



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



**The Donna Louise Children's Hospice Trust
Annual Report 2010/2011**

CONTENTS

Contents	Page 2	Fundraising	Page 8
Welcome	Page 3	Raising Awareness	Page 9
Defining Who We Are	Page 4	Growing and Improving	Page 10
Our Strategic Goals	Page 5	Annual Accounts	Page 11
The Best Possible Care	Page 6		

Secretary	Alison Brian BA. (Hons), DBA.
Treasurer	Valerie Wood ACA.
Chief Executive	Nuala O'Kane PG Dip.
Director of Care Services	Dorothy-Ann Gillespie RGN., RSCN., MSc.
Director of Fundraising & PR	Melanie Mills BA. (Comms).

TRUSTEES

Dr Gordon Carpenter M.B., Ch.B., Dip. Comm. Paed. (Chairman)	David Milburn FCA.
Dr John Alexander BSc, M.B., MSc., M.R.C.P., F.R.C.P.Ch.	Keith Harrison MSc.
	Derek Miller LI.B.
	Anthony Swift
	David Gladman BA (Hons).
	Bill Alderton AIB. (resigned 06.09.10)
	Christopher Barry BSc Eng.
	John Tyler BSc (Hons) CMIOSH.
	David Carr OBE., D.L., MRIGS.
David Brookfield M.B., Ch.B., Dip. Comm. Paed.	Julie Arkle
	Karen Gladman MCSP., SRP.
	James Rushton BSc. (Hons), FCA., CISA.

Trustees are appointed in accordance with the Articles of Association of the Company, one third (or the number nearest one third) retiring at each annual general meeting and are eligible for reappointment.

Bankers

Barclays Bank plc
PO Box 202
Town Road
Hanley
Stoke on Trent

Auditors

DJH Accountants Limited
Porthill Lodge
High Street
Wolstanton
Staffordshire
ST5 0EZ

Legal Advisors

Knights solicitors llp
The Brampton
Newcastle under Lyme
Staffordshire
ST5 0QW

Administrative Offices

(Registered Offices)
1 Grace Road
Trentham
Stoke-on-Trent
Staffordshire
ST4 8FN

Welcome to our Annual Report 2010/2011



Gordon Carpenter
Chairman



Nuala O'Kane
Chief Executive

We are pleased to report on another very successful year for the Charity. Over the past 12 months we have made some positive progress in delivering more care and support to children, young people and their families, increasing our opening hours from 4 nights a week to 6 nights/7 days a week.

We have been very pleased to welcome on board our new Director of Care, Dot Gillespie who has brought a dynamism and enthusiasm to the Care Team and has been instrumental in driving forward the progress we have made in the last 12 months.

Despite the economic difficulties we are all having to face, particularly in the third sector, our cash reserves have topped the million pound mark enabling us to further expand our services and approach our goal of providing a 24hr service 7 days a week.

One feature of the past year has been our success in securing a number of grants to enable us to improve our building and infrastructure and to enhance the skills of our staff, thus broadening the range of services we may be able to offer.

The Government's Palliative Care Review will inform how such statutory income will be provided in the future. It is likely that block grants will become a thing of the past and that such funding will be provided directly through the patients. This will undoubtedly create new challenges for the organisation.

One concern we have all had is the care available for our young people when they outgrow our services and move on to adulthood and independent living. It is especially pleasing that we have made great strides over the year with our connections with local adult providers of palliative care, and we will continue to work alongside others to try and plug this gap.

The year ahead poses many new challenges, including health care reforms, public sector funding cuts and slow economic recovery, all of which will have an impact on the care we provide and the ability to fund our services.

With the wonderful support and loyalty of our donors, staff and volunteers, we will continue to strive to ensure the best possible care and support to children, young people and families who need it most.

DEFINING WHO WE ARE

Following consultations and workshops with staff, volunteers, management and Trustees, we took a long hard look at who we are, who we wish to be, and the direction we wish our organisation to take over the coming years.

VISION

To be a centre of excellence for children and young people's palliative care.

MISSION

To provide a quality palliative care service to children, young people and their families through effective partnership working aligned with our values.

Paediatric Palliative care is a complete approach to treating serious illness that focuses on the physical, psychological and spiritual needs of the child. Its goal is to achieve the best quality of life available to the child or young person by relieving suffering and controlling pain and symptoms.

