

**Where every
moment counts**



**The Donna Louise Children's Hospice Trust
Annual Report 2009/2010**



The Donna Louise
Children's Hospice Trust
For Staffordshire and South Cheshire
Reg Charity No. 1075597
Where every moment counts

CONTENTS

Contents	Page 2	Accounts	Page 6
Chairman's Statement	Page 3	Accounts	Page 7
Chief Executive Report	Page 3	Fundraising Report	Page 8
Care Service & Delivery	Page 4	Volunteer Services	Page 10
Care Development	Page 5	A Partnership Approach	Page 11

Chairman	Dr Gordon Carpenter M.B, Ch.B, Dip. Comm. Paed.
Treasurer	Valerie Wood ACA
Secretary	Wendy Jennings LI.B (resigned 16.12.09) Alison Brian BA (Hons), DBA (appointed 16.12.09)
Chief Executive	Nuala O'Kane
Head of Care	Margaret Harvey RGN, RSCN, HV (resigned 31.12.09)
Acting Head of Care	Jane Jones RGN, RSCN (appointed 01.07.09)
Head of Fundraising & PR	Melanie Mills BA (Comms)
Business Support Manager	Alison Brian BA (Hons), DBA

TRUSTEES

Dr John Alexander BSc, M.B, MSc, M.R.C.P, F.R.C.P.Ch
Dr David Brookfield M.B, Ch.B, Dip. Comm. Paed.
Dr Gordon Carpenter M.B, Ch.B, Dip. Comm. Paed.
David Carr OBE, D.L, MRIGS
Keith Harrison MSc
Derek Miller LI.B
Anthony Swift
David Gladman BA (Hons)
Bill Alderton AIB
Christopher Barry BSc Eng
John Tyler BSc (Hons), CMIOSH
Julie Arkle
Karen Gladman M.C.S.P, S.R.P
(appointed 21.01.10)

PATRONS

Robbie Williams
The Lord Stafford D.L.

REGISTERED CHARITY ADDRESS

1 Grace Road, Trentham
Stoke-on-Trent, ST4 8FN
Reg. Charity No: 1075597

BANKERS

Barclays Bank PLC
PO Box 202
Town Road, Hanley
Stoke-on-Trent
ST1 2PJ

AUDITORS

djh Accountants Ltd
Porthill Lodge, High Street
Wolstanton
Newcastle-under-Lyme
ST5 0EZ

LEGAL

Knights Solicitors llp
The Brampton
Newcastle-under-Lyme
ST5 0QW



CHAIRMAN'S STATEMENT

It is my privilege to present my first Annual Report as Chairman, having taken over from David Milburn at the Annual General Meeting last September. David was Chairman for 10 years, overseeing the remarkable growth of the fledgling Trust to the organisation it is today. I would like to thank him for his careful stewardship during this time and the support he has given, and continues to give to me and the other members of the Board of Trustees.

Despite the difficulties of the external financial climate we have achieved considerable success with our income generation over the past year and we are in the strongest financial position that we have been since the Trust's inception. We are now able to plan for the growth and development of our service, and look forward to the time when we will be fully open.

I would like to pay tribute to all our staff for their unfailing commitment and dedication to our service during a difficult year of financial restraint and change. Through their efforts we are confident the future of our Trust remains bright.

I would also like to thank my fellow Trustees for their support and encouragement and for all the time they give selflessly to ensure that our service and the support given to children and families remains of the highest order.

Dr Gordon Carpenter - Chairman

“We take inspiration from the children and families who use our hospice and whose lives we are privileged to share.”

CHIEF EXECUTIVE REPORT

Last year we took the difficult but necessary decision to reduce the opening times of the hospice in order to reduce costs. This proved to be an effective strategy as we were able to provide as many respite stays to children as during the last period whilst realising a significant saving on overhead costs. We are confident that during the coming year we will see an expansion of this service as we strive to our goal of full opening.

At the end of the 2009/10 financial year we are fortunate to be in a very strong position. For the first time in the Trust's history we have brought in an annual income exceeding £2 million, thanks to the hard work and commitment of our fundraising team. Our reserves at the end of the year have reached over £700,000, giving us much needed security and stability to forward plan. This position has been achieved through the efforts of all staff working as a unit not only to generate funds, but also holding down costs.

