiece of the Buy a Brick appeal is an innovative new website, giving donors the opportunity to buy a virtual 'brick' at a price of their choice, which they can personalise with their own message and photo.

Donors can choose from four different styles of virtual bricks on the website, including an 'in memoriam' brick to commemorate someone they have lost and an 'in celebration' brick to mark a special occasion. Each brick will be included in an online book of supporters and displayed when the new St Columba's Hospice opens its doors in 2014.

The appeal will raise vital funds for the Hospice's £26 million rebuild project. Although the Hospice has £19 million already secured, it needs a further £7 million to reach its target. If only 10,000 people give £15 a month for the four year duration of the planned rebuild, St Columba's Hospice will have raised the £7 million that is still needed to fund the rebuild.

Lesley Christie, Director of Fundraising said:

"St Columba's Hospice's facilities are now in desperate need of redevelopment for us to continue providing the best possible care to our patients and their loved ones.

"Our rebuild project is the biggest challenge we've ever faced, and we need the support of our local community now more than ever. We're calling on as many people as possible to get behind us by supporting our Buy a Brick appeal. By supporting the appeal, you're also paying for a little piece of St Columba's new Hospice, and your support will become a part of our history."

The rebuild, which is set to get underway later this year, will transform and modernise the current St Columba's Hospice buildings and facilities. The benefits of the rebuild project include more single patient rooms; space in all patient rooms for families to stay; more family rooms; upgraded catering, laundry, and administration facilities; and a new education wing. The ethos, feel, and care for patients at St Columba's Hospice, which is rooted in a belief that every human being is an individual with individual needs, will not change.

Ends

For more information please contact Isabelle Herlt, PR and Communications Manager, on 0131 551 1381 or ihert@stcolumbushospice.org.uk