"Our children and families provide our inspiration, our sense of purpose and our cause."
The Donna Louise Trust is a company limited by guarantee and not having a share capital under the Companies Acts 1985 and 1989 (registration number 3701610) and is registered with the Charity Commissioners as a charity (registration number 1075597) under the Charities Act 1993.

**Directors/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.

Anthony Swift

David Gladman BA (Hons).

Christopher Barry BSc Eng.

John Tyler BSc (Hons) CMIOSH.

David Carr OBE., D.L., MRIGS.

David Brookfield M.B., Ch.B., F.R.C.P., DCH

Julie Arkle

Karen Gladman MCSP., SRP.

James Rushton BSc. (Hons), FCA., CISA.

Prof. Sue Read PhD, MA, RNMH, Cert Ed, Cert Bereavement

Lynne Ingram LLB (Hons), PG Dip Law (Appointed 31.7.12)

Valerie Wood FCA. (Appointed 23.05.13)

Trustees are appointed in accordance with the Articles of Association of the Company. With effect from the 2013 Annual General Meeting, Trustees serve two terms of three years duration (offering themselves for re-election after one complete term) and may, at the invitation of the Board serve a third, three year term, again after offering themselves for re-election.

**Secretary**

Michael McDonald ACMI

**Treasurer**

Valerie Wood FCA.

**Chief Executive**

Nuala O’Kane PG Dip.

**Director of Care**

Dorothy-Ann Gillespie RGN., RSCN., MSc.

**Director of Finance & Resources**

Michael McDonald ACMI

**Director of Fundraising**

Melanie Williams BA. (Comms).
We are pleased to report another successful and industrious year in the life of The Donna Louise Trust. Despite the austerity measures introduced by the Government, the structural changes within the NHS and the harsh economic climate, we have managed to continue developing and growing our services and facilities. Due to the careful management of resources, in which every part of the organisation had a role to play, we finished the year just about on budget – no mean feat considering the many challenges we