We received 18% of our total income from statutory sources, consisting of a direct Government grant and contributions from Stoke-on-Trent and South

Staffordshire Primary Care Trusts. We are very appreciative of this ongoing support.

In December 2009 we said goodbye to Margaret Harvey after many years of dedicated service as our Head of Care. We are looking forward to a very exciting period as we welcome Dot Gillespie to her new role with all the challenges and opportunities that will surely lie ahead.

Our preparations for full opening include recruiting new staff to support the children and families and building an extension to our dining room to ensure that we can all sit down together for meals.

I am very grateful to the staff and volunteers for all their work and I am proud of everything that we have achieved together. I am also indebted to our kind donors who have supported our work from the beginning and on whose generosity we continue to depend. I know that we all take our inspiration and motivation from the children and families who use our hospice and whose lives we are privileged to share.

Nuala O'Kane - Chief Executive



CARE SERVICE & DELIVERY

ACHIEVEMENTS

In the past year, the care team have worked extremely hard to maintain hospice services to children, young people and their families, despite facing some challenges!

The care team have continued to support 184 families both in the hospice and at home, in a variety of ways including; overnight stays, day care, home respite support, emotional support and bereavement support.

The Care Team's aim is to respond flexibly to the needs of families wherever and whenever possible, maintaining 24/7 end of life care and support for families whenever required.

We provided support to the following:-

184 Children and families

38 Bereaved families

ACTIVITIES

All the care team groups have continued to go from strength to strength.

The Youth Club continues to flourish, with our young people enjoying a variety of activities to promote independence and social skills.

In December, our young people recorded their very own version of the Christmas hit, 'Feed The World'. Their solo pieces were accompanied by our very own staff Christmas Choir!

Sibling activities have included outings to Blackpool, a theatre trip to see 'The Lion, The Witch and The Wardrobe' and an outdoor adventure at Conkers in Burton. Other sibling events are planned for later in the year and are always popular as they provide a forum for the children to spend time with peers in similar situations.

Parent and carers meet every month and offer opportunities for discussion, advice & support which parents describe as invaluable.

Bereaved Parent and Sibling Groups are co-ordinated by our counsellor, offering guidance & support, which has received very positive feedback.

Our memory day in September, 'Butterflies', was run by our Bereaved Parent Group and co-ordinated by our counsellor. It was a meaningful and special day promoting togetherness, empathy and understanding. Over 200 attended which is testament to how meaningful the event is to families.

Dot Gillespie - Head of Care

CARE DEVELOPMENT - A VISION FOR THE FUTURE

PARTNERSHIPS

Effective partnership working with other organisations has enabled us to develop additional services, particularly summer holiday activities through the Aiming High for Disabled Children grant.

Staff development and training opportunities have been made available through working in partnership with the Douglas Macmillan Hospice.