VALUES

Respect – we foster a culture of respect and maintain the environment of team work, growth and diversity

Excellence – we strive to be efficient, effective and innovative, giving our best with passion and consistency and continually searching for ways to do things better

Integrity – we are ethical, professional, honest and accountable in our approach to everything we do

Openness – we encourage an open and transparent culture which fosters trust, collaboration, continual learning and community spirit

Fairness – we endeavour to provide a balanced approach at all times which is equitable and non-discriminatory

Enablement – we support and empower our children, families, staff and volunteers to have a say in the way our services are delivered and to influence the future direction of the organisation



OUR STRATEGIC GOALS

TO BE FIT FOR THE FUTURE

By focussing on a range of deliverables to meet needs including innovative and standard practices, we will ensure that children, young people and their families continue to receive a most efficient and effective palliative care and respite service. This includes ways to secure on-going, predictable and sustainable income and developing the organisation's infrastructure that will meet and support future demands and on-going regulatory compliance.

AIMING FOR EXCELLENCE

We want to be the best we can, offering a 'centre of excellence' for children and young people's palliative care, and have developed a programme of continuous improvement to ensure the organisation maintains excellent service delivery and outcomes as well as fostering innovation and creativity.

MAKING CONNECTIONS

We recognise and value the role of children, young people and their families in the delivery of our services as well as those of professionals, staff and volunteers who work with us to provide an excellent palliative care service at the hospice and at home. We have strong relationships with many corporate partners and could not continue without generous donations from them and members of the public.

We work closely with other children's hospices across the UK to share expertise and knowledge. Representatives across the charity are involved in a number of committees, forums and steering groups for ACT & Children's Hospices UK, helping to contribute to the hospice movement in the UK. We want to continue to build on these foundations and strengthen our partnerships with all our key stakeholders, involving and enabling them to influence and contribute to our service planning and delivery.



Our values and our strategic goals will inform our work as we go forward. Every member of staff has a role to play in delivering our strategy.

