Annual Review
2008/09

The Donna Louise
Children’s Hospice Trust
For Staffordshire and South Cheshire

‘Where every moment counts’
Chairman’s Report

THIS STATEMENT AND TRUSTEES REPORT REFERS TO A NINE MONTH REPORTING PERIOD DUE TO A CHANGE IN THE DATE OF THE TRUST’S ACCOUNTING PERIOD

The past nine months have been extremely challenging for us all. We are in the midst of a very severe economic downturn from which the Charity has not been immune. Nonetheless, I am pleased to report that we were able to finish the accounting period with a modest surplus. This is a commendable achievement in a difficult financial climate and I would like to thank all the staff who have rallied together magnificently to ensure that we continue to deliver a high quality service to our children and families.

The Service
Insufficient funding means that we have still not achieved full opening. In October we commenced a pattern of condensed opening so that we provide overnight respite at the hospice for 4 nights a week, maximising the number of children staying at that time. This has meant that mostly we have been able to provide as many respite stays to children as last period whilst realising a significant saving on our overhead costs. It is our clear ambition to move to full opening in due course. Throughout this period we have been open for end of life care and emergencies as and when needed.

Finance
We are heavily dependent upon voluntary income to maintain our services - over the period we received 24% of our income from statutory sources – the remainder came as a result of donations and fundraising activity. We are grateful to all those who give, both large and small amounts, to ensure that our services to children and families are maintained. We also acknowledge the welcome support that we have received from our Stoke on Trent and Cheshire Primary Care Trusts, and from the Department of Health.

Fundraising
Despite the economic slowdown, we achieved pleasing income results for the financial period 2008/09. December 2008 was highlighted by increased media coverage on the announcement of our service cutbacks as well as the launch of our Angel Love Christmas Appeal, which featured a very moving family story. The campaign was a great success, raising £10,000 as well as increasing our supporter base.

We continued our profile raising during the first part of 2009 with our SOS Appeal which was a strong call to action to generate support and income to help us through the recession. The appeal generated a large amount of media coverage along with assistance by celebrities Jo Brand, Nick Hancock and Rory Delap. Our Patron Robbie Williams also publicly backed our campaign which helped to raise the profile of the appeal and the charity.

Personnel
I am pleased to record that the Trustee appointments of David Carr and Dr David Brookfield have brought additional strength and experience to the Board. Bill Alderton, Treasurer since the formation of the Trust, stepped down during the period and, I am pleased to say, remains a Trustee. Valerie Wood ACA, a director of DPC Accountants Limited, was appointed Treasurer during the period.

After 10 years as Chairman, good governance requires me to step down and I am delighted to be handing over to Dr Gordon Carpenter. Gordon is a founder member of the Trust and I know he will take us on from strength to strength. I have thoroughly enjoyed my role as Chairman and would like to thank everyone who helps to make this such a special place, for your support and friendship. I particularly want to pay tribute to all our staff for their unfailing commitment and dedication to providing such an excellent service for our children and families.

David Milburn
Chairman
Accounts

These accounts refer to a nine month reporting period due to a change in the date of the trust’s accounting period.

Income 2008/2009

- Individuals & Community: £532,061
- Companies: £160,995
- Legacies: £138,177
- Grant Making Trusts: £151,274
- National Lottery: £68,336
- Statutory Income: £371,851
- Trading: £131,648
- Investment Income: £2,068

Total Income: £1,556,410

Expenditure 2008/2009

- Fundraising & Governance: £361,234
- Core Service Costs: £1,009,426
- Depreciation: £92,639

Total Expenditure: £1,463,299

Staffing 2008/2009

- Hospice Service Team: 24
- Community Nursing Team: 6
- Fundraising Team: 8
- Support Services: 10

Total Staff: 48
### Accounts

**THE DONNA LOUISE TRUST**

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES**

**FOR THE PERIOD ENDED 31 MARCH 2009**

<table>
<thead>
<tr>
<th>Unrestricted Funds £</th>
<th>Restricted Funds £</th>
<th>2009 Total Funds £</th>
<th>2008 Total Funds £</th>
</tr>
</thead>
</table>