CHALLENGES

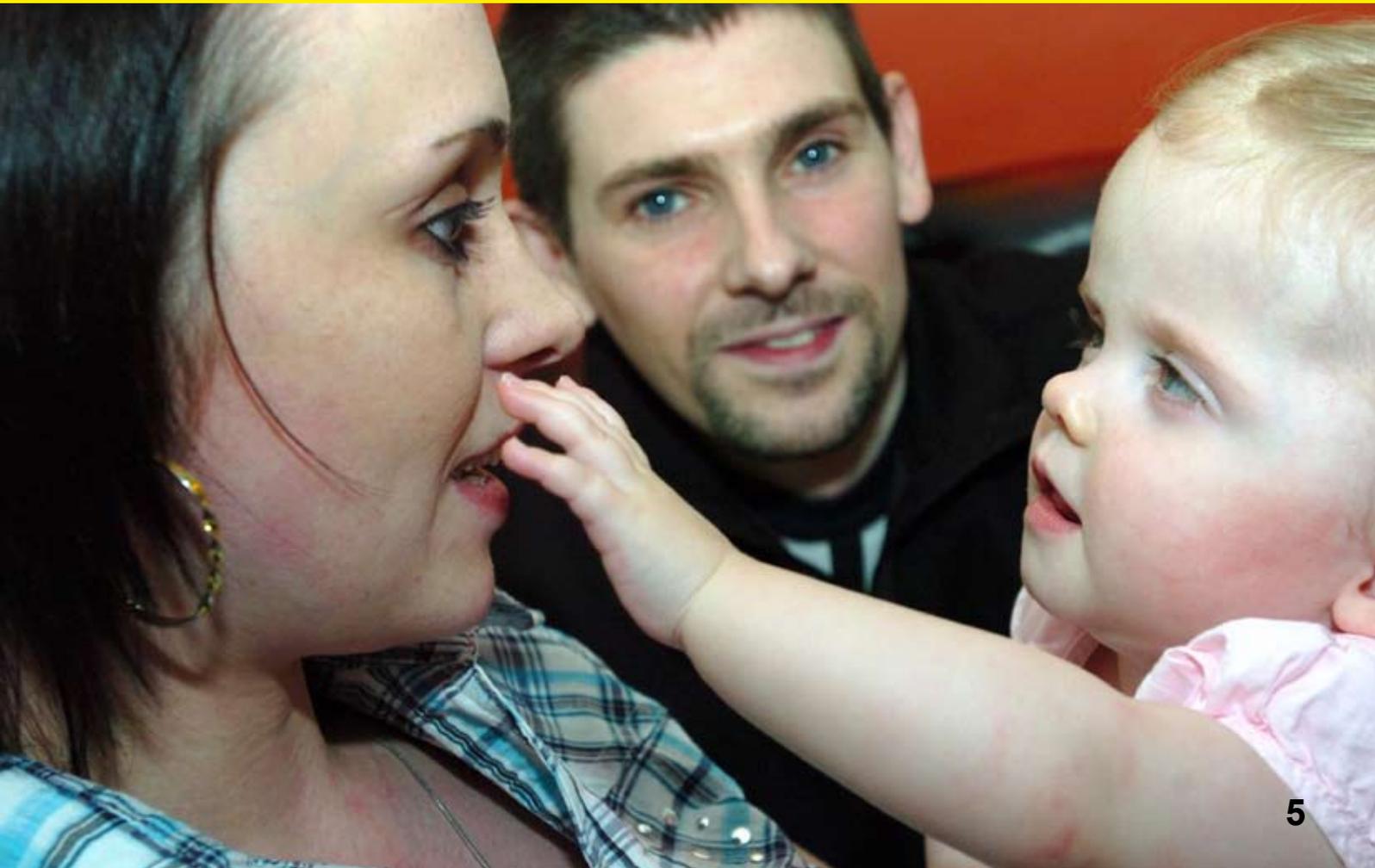
The ambition to achieve full opening was, unfortunately, not realised this past year, but we continue to make this our target for 2010 - 2011. In the past year, we have been able to offer overnight care at the hospice 4 nights per week for up to 6 children. Recruitment to vacant posts in the care team has been challenging and has hampered our ability to progress to full opening.

MOVING FORWARD

The main objective for the care team for 2010 - 2011 will be to achieve 24/7 access to a range of hospice services for children, young people and families. This will include in house, day care and community services. We will be working closely with the children, young people, parents and carers to ensure that service developments and changes are in line with what families need to support them.

Dot Gillespie - Head of Care

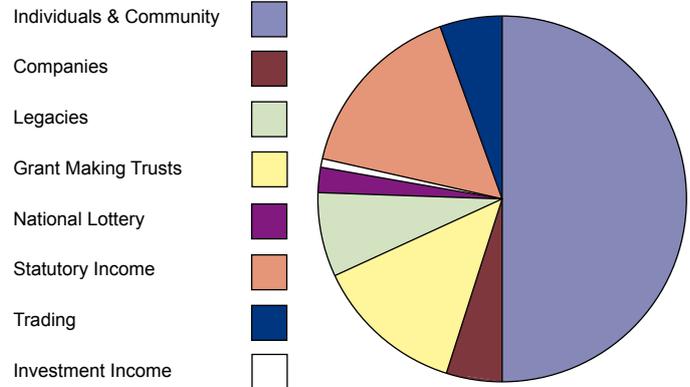
“ We aim to respond flexibly to the needs of children and families in our care ”



