



# The Donna Louise Children's Hospice Trust



## Autumn Newsletter 2011

### Welcome...

to our Autumn newsletter.

The past few months have been very busy indeed – not only at the hospice, but also with plenty of supporters doing wonderful fundraising events for us.

Your generosity really makes a huge difference, especially during challenging economic times. It's comforting and inspiring to see so many of our supporters being generous with their time, energy and fundraising efforts to help ensure that we can provide the care and support that our children and families need.

It's also been a busy time for the children and families with our garden being transformed into a farmyard for a day, and another very special Memory Day taking place.

I hope that you will enjoy reading our news and updates, and keep up your support – we can't do it without you!

**Melanie Mills**  
Director of Fundraising and PR

### What will be your challenge?

Our challenge is to provide the best possible care for children whose lives will be cut short by chronic and complex illnesses. For many of our energetic supporters, the challenges these children face everyday is all the inspiration they need to push themselves to new limits.

Whether it's trekking the Great Wall of China, cycling from London to Paris or scaling the heights of Mount Kilimanjaro, people from all walks of life are challenging themselves to help raise vital funds for our Hospice.

Construction Manager Alan Roper was a less than enthusiastic cyclist but decided to challenge himself and his friends by riding the 927 miles from John O'Groats to Lands End - in just eight days.

"It was probably a moment of madness that made me do it but I have a friend whose son visits the Donna Louise Children's Hospice so I understand what the families are going through and how important the charity is," said Alan, from Stafford.

"I won't pretend it was easy, especially at the start when the terrain was tricky, but as we headed towards Lands End it was a very pleasurable ride and quite an emotional experience to have completed it."

Climbing Mount Kilimanjaro was no mean feat either for David Rowley but he describes his trip as a once in a lifetime experience.

"I was a little daunted by the prospect of tackling something as challenging as Kilimanjaro but as long as you train and are realistic about the prospect of five days without a shower and walking at high altitude, it is an unforgettable experience," said David.

"I met a great group of friends, challenged myself in ways that I hadn't before and was proud to reach the summit - despite being the eldest in the group! I raised £6,500 too which I was very pleased about."

Taking part in a challenge to help children with life threatening conditions gives a real sense of achievement, not to mention a chance to get fit.

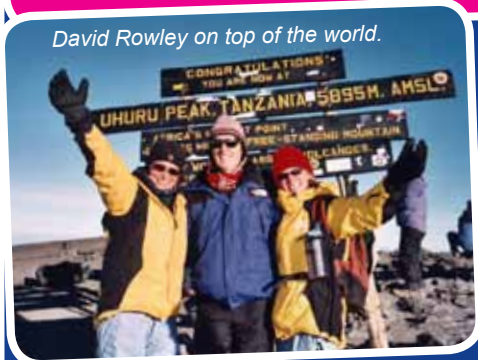
"Our challenge events are very popular because those who take part achieve so much; new friends, new opportunities and the satisfaction of helping children who are immensely challenged on a daily basis," said Director of Fundraising and PR Melanie Mills.

For further information about taking part in one of the Donna Louise Children's Hospice challenge events visit [www.donnalouisetrust.org](http://www.donnalouisetrust.org) or call 01782 654444.

Alan Roper and Rob Wainwright en route to Lands End.



David Rowley on top of the world.



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#### Memories that live on

A feature on one of the very special days in our annual calendar.

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## HOW LEGACIES HELP US

When we talk of legacies and leaving a gift to charity in a will, it's easy to think of the truly wealthy or powerful in society whose presence can often be felt long after they die.

But leaving a legacy is an option for us all, as Frank Hughes showed.

Frank and his beloved wife Joan, who sadly died in 1993, were much loved family friends of John and Christine Tyler and a devoted 'aunty and uncle' to their daughter Louise. When Louise was diagnosed with an incurable form of cancer in 1999, Frank was as devastated as her parents and wanted to help.

However it was only after his death at the age of 84 that Frank's true legacy became known. He had left £34,000 in his Will to The Donna Louise Children's Hospice, the charity John and Christine had thrown themselves into supporting after Louise sadly died aged 11.