#### Incoming Resources
Incoming resources from generating funds

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voluntary Income</td>
<td>1,319,158</td>
<td>103,536</td>
<td>1,422,694</td>
<td>1,449,174</td>
</tr>
<tr>
<td>Activities for generating funds</td>
<td>131,648</td>
<td>-</td>
<td>131,648</td>
<td>184,283</td>
</tr>
<tr>
<td>Investment income</td>
<td>2,068</td>
<td>-</td>
<td>2,068</td>
<td>7,310</td>
</tr>
<tr>
<td><strong>Total Incoming Resources</strong></td>
<td>1,452,874</td>
<td>103,536</td>
<td>1,556,410</td>
<td>1,640,767</td>
</tr>
</tbody>
</table>

#### Resources Expended
Cost of generating funds

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of generating voluntary income</td>
<td>232,344</td>
<td>-</td>
<td>232,344</td>
<td>353,420</td>
</tr>
<tr>
<td>Fundraising trading</td>
<td>98,110</td>
<td>98,110</td>
<td>1,009,426</td>
<td>1,228,775</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>911,690</td>
<td>97,736</td>
<td>1,009,426</td>
<td>1,228,775</td>
</tr>
<tr>
<td>Governance costs</td>
<td>30,780</td>
<td>-</td>
<td>30,780</td>
<td>46,567</td>
</tr>
<tr>
<td>Depreciation</td>
<td>59,639</td>
<td>33,000</td>
<td>92,639</td>
<td>125,814</td>
</tr>
<tr>
<td><strong>Total Resources Expended</strong></td>
<td>1,332,563</td>
<td>130,736</td>
<td>1,463,299</td>
<td>1,896,429</td>
</tr>
</tbody>
</table>

#### Net Resources before transfers

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Resources before transfers</strong></td>
<td>120,311</td>
<td>(27,200)</td>
<td>93,111</td>
<td>(255,662)</td>
</tr>
</tbody>
</table>

#### Gross transfers between funds

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross transfers between funds</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Net movement in funds

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
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<td>120,311</td>
<td>(27,200)</td>
<td>93,111</td>
<td>(255,662)</td>
</tr>
</tbody>
</table>

#### Fund balances at 30 June 2008

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fund balances at 30 June 2008</strong></td>
<td>486,400</td>
<td>1,991,305</td>
<td>2,477,705</td>
<td>2,733,367</td>
</tr>
</tbody>
</table>

#### Fund balances at 31 March 2009

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
<th>2009 Total</th>
<th>2008 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fund balances at 31 March 2009</strong></td>
<td>606,711</td>
<td>1,964,105</td>
<td>2,570,816</td>
<td>2,477,705</td>
</tr>
</tbody>
</table>

The statement of financial activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

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Mr Paul Hulme FCCA (Senior Statutory Auditor)
for and on behalf of
DHJ ACCOUNTANTS LIMITED
Chartered Certified Accountants
Registered Auditors

Porthill Lodge
High Street
Wolstanton
Newcastle Under Lyme
Staffordshire
ST5 0EZ

David Milburn
Chairman

Valerie Wood
Treasurer
The Donna Louise Children’s Hospice was registered as a charity in May 1999, which means that, in 2009, we celebrate our 10th Birthday.

The mere existence of the charity, and the fact that we are still here caring for children and families 10 years on, is testimony to the generosity of the people of Staffordshire and South Cheshire.

We want to thank you all for your ongoing support – we simply can’t do it without you!

Here are some very special Birthday wishes....

“I am extremely privileged to have been involved with the Children’s Hospice from its very early beginnings. The hospice is a truly remarkable tribute to the generosity of the people of Staffordshire and South Cheshire.

I wish you all well on our 10th Anniversary and much look forward to the years to come.”

Lord Stafford D.L.

“As a Patron of this amazing charity, I have been lucky enough to see it grow over the years. I feel very proud to know that all that was made possible by the good people of Stoke-on-Trent. When I was growing up in Burslem and Tunstall, it was instilled in me that Stoke-on-Trent people are the best – the most giving, welcoming and generous and the most capable of getting through hard times. And I’ve got to be honest, I’ve travelled around the world and you’re right – we are!

That is why I am so proud to support a local charity like Donna Louise Children’s Hospice. The fact that 10 years on, it is still there caring for children and families is testimony to the generosity of the people of Staffordshire and South Cheshire and the wonderful commitment of its staff.

I would like to send my love to all the children and families and of course to the brilliant staff who make this very special place possible. You are all amazing and do an incredible job. Here’s wishing you all a very Happy 10th Birthday!