ACCOUNTS

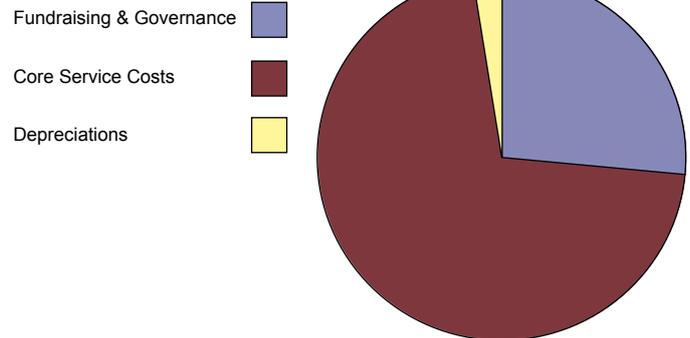
INCOME 2009/2010

Individuals & Community	£1,163,206
Companies	£127,129
Legacies	£255,922
Grant Making Trusts	£187,909
National Lottery	£34,672
Statutory Income	£416,875
Trading	£107,136
Investment Income	£811.00
Total Income	£2,293,660



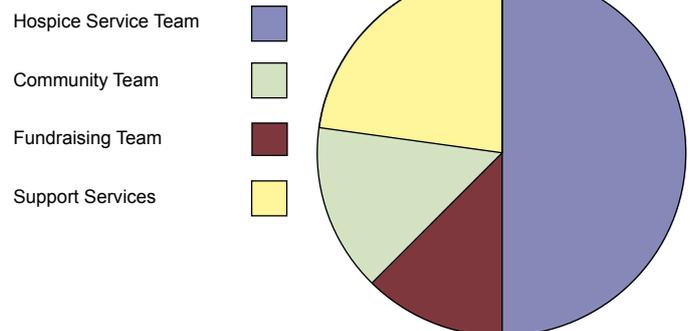
EXPENDITURE 2009/2010

Fundraising & Governance	£487,980
Core Service Costs	£1,225,406
Depreciations	£65,505
Total Expenditure	£1,778,891



STAFFING 2009/2010

Hospice Service Team	21
Community Team	5
Fundraising Team	7
Support Services	9
Total WTE Staff	42



ACCOUNTS

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2010

	Unrestricted Funds £	Restricted Funds £	Total Funds 2010 £	*Total Funds 2009 £
INCOMING RESOURCES				
Incoming resources from generating funds				
Voluntary Income	2,183,448	2,265	2,185,713	1,422,694
Activities for generating funds	107,136	-	107,136	131,648
Investment income	811	-	811	2,068
TOTAL INCOMING RESOURCES	2,291,395	2,265	2,293,660	1,556,410
RESOURCES EXPENDED				
Cost of generating funds				
Cost of generating voluntary income	372,681	-	372,681	232,344
Fundraising trading	79,133	-	79,133	98,110
Charitable activities	1,211,654	13,752	1,225,406	1,009,426
Governance costs	36,166	-	36,166	30,780
Depreciation	21,505	44,000	65,505	92,639
Total Resources Expended	1,721,139	57,752	1,778,891	1,463,299
Net Resources before transfers	570,256	(55,487)	514,769	93,111
Gross transfers between funds	-	-	-	-
Net movement in funds	570,256	(55,487)	514,769	93,111
Fund balances at 31 March 2009	606,711	1,964,105	2,570,816	2,477,705
Fund balances at 31 March 2010	1,176,967	1,908,618	3,085,585	2,570,816

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

All incoming resources and resources expended derive from continuing activities.

Porthill Lodge
High Street
Wolstanton
Newcastle under Lyme
Staffs ST5 0EZ

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

.....
Gordon Carpenter
Chairman

Valerie Wood
Treasurer

*Denotes nine month reporting period: 1st July 2008 - 31st April 2009

“The only way we will survive this recession is to fundraise our way out of it”

FUNDRAISING REPORT

The Donna Louise Children's Hospice has always relied on the generous support of the local community. Since its establishment in 1999, the hospice has been funded almost exclusively by gifts and donations from the public, local fundraising events and activities, and local businesses.