"Frank was a wonderful, kind man and it meant a great deal to him to leave the money to the Hospice," said Christine, of Biddulph. "He was so impressed with its wonderful work and it is comforting for us to know that there's a little piece of him that is living on through his generous legacy."

For children like Louise, a legacy such as Frank's can make a world of difference.

"Having a hospice on our doorstep would have made our terrible situation much more bearable," said Christine. "Unfortunately, The Donna Louise Children's Hospice wasn't open when Louise was so ill but it helps us to know that others who find themselves caring for a very sick child, or coping with bereavement, have the support they need."

For further information about leaving a legacy, please call Melanie Mills on 01782 654444 or email [melanie.mills@donnalouisetrust.org](mailto:melanie.mills@donnalouisetrust.org)



### What could your gift provide?

**£1,000** A sling to aid comfortable and safe lifting and moving our children who are wheelchair users.

**£4,000** A day's respite care for 10 children and their families. Regular respite stays allow families the chance to recharge their batteries in a warm, homely environment.

**£10,000** Over 600 hours of counselling for children and families. Our counsellors provide as much or as little support as needed for each family that uses our services.

**£25,000** Helps us to provide a Play Specialist to give fun times, lasting memories and keepsakes for our children and families. Our Play Specialist helps us make every moment count.

**£40,000** Will pay for a Children's Palliative Care Nurse to provide expert, sensitive and compassionate care and support for children with life threatening conditions, both in the hospice and in the child's own home.

**£165,000** Enables us to provide vital respite and support for life threatened children and their families for a full month.

**£2,200,000** Will run our comprehensive respite and end of life services for children and families from across Staffordshire and South Cheshire for a year.

*Note: All amounts indicated above are to the nearest £1,000 based on costs for 2010/11 and may be subject to change.*

## October is Will Month!

There's still time to take advantage of our will month scheme. Participating solicitors will draw up a simple will free of charge during October in return for a donation.

**Why not make your appointment today and help secure the future of our service to life-threatened children and their families throughout Staffordshire and South Cheshire?**

**See our website for a list of participating solicitors and will writers.**





## Caring around the Clock

My name is Tracey and I am a Community Nurse at the Donna Louise Children's Hospice. My role involves spending time with the children and families in their own homes, as and when they need the extra support, and I think it's fair to say that no two days are ever the same. In fact, no two hours are the same!



Caring for these very special children and their families at the worst possible times in their lives is a privilege. We become very close to them, sharing their worries and concerns and, eventually, their grief. People often ask me how I do it because they think my job must be endlessly sad but it isn't like that at all. The Hospice is such a happy place and we know that we are doing our very best to make the children's short lives as fulfilling as they can be.

*“Caring for these very special children and their families at the worst possible time in their lives is a privilege.”*



Take Sarah for example. She was eight-years-old when I first went to meet her and her family at their home and, five years on, I am still continuing to provide that support. Sarah's condition means she has had to endure numerous operations and treatments - each one incredibly painful and stressful for the whole family, who can never be sure that she will pull through.

Sarah needs around the clock care, yet for years her parents coped pretty much alone. Family and friends wanted to help but felt ill equipped to manage her complex needs, so in all that time Sarah's Mum and Dad had not spent an hour out together.

Luckily, our Community Nursing Team was able to step in. Whether it's looking after Sarah while her parents take a break, advising them on her care after an operation or making arrangements with the hospital, we can be there night or day. Often we are just a shoulder to cry on, and sometimes that's the most important part of the job.

*“Often we are just a shoulder to cry on, and sometimes that's the most important part of the job.”*

I love my work but, when you are helping children with life-threatening conditions, there are never enough hours in the day! We know that many more families, like Sarah's, are struggling to cope but the simple fact is that we need more money to help us to reach out to them.

Community Nursing is such a valuable service to the families who rely on it and they often tell me that they would be lost without us. I feel fortunate to be able to do my job; being able to put a smile back on a parent's face or to reassure an anxious child is something very special.

*Pictures used feature some children enjoying time at The Donna Louise Children's Hospice and do not necessarily relate to those named in the feature*





*Some members of the Community Team.*

Just like Jo Brand, we want you to be our friend.