With Love
Robbie Williams

“Whilst in your great city last Summer I was invited to visit your hospice. I was deeply moved by that visit. The work you are all doing is amazing and I was so touched by the happiness and resilience of the children and their families in the face of such adversity – you are all beautiful people!

As you prepare to enjoy this celebration of a milestone in your history – I send you my love and my blessings. To everyone that works so hard to make a difference in the lives of these very special children, you are all doing a fantastic job that makes God smile!”

Love and Blessings
Archbishop Desmond Tutu
We Need Your Support

Fundraising is key to our existance. We rely on donations and voluntary income to raise 85% of the £2 million needed each year to provide respite and end of life care for life threatened children from Staffordshire and South Cheshire.

Every donation you make, makes a difference to the lives of hundreds of life threatened children and their families.

To celebrate our 10th Birthday, you can give us a gift that makes a difference. Your gifts create happy memories, special moments and fun times for the children who use our services. Your gifts also provide counselling and bereavement services, sensitive medical care and community care and support in the family’s own home.

Please give us a gift on our 10th Birthday and help ensure we are here for many more years to come.

You give my family the chance to enjoy a meal together. Meal times are a special time for families. Food brings people together to share their day’s news. Your donation will pay for a nutritious home cooked meal for one of our children.

You give me the chance to experience the joys of music. Music is a great healer and can uplift the soul. Your donations will pay for a one-to-one music session giving one of our children the chance to experience the joys of music.

You give my brother and sister the chance to make new friends. It is often difficult for parents of life limited children to spend time with their other children. Sometimes the siblings of these children feel isolated and ignored. Your donation will pay for a trip to the cinema for the brother or sister of one of our children.

You give me a place to go where I can forget I’m sick. Our children can enjoy a range of play and relaxation activities including use of the spa and multi-sensory room. All these activities need electricity to run. Your donation will pay the electricity bill for a day so our children can get the most out of these experiences.

£145: Upgrade your donation. Upgrade your donation to a week’s electricity.

You give me a place to go where I never feel alone. Your donations will pay for a Community Nurse to provide an hour’s care and support for a family their own homes so they never feel alone or isolated away from the hospice.

You give me the chance to visit exciting places with my friends. Supported by one-to-one care, your donation will pay for our children to enjoy trips to exciting places in our customised mini-bus. Places of interest include the Zoo, local gardens and the Theatre (especially during Panto season!)
You give me a place to go when I am scared and need someone to talk to. Our counsellor supports the children and families every step of their journey. This support continues after the child has died, for as long as the family needs it. Your donation will pay for an hour’s counselling session to support families during difficult and painful times.

You give me caring, soothing hands when I’m in pain. Our specialist nurses provide not only sensitive medical care, but they also provide fun and games and support the whole family. Your donation will pay for specialist nursing care for a child for a day.

You give Mummy and Daddy a peaceful night’s sleep. We offer support to the whole family. Regular respite stays allow families the chance to recharge their batteries in a warm, homely environment. Your donation will pay for a day’s respite care for a child.

You give me a place to go where I’m a child and not a patient. Whether it’s making music, challenging each other to a game of pool, or creating mini-masterpieces in our arts and crafts area, the focus is on having fun and creating special memories. Your donation will pay for a 5-day respite stay for a child.

£5,500: Upgrade your donation. Upgrade your donation and pay to run the hospice for a full 24 hours.

Please help if you can by making a donation

NAME: MR/MRS/MISS/MS ..............................................................................................................
ADDRESS........................................................................................................................................
........................................................................................................................................................
........................................................................................................................................................
............................................................................................................................................................ POSTCODE
EMAIL...........................................................................................................................................
TELEPHONE .................................................................................................................................
I enclose £ ............. as a donation
Please make cheques payable to: The Donna Louise Trust

If you would like to make a regular donation, please complete the form below and return to us and not your bank.

I wish to make a monthly donation of £............
Starting 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
PO Box 202, Stoke-on-Trent, ST1 2PJ
The amount indicated above on the specified date

GIFT AID: Free money from the tax man!

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

I wish The Donna Louise Trust to treat all donations I have made in the last 6 years, and all donations I make from the date of this declaration, as Gift Aid donations.

Signed: .................................................................................................. Date: ..............................................