The recession hit the national charity sector very hard, with reported downturns in individual charitable giving of as much as 30%, and corporate giving taking an even bigger knock.

It is against this backdrop that The Donna Louise Children's Hospice celebrated its 10th Birthday.

A TIME TO CELEBRATE

Our 10th birthday milestone was identified as a platform on which to launch an ambitious fundraising campaign. The Ten10 Campaign was heralded as the primary fundraising initiative that would help the charity to rebuild our services following cutbacks made earlier in 2009.

The campaign was launched in May 2009 to coincide with the charity's 10th birthday and generated exceptional media coverage. Supported by celebrity champions Nick Hancock, Jo Brand, Jonathan Wilkes, Rory Delap and Phil "The Power" Taylor, and endorsed by our Patron Lord Stafford, the campaign brought our fundraising message to the forefront and created the public platform needed to implement our fundraising strategy.

PUBLIC RESPONSE

Our public responded favourably and generously to our need for support.

Income from individuals and community groups rose significantly, bringing in a total of £1,163,206 as compared to £532,061 in 2008/9¹. In contrast, yet predictably, income from the corporate sector dropped to £127,129 as compared to £160,995 in 2008/9¹.

Funding from Grant Making Trusts remained stable at £187,909 and a large single legacy gave a boost to our annual legacy income ending the financial year on a total of £255,922.

EVENTS

Under the banner of the Ten10 Campaign, our annual Treetops 10k Run underwent a make-over. A 5k fun run open to all ages was introduced and the 'Treetops 10k and 5k Family Fun Run' was born. The event proved a huge success with a significant increase in entries as well as income.

In July, we held our first charity Ball, 'An African Dream'. The event attracted more than 300 guests and was hosted by Jonathan Wilkes. Messages of celebration and goodwill were received from our Patrons, Robbie Williams and Lord Stafford, as well as a very special Birthday blessing from Archbishop Desmond Tutu.

The evening raised £22k, an amount kindly matched by our Patron, Robbie Williams, bringing the total raised to £45k.

Our Patrons continue to support our work, lending their high profile voices to our cause. Both Lord Stafford and Robbie Williams joined in our Birthday celebrations, with Lord Stafford launching our Ten10 Campaign and Robbie Williams providing narration on our new film.

Successful and high-profile events coupled with increased support from the local community resulted in a better than expected fundraising year. Total fundraising income for 2009/10 (excluding statutory income) was £1,768,838.

The 2009/10 financial year will be remembered equally for its significance in the history of the charity as it will be for the many economic challenges presented to us.

I would like to acknowledge the time and energy given by our fundraising volunteers and staff. Above all I thank our supporters that responded so generously when we needed them the most. We sincerely hope they will continue to stand by us as we face whatever challenges the future might bring.

Melanie Mills - Head of Fundraising and PR

1: Denotes 9 month accounting period: 1st July 2008 - 31st April 2009



Our Fundraising Mission:

To succeed in achieving our income targets through innovative, creative fundraising delivered by a team united in vision, purpose and commitment

LOOKING AHEAD

2009/10 has been a milestone year in the charity's history. It has also been a year that has demonstrated our strength, creativity and robustness in the face of economic challenges. Our flexible fundraising strategy and approach has enabled us to build firm foundations that will stand us in good stead as we move the department forward.

Economic recovery is proving slow and it is predicted that there will be many more challenges facing fundraising in the coming year. We are however confident that our ability to respond strategically to the many changes facing the health sector and charities will have a positive impact. Our fundraising plans for 2010/2011 aim to not only build on previous successes, but also focus on development work, strengthening our infrastructure, and formulating strategies to secure long-term sustainable income for the charity.

Melanie Mills - Head of Fundraising and PR



VOLUNTEER SERVICES

Volunteers continue to play a key role in enabling the charity to achieve its objectives and to deliver the care needed to our children and families.