We want your best friends to be our best friends. So head along to our new-look Facebook page and sign up to receive regular news and updates. Check out what well-known faces are our friends and spread the word through your own Facebook pages. Use the page to share your fundraising ideas and activities. You can even upload pictures of you and your friends raising money for the hospice.

**BE OUR FACEBOOK FRIEND OR LET US "TWEET" YOU OUR NEWS!**

 Find us on Facebook: donnalouisechildrenshospice

 Find us on Twitter: @TheDLCHospice

# Become a "Friend for Life"

**Friends for Life**



## Are you ready to take up the 'Spud Bud Challenge'!?

Spud Bud is our fun, new fundraising activity for primary school children.

Why not encourage your children and their friends to 'create' their very own "Spuddy Buddy", give it a name and look after it over the course of a week ... at the same time raising money for The Donna Louise Children's Hospice!?

Take a look at Tilly, pictured below, who thoroughly enjoyed creating hers.



"I love my stopovers at The Donna Louise Children's Hospice. I've made my own spud bud and called her Hannah Montana"



You'll find more information about the Spud Bud Challenge on our website - and if you take a picture of your spuddy buddy don't forget to send us a copy via facebook - it could feature in our 'spud bud gallery'.

**Teachers: Why not get your classes involved!?** More information about how "Spud Bud" could feature in your classroom with lesson plan suggestions for both Key Stage One and Key Stage Two levels please see our website.

## Hospice nets charity partnership with Port Vale FC

Port Vale FC will be supporting the charity this season through a national Football League partnership with Help the Hospices. The partnership brings together The Donna Louise Children's Hospice and Douglas Macmillan Hospice to help raise funds and awareness of the adult and children's hospices services in Stoke-on-Trent.



## Take a journey of self-discovery and make a real difference to life threatened children.

- 3 Peaks Challenge - April to October annually
- The Kilimanjaro Challenge - 19/1/12 to 29/1/12
- London Marathon - 22/4/12
- Night Rider 2012 - 10/6/12
- Trek the Tres Picos - 27/6/12 to 1/7/12
- The Great Wall of China Challenge - 14/9/12 to 23/9/12

**GO FOR IT!**

If there's a challenge that you would like to do that is not included on this list, or you would like some additional options please contact [katy.burgess-lowe@donnalouisetrust.org](mailto:katy.burgess-lowe@donnalouisetrust.org) or call 01782-654444.

## Fundraising Round Up

Once again we would like to say a huge thank you to all of our supporters who have raised fantastic amounts of money for us ... and some of the ideas never cease to amaze us!!

**Fundraising Events since our last Newsletter have included:**

**Hanley Market Family Fun Day** (which included an opportunity to 'gunge' the Lord Mayor of Stoke-on-Trent) raised over £3,000.

**Myers Solicitors** raised over £3,000 from their sports day.

**Lee Morris from Tile Giant in Macclesfield** sat in a bath of beans in the town centre for four hours and raised £1,166 to date!

**The Plume of Feathers, Barlaston** have raised in excess of £400 from a recent fundraising day.

**The Mad Trekkers from the University Hospital of North Staffordshire** climbed the Three Peaks back-to-back and have raised £1,634 so far.

**Bursey County Primary and Eton Park Junior Schools** raised £800 with our newly launched "Spud Bud" challenge.

### Eccleshall Friends Have a Ball

The late Summer Ball held by our Eccleshall Friends Group has raised in excess of £10,500. The Event was attended by 365 people in the grounds of Fieldhouse Farm, Eccleshall. Feedback included guests who have written to say that the event was "Fantastic from start to finish!". Congratulations to Gilly Holt, Emma Beardsmore and their friends and family for a tremendous result!



### Mini Car with a big Heart

The hospice is the proud owner of a brand new Mini courtesy of Heart FM. The radio station chose Children's Hospices UK as the charity to benefit from their Have a Heart Appeal earlier this year, and participating

hospices were presented with shiny new Mini's to help them deliver care and support to children and families in the community.

**Thank you Heart FM!**

### Friends Group Round Up

Jean Tabernor and the newly-formed Colwich Friends Group held a coffee morning and raised £540.