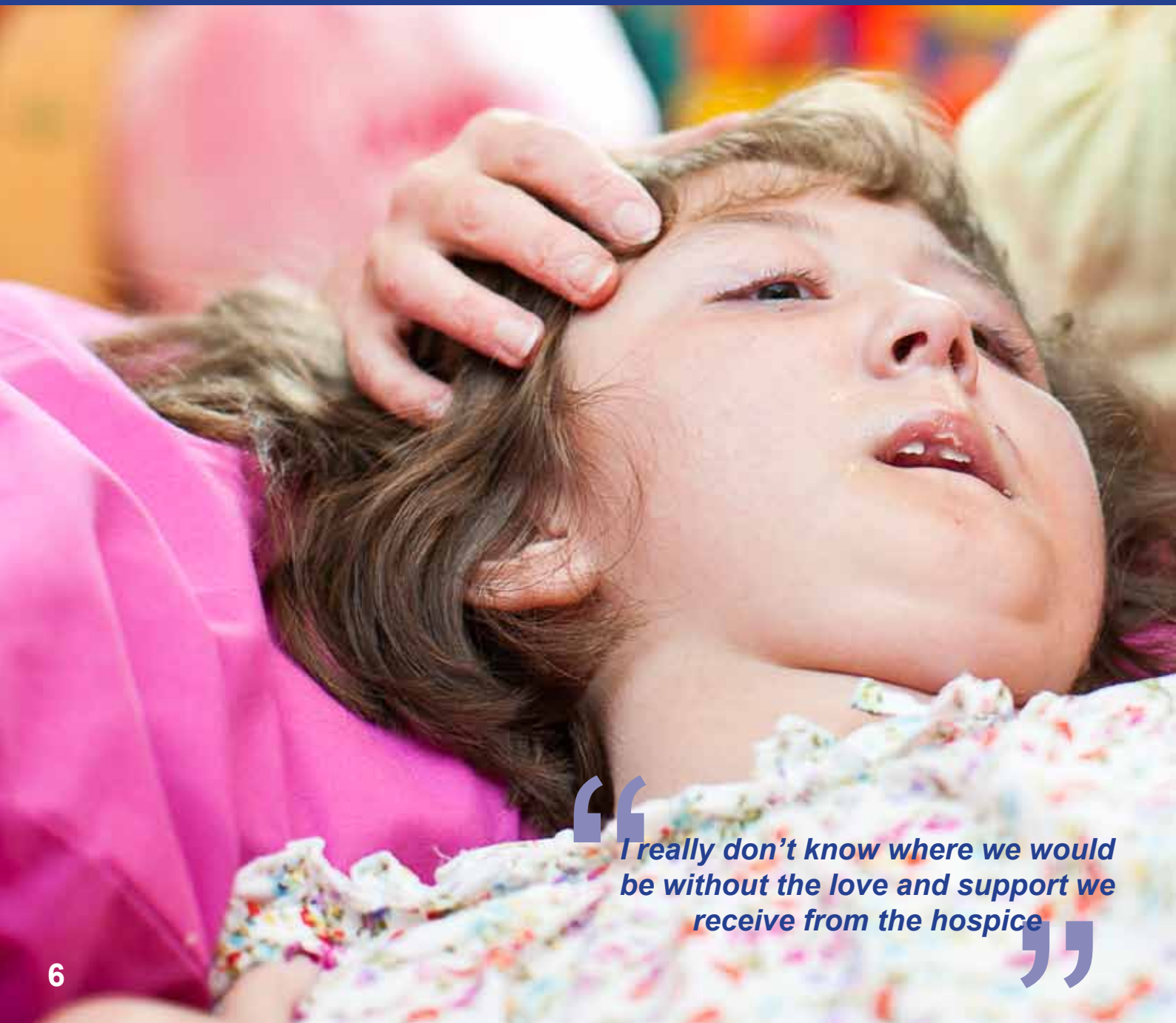


THE BEST POSSIBLE CARE

The Care Department has continued to grow and develop in response to the changing needs of children and families.

THIS YEAR WE:

- Provided care and support to 140 children and families
- Provided bereavement support to 68 families
- Increased our opening hours from 4 nights to 6 nights and 7 days a week
- Developed a partnership with Douglas Macmillan adult hospice to establish a joint Youth Club to aid transition
- Appointed an Education and Development Lead
- Conducted a telephone survey of families to inform us about what services they value and would like to see the hospice develop in the future
- Introduced 32 Volunteers into the Care Team
- Received a Parent Charter Award in recognition of our services to parents and carers
- Achieved successful registration and compliance with Care Quality Commission (CQC) requirements
- Continued to provide pamper days, support groups, Youth Club, Sibling Support activities and Memory Day
- Developed and implemented a system to enable the Care Department to record and report on all activity undertaken



“

I really don't know where we would be without the love and support we receive from the hospice

”



“
I really love coming to the hospice as it makes me feel so happy, relaxed and has given me a whole different life
”

NEXT YEAR WE WILL:

- Increase opening hours to 7 nights a week
- Enter into contracted packages of care for children and families, including transitional arrangements for children with long term ventilation needs
- Support 4 staff to undertake QCF (Qualification Credit Framework)
- Support 2 members of staff to undertake degree modules in Children's Palliative and Complex Care
- Introduce a competency based system for developing the knowledge and skills of all care team staff to enable them to care for children with increasingly complex needs
- Conduct a telephone and on-line survey of service users to inform how best we can meet the needs of children and families
- Establish a befriending service to assist and support new families
- Engage with health care providers and provide information to facilitate referral of children to our services
- Continue to work in partnership with adult hospices and service providers to develop services for young adults
- Implement Physiotherapy services
- Continue to improve systems for Medicine Management
- Work in partnership with colleagues from Neonatal services to improve the care of babies with palliative care needs
- Aim to expand community services and day care provision
- Explore how we could utilise volunteers to work alongside the Community Team
- Develop and implement new Care Team documentation
- Develop a new interactive sensory garden experience in the Garden

FUNDRAISING

Despite the economic climate taking its toll on the charity sector, we continue to benefit from the generosity of our many supporters, without whom we would not exist.

THIS YEAR WE:

- Achieved fundraising income of £1,587,065
- More than doubled income from Companies
- Held our first ever celebrity challenge event, raising £80k
- Increased our Friends Groups to 8
- Secured £238k in Department of Health Children's Palliative Care Grants for various care-related projects
- Secured £147k Department of Health grant to extend the dining room
- Were awarded £85k from the Social Enterprise Investment Fund to facilitate easier access in the building, improve external areas and upgrade computer systems
- Launched Corporate Connections Business Partnership programme in South Staffordshire
- Launched the All Stars Lottery in partnership with Stoke City FC



£1,587,065
How much
fundraising
income we
raised

NEXT YEAR WE WILL:

- Aim to achieve fundraising income of £1,767,000
- Develop and introduce a schools programme into primary schools
- Increase the number of Friends Groups to 12
- Launch Corporate Connections Business Partnership Programme in South Cheshire
- Run our first ever Will Month
- Build on the success of our challenge events by actively promoting and supporting them
- Implement a regular giving programme to encourage predictable and repeatable income
- Drive up the value of In Memoriam donations by supporting Funeral Directors and collections
- Develop a Major Donor strategy, recruit a Steering Group and hold our first Appeal Dinner
- Increase our active donors by 10%
- Pursue plans for an additional retail unit for trading
- Implement and optimise our Donor Management system and software
- Register with Fundraising Standards Board
- Develop Department and individual performance indicators and measurement tools



“ We hope we can help raise the profile of the hospice and ask anyone thinking of raising money for charity to consider this one **”**

David Seaman & Frankie Poultney

RAISING AWARENESS

Raising awareness not only informs the general public about the services we provide, but is also an essential way to drive up donations.

THIS YEAR WE:

- Undertook our first celebrity-led trek up Mount Kilimanjaro, including celebrities, Nick Hancock, Tony Pulis, David Seaman and Frankie Poultney
- Enjoyed a visit from Patron, Robbie Williams and his wife Ayda Field
- Had the pleasure of our Patron, Lord Stafford and Lady Stafford's attendance at our Flight of Fantasy Ball
- Achieved print press coverage locally, regionally and nationally as well as coverage on broadcast media including Sky, BBC Midlands Today, ITV, BBC Radio Stoke and Signal Radio
- Introduced an on line marketing programme

NEXT YEAR WE WILL:

- Develop information materials for health care professionals to assist in raising awareness of our services and driving up referrals
- Redesign our website and social media platforms
- Create a film for families to inform them of the services we are able to offer them
- Introduce monthly e-newsletters
- Use Facebook to recruit supporters
- Continue to maximise support from our Patrons and Celebrities



GROWING AND IMPROVING

We must ensure that we stay up to date and that our facilities remain fit for purpose. People are our greatest asset and we value and invest in developing their skills.

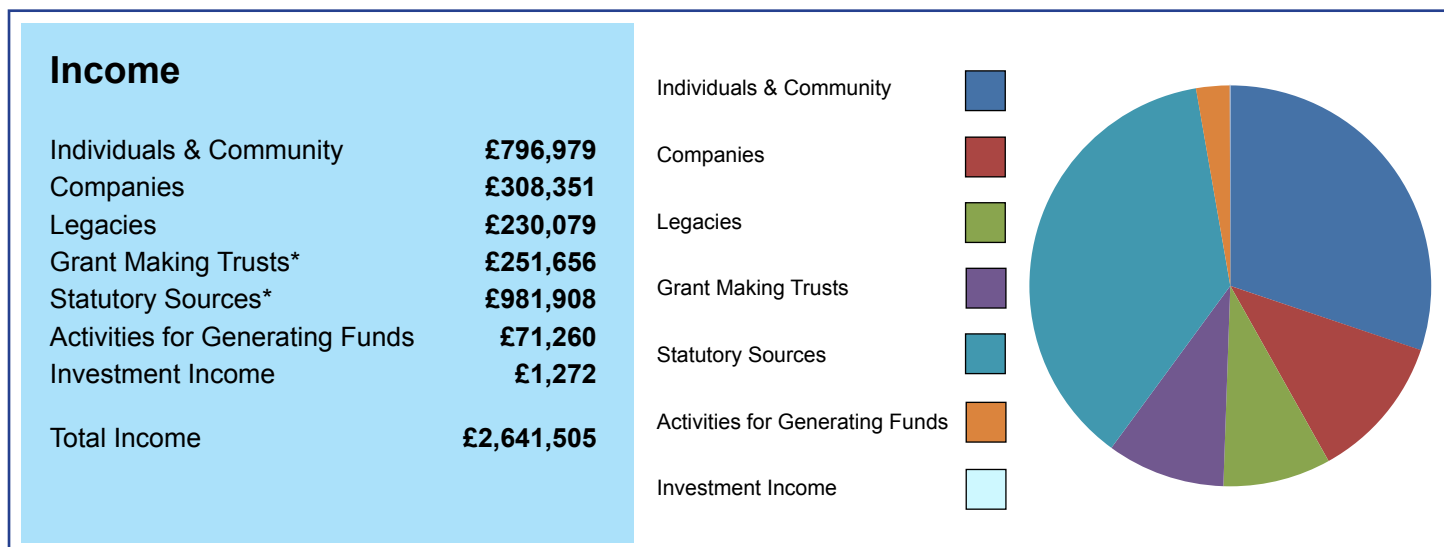
THIS YEAR WE:

- Extended the dining room to enable all children, families and staff to take meals together as well as creating a flexible, interactive, café-style space for our young people and Youth Club
- Upgraded our telephone system
- Upgraded our server to support growing demand and enhance information security
- Extended and refurbished our Reception area to make a more welcoming and secure entrance into the building
- Refurbished the Teenage Lounge in consultation with our young people to create an age-appropriate space with automated access doors
- Recruited and trained 32 Care Volunteers

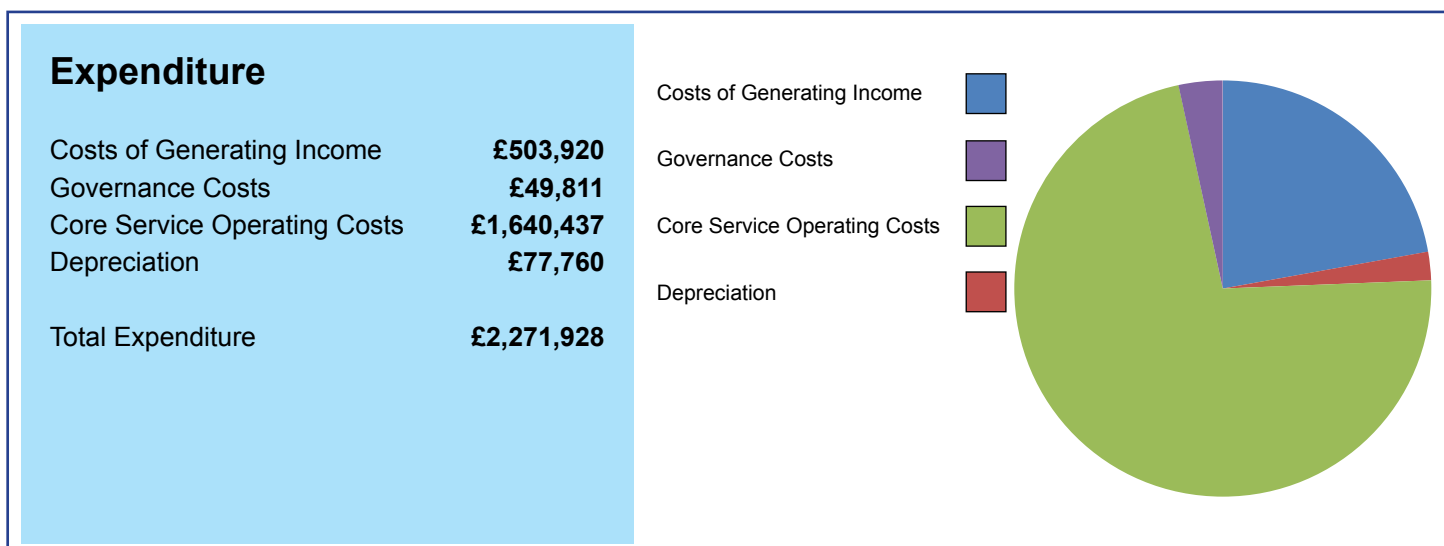
NEXT YEAR WE WILL:

- Review internal practices and policies in accordance with legislation and best practice guidelines
- Develop a new staff handbook
- Develop staff and volunteers, offering training and mentorship
- Implement a robust appraisal and personal development process for staff
- Ensure on-going compliance with appropriate legislation
- Maintain strategic and operational risk management
- Continue to develop the IT infrastructure that will meet and support the future demands of the organisation
- Implement regular volunteer communications

ANNUAL ACCOUNTS 1 April 2010 - 31 March 2011



* Includes the following: Give It Sum/Comic Relief £30,000, DOH Capital Grant £146,939, DOH CP30 Funds £414,718, SEIF £81,053, Stoke PCT £112,645, South Staffs PCT £17,052, DOH Pension £26,000, Children In Need £23,302, Aiming High for Disabled Children £31,169



Thank you to all the individual supporters, trusts, organisations and companies who help to fund our work



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