2009/10 has seen some very positive changes in the way in which the charity makes use of its volunteers. The total number of volunteer hours was 6,576, demonstrating an annual increase of 2,000 hours. The most notable developments include the greater use of reception, administrative and fundraising volunteers.

Our reception is now run solely by a team of volunteers, allowing administration staff to be redeployed to focus on essential infrastructure, systems and database development work.

A programme of recruiting Fundraising Buddies was developed to support the Fundraising team with administrative and development work, as well as assisting with collections, exhibitions and community events. Fundraising events such as the 'Treetops 10k and 5k Family Fun Run' are supported heavily by volunteers who take on key roles such as marshalling and registration.

Volunteers are important advocates for the work we do. Not only do they represent the community's endorsement of the charity, but they also encourage and inspire their peers to become supporters, donors and volunteers themselves.

We have continued to identify and recruit Volunteer Ambassadors who are actively supporting and promoting our

services in the many communities in which they live and work. Volunteers have played a role in helping the charity to deliver a variety of support activities to families. Pamper days, family fun days, youth club and sibling activities as well as Memory Day, Christmas activities and pets as therapy are strongly supported by volunteers.

Domestic, maintenance and retail support from our volunteers continues to be invaluable. Upkeep of our grounds, decorating, kitchen roles and running of our tea bars are actively fulfilled by volunteers. The opening of an additional 2 shops during the year created more vacancies for volunteers.

RECRUITMENT AND WAY FORWARD

It is acknowledged that volunteers bring added value and skills to the charity and it is essential that we build on our existing volunteer base.

In 2009/10 we introduced a series of volunteer information and recruitment sessions. These sessions have proved a valuable tool in promoting the work of the charity, as well as giving people the opportunity to see how they can use their skills to benefit the charity.

During the current year, we aim to develop our volunteer service further with the aim of increasing our volunteer numbers, as well as making effective use of the variety of skills our volunteers bring to the charity.

Joanne Hipkiss - Volunteer Services Manager

A PARTNERSHIP APPROACH

As the economic climate continues to affect charities, merging or pooling resources is becoming not only a survival tactic, but more importantly, an effective and efficient way of developing services and achieving growth.

Our approach is to collaborate where possible with appropriate partners in the voluntary, private and public sectors. This ensures efficiency of service delivery, sharing of ideas and skills and reduction in overheads.

This partnership approach is enshrined across all parts of the organisation including Care, Fundraising and Administration.

COLLABORATIONS

- We have taken a lead in forming a consortium of local service providers and commissioners from across Stoke and Staffordshire, acting as a local Children's Palliative Care Network. This consortium has collaborated on funding bids and joint planning of services for children with palliative care needs.
- We have established a retail company in partnership with Katharine House Hospice in Stafford to set up and run charity shops on our behalf. This innovative arrangement, which we believe is a first in the charity sector, has enabled us to open shops in Hanley and Leek during the course of the year. The collaboration allows us to benefit from the expertise

and infrastructure that exists within Katharine House retail division whilst helping them to reduce their overheads.

- We continue to work closely with other children's hospices across the UK to share expertise, ideas, knowledge and skills. Representatives from Care, Fundraising, Management and Finance are involved in a number of committees, forums and steering groups for Children's Hospices UK, helping to give us a national voice and input into the direction of the children's hospice movement in the UK.

LOOKING TO THE FUTURE

The recent review of NHS services indicates many changes to the ways in which care is delivered and funded. This could signal a fundamental change to the way that some independent children's hospices operate.

Getting to grips with this new national strategy will be a priority for the Trust over the coming year and presents many new challenges and opportunities for the organisation.

We intend to seek further opportunities for joint working with appropriate partners, with the overall objective of realising additional resources that can be used to provide more care for the children who use our service.

Nuala O'Kane - Chief Executive

“A partnership approach is enshrined across all parts of the organisation.”





1 Grace Road, Trentham, Stoke-on-Trent, ST4 8FN, Tel: 01782-654440, Fax: 01782-654441
Email: info@donnalouisetrust.org, www.donnalouisetrust.org
Reg. Charity No: 1075597, Patrons: Robbie Williams, The Lord Stafford D.L.