Stafford Friends held a Mediterranean Evening and raised over £900.

Eccleshall Friends Late Summer Ball raised £10,500.

Burton Friends "Making Every Moment Count" cycle challenge raised £964.

## Remember us this Christmas

Christmas is a special time to spend with friends, family and loved ones. At the hospice, we will soon be in the midst of planning lots of Christmas activities for the children. We believe in making the very most of every moment, because for the children and families who use our hospice, time is precious - and limited. So, every moment counts.



Whilst we are preparing to celebrate the Christmas Season, we also take this opportunity to reflect on the year gone by and to look forward to what lies ahead. We are extremely grateful for the warmth and support we have received from our supporters. Without you, we simply would not exist, and we hope that you will continue to help ensure that our hospice is always here for the children and families who need us.

You can remember us this Christmas by making a donation in lieu of sending cards, buying Donna Louise Children's Hospice Christmas Cards, or giving us the gift of much needed funds.

- £5** could help pay for a nutritious home cooked meal for one of our children.
- £10** could help pay for a Community Nurse to answer a phone call from a family, day or night when they need someone to talk to.
- £20** could help pay for a one-to-one music session giving a child the chance to experience the joy of music.
- £50** could help pay for a half-hour counselling session to help families through difficult and painful times.
- £150** could help pay for specialist children's nursing care for a day.
- £600** could help pay for a day's respite stay for a child, giving families the chance to recharge their batteries in a warm, homely environment.



### Burton Friends Cycle Success!

17 cyclists turned up to support our Burton Friends Group 50-mile Cycle Challenge on Saturday 17th September. Starting at the Cooper's Square Shopping

Centre they cycled the 50 miles to Stapenhill Institute Club. Not only that, the event was supported by coverage on Touch FM, Radio Derby, Burton TV and a feature in the Burton Mail. 15 cyclists completed the challenge and have so far raised £964!

**Well done everyone!!**



**Are you interested in joining or forming a Friends Group?  
Call the Fundraising Team on 01782 654444 for an informal chat**



### Golf Classic a success

The Donna Louise Children's Hospice 7th Annual Golf Classic took place at Trentham Golf Club on Friday 23rd September. Once again, the event was a sell-out with 128 golf enthusiasts from around the area including entertainer Pete Conway and PGA professional

Simon Lynn 'putting' their golfing skills to the test to raise much needed money for the charity.

As the sun shone across the course the golfers enjoyed a barbeque on the Clubhouse patio, courtesy of Churchill China, before teeing-off. After their round of golf they all sat down and enjoyed an evening Dinner with prize-giving ceremony and fundraising auction. The winner of this year's Donna Louise Children's Hospice Golf Classic was Howards Accountants, with 2nd place going to Hanley Economic Building Society and 3rd place to Grass Cutters.

To date the event has raised £15,800 with monies still coming in.

This year's event was kindly sponsored by Greenhous. The following companies and individuals showed their support with 'hole' sponsorships.

**Hole Sponsorships** - Staffordshire Media, Howards Accountants, St Modwens, Building Adhesives Ltd, Hanchurch Fisheries, North Staffs Tyre & Batteries, Longton Crane Hire, Follwells Estate Agents, QPS Screenprint, Peter Tams, Best Par None, Brookes Printers Ltd, Jim Ferguson, Barclays Business, Tony Swift & Listers Trade Frames.

For information on the 2012 Annual Golf Day, please contact Katy Burgess-Lowe on 01782 654444 or email [Katy.burgess-low@donnalouisetrust.org](mailto:Katy.burgess-low@donnalouisetrust.org)



### Corporate Round Up

Supporters at Michelin took part in their 2nd annual 9 mile walk to and from Baddeley Green working Mens Club, taking in some of the spectacular sites of Stoke-on-Trent's Waterways. Even the wet weather did not dampen their spirits, raising in excess of £750.

RAF Stafford TSW raised £3,000 taking part in a 'berganthon' at the Swynnerton Training Ground. A bergan is a special a-framed back pack which, when full, can weigh up to 35 kilos. Participants undertook a 10K trek around the Training Ground terrain carrying the fully packed bergans ... they're also planning another one soon!!

