



CASE STUDY



AT A GLANCE...

Our work benefits patients, their families and our staff throughout the local area and we rely on the support of the community to raise funds. If you are part of a community group, school, brownies or cubs pack, or you just want to get a group of friends together to fundraise for us and would like more information about how you can get involved.

We fund specialist equipment, training and services, going above and beyond the provision of the NHS to help enhance treatment and facilities for all departments and services at Harrogate and District NHS Foundation Trust.



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If you are looking for a high quality, bespoke, carefully crafted, lovingly filled gift box, look no further than Andy, Donna and the team at Smile Box.

They will ensure that your needs are met and always go above and beyond to deliver a high quality finished product with the utmost care.

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Q1. WHY DID YOU DECIDE TO PROVIDE THESE BOXES TO STAFF AND WHAT SPECIFICALLY MADE YOU CHOOSE SMILE BOX?

The Trust that we work within have a set of Strategic Objectives, one of which is 'To be the Best Place to Work'. As a charity, we have a Health and Wellbeing fund to support staff and enhance their working days. As part of our 'Sparkle Awards' initiative we reward staff with something 'sparkly' to support them in their day to day role, whether this be getting them through a tough time or acknowledging a great piece of work or service. Nominations for these awards are submitted by peers or colleagues for consideration by the charity team. Previously we have provided books, hand creams, candles etc and wanted to introduce something new and had been researching 'letterbox gift boxes'. As an organisation that covers the majority of the North East of England we needed something that could be simply sent in the post safely.

We chose Smile Box after meeting Andy and Donna at an NHS Charities event in May, with their wealth of knowledge and experience of producing these boxes for healthcare professionals, I knew I was in safe hands.

Q2. DESCRIBE YOUR EXPERIENCE OF WORKING WITH SMILE BOX

Working with Andy and the team at Smile Box has been nothing but brilliant. They took a concept, developed a prototype and went above and beyond to exceed my expectations. From describing the potential contents of the Smile Box to suit the needs of rewarding our staff to the intricate detail of applying our charity branding onto the boxes has been flawless.

The communication between Smile Box and myself has been exceptional, nothing has ever been too much trouble, any queries have been dealt with in an extremely quick fashion and the check in's I get post delivery and beyond are well received and have even created further orders from us.



YVONNE CAMPBELL

Head of Charity

Q3. WHAT EFFECT DID THE WELLBEING BOXES HAVE ON YOUR STAFF?

We call our Smile Boxes 'Sparkle Gifts' and the initial pilot order flew out of the door. The feedback from colleagues has been brilliant – they love our new sparkle gifts for their awards they receive. The graphics have encouraged future supporters of the charity and we are continuing to measure the success of these boxes. The charity team themselves often wish they are nominated for a Sparkle Award, as would love to be a recipient of these boxes with the feedback we continue to receive.

Q4. HOW WAS YOUR EXPERIENCE OF WORKING WITH SMILE BOX AND WOULD YOU USE THEM AGAIN IN THE FUTURE?

My experience of working with Smile Box has been flawless. So much so we have diversified our Sparkle Awards and created Team Wellbeing boxes that are distributed once a month to our Team of the Month winners. Teams of anything between 5 and 120 receive these boxes, which have been carefully handcrafted with the contents to give staff a much needed boost with. The boxes have also been branded with our specific branding which supports us as a charity to increase our awareness across our geographical footprint.