N-Power (Stoke Office) gave the hospice a £20,000 grant to provide a new sensory garden for the use of our families; in addition to this, over £10,000 has been raised by N-Power staff fundraising.

Trentham-based Building Adhesives Ltd have raised over £10,600 through various activities.

Air & Ground Ltd's recent 'Hangar Party' raised over £700 for the hospice.

### CORPORATE CONNECTIONS PARTNERS

#### Diamond Level

Bet365  
Air & Ground Aviation Ltd  
Stoke City FC  
Staffordshire Media  
Wade Ceramics Ltd  
Tile Giant  
Lesniak Swann

#### Emerald Level

KDM Events  
ExtraMile Communications Ltd

#### Crystal Level

Brian Tracy Associates  
Holiday Inn  
JSW Insurance Services  
Towtal Motorhome Accessories  
Blue Tiffin

For  
Corporate  
Connections  
opportunities  
call Christina  
Hunter-Jones on  
01782 654444

### Banking on support

BANK manager Steve Sargeant has spent a day working at The Donna Louise Children's Hospice.

Steve, a Senior Business Banking Manager at Barclays, visited the hospice as part of his pledge to find out first-hand the issues his clients are facing. He spent the day helping out in our kitchen and other departments.

Steve said: "I'm committed to finding out more about my client's business and to help the hospice achieve their ambitions.

"The more we know and learn about our customers the better, enabling us to provide the right levels of support and advice when required. This initiative is taking place up and down the country and is one of a range of measures to support our business banking customers out of the downturn."

Nuala O' Kane, Chief Executive at the hospice added: "During these difficult times it is essential that we maintain close links with our bank and ensure they have a genuine understanding of our business. This initiative has been very well received by us and allows our bank to fully understand the issues we face on a day to day basis."

If your business could help at the hospice, please contact the Fundraising Team on 01782 654444



Can your company support us?  
Call the Fundraising Team on 01782 654444



## Memories live on in Garden

Our annual Memory Day took place on Sunday 4th September.

Memory Day is a beautiful and special day in our calendar year. The day is dedicated to families who come to the hospice to remember their children who are no longer with us.

The aim of the day is to allow families to not feel alone in their sadness and they are able to receive support from people who understand.

This year we shared with over 200 people songs, poems and special messages around the theme of trees and wild flowers. The theme was chosen by a group of families who helped to make Memory Day so special. The metaphor depicts how nature with all its seasons can be likened to life after losing a child.

The children were also encouraged to create messages on ribbons to their brother or sister and place them in our new message garden which holds colourful poles beautifully decorated by the volunteer groups. The garden is a colourful space where families can express special thoughts about the ones they love. Children and young people often find it difficult to vocalise their thoughts, but through the message garden they are able to express creatively what they would like to say to those dear to them.



## Farmyard Fun comes to Hospice!

Over the Summer the lawn behind the Hospice building became a farmyard for the day, courtesy of Jo from Fields Farm. Jo brought some of her animal friends along with her for our children and young people to feed and handle.

The children enjoyed real, hands on experience of chicks, ducklings, sheep, goats and a puppy, and the opportunity to interact with the animals went down a treat, leading to some wonderful physical and verbal responses!

For one young man, who has recently become quite withdrawn due to a lot of hospital treatment, the farm experience was amazing since for the first time in a few months he responded by stroking one of the rabbits with a HUGE smile on his face.



### Dates for your diary (Families Only)

**Parent and Carers Support Group Dates**  
Wednesday 2nd November 2011  
10.30am - 12 noon

Monday 12th December 11am  
(Christmas Buffet)

**For more information contact the  
Care Team on 01782 654440**

# Please Help if you Can

For all donations please complete this section and return the **whole form** to the address below.

NAME: MR/MRS/MISS/MS .....

ADDRESS .....

.....POSTCODE: .....

EMAIL .....

TELEPHONE: .....

## GIFT AID: Free money from the tax man!

If you are a UK taxpayer, we can increase the value of your gift at no charge to you. What this means is that from every £1 you donate we can claim a tax refund of 25p.

I wish the Donna Louise Trust to treat all donations I have made in the last four years, and all donations I make from the date of this declaration as Gift Aid donations.

Signed:

Date:

I am a UK taxpayer  I am not a UK taxpayer

## 3 EASY WAYS TO DONATE!

### By cheque:

I enclose £.....for the care of children with life-threatening conditions.

**Please make cheques payable to: The Donna Louise Trust**

### By debit card:

Please debit my credit/debit card to the amount of  £

Registered address (if different)

Postcode

Card type

Card no.

CSV (last 3 digits on reverse of card)

Start date   Expiry date

Issue no.   
(if applicable)

### I wish to make a regular monthly donation:

**If you would like to donate regularly, please complete the section below and return it to us and not your bank.**

I wish to make a monthly donation of £.....  
Beginning on: / / and thereafter until further notice

Signature:.....Date:.....

Name of your bank:.....

Address of your bank:.....

.....Postcode:.....

Name of account holder: .....

Account No: .....Sort Code: .....

Please pay to: The Donna Louise Trust, Barclays Bank PLC,  
P O Box 202, Stoke-on-Trent. ST1 2PJ.

Account No: 50284432 Sort Code: 20-36-43.

The amount indicated above on the specified date

**Please post forms to: The Donna Louise Children's Hospice,  
1 Grace Road, Trentham, Stoke-on-Trent, Staffordshire. ST4 8FN.**

By submitting this form you are indicating your consent to receiving marketing messages from us unless you indicate an objection by ticking the box  NWSAUT / NWAS01

# UPCOMING EVENTS

**Family Fun Day at your local Dunelm Mill stores.**  
13th October 2011, 6pm – 9pm.

**Audlem Friends coffee morning at The Lord Combermere in Audlem.** 21st October 2011 for more details contact May Hunter on 01270 811145.

**Halloween Party at the Powys Arms in Wetley Rocks.**  
29th October 2011. Fancy dress event with, apple bobbing and live music in the evening.

**Casino Night at Best Western Stoke on Trent Moat House.**  
29th October 2011 from 7pm until late. Entry is by ticket only, £30 per person or Book Ten seats for £290.  
For tickets, contact Stephen Thornber on 01782 684909.

**Ghost Walk at the Octagon Shopping Centre in Burton.**  
31st October 2011 from 8pm until 9pm. For more information contact Caroline Barraclough on 01403 783400.

**Fundraising Week at the Big Top Fun Centre in Dovefields Retail Park, Uttoxeter.** 14th November 2011.  
For more information call 01889 566604.

**Darts Night at Stafford Rangers Football Club.**  
25th November 2011, For more information contact Craig on 01785 258307.

**Vintage Fayre at the Old Brown Jug in Newcastle-under-Lyme.** 3rd December 2011. For more information email thrwbckfrdys@aol.co.uk

**Stafford Friends Group Tombola and Market Stall within Stafford Market.** 3rd, 10th & 17th December 2011.

**Stafford Friends Cosmopolitan Evening at Castle Church Hall, Newport Road, Stafford.** 20th January 2012. For more information contact Brian on 01785 226788.

**The Donna Louise Children's Hospice 10K and 5K Family Fun Run.** 6th May 2012. For more information see our website.

The number of events you can support us at is constantly being added to, for an up-to-date list and more details please check our website [www.donnalouisetrust.org](http://www.donnalouisetrust.org)

## Now it's 'E-asy' to keep in touch!

Our new monthly E-newsletter can be delivered to your inbox simply by clicking on the link on our website.

Keeping in touch with our donors by email will not only help save money but it's better for the environment too. It also means you can be first to hear about the latest news and events and how we are using your donations to support our children and families.

**Please visit [www.donnalouisetrust.org](http://www.donnalouisetrust.org) and click on the subscribe button. You can download all our newsletters in the same way. It's E-asy!**



The Donna Louise Children's Hospice Trust,  
1 Grace Road, Trentham, Stoke-on-Trent,  
Staffordshire, ST4 8FN.

Tel: 01782 654444 Fax: 01782 654441

Email: [info@donnalouisetrust.org](mailto:info@donnalouisetrust.org)  
[www.donnalouisetrust.org](http://www.donnalouisetrust.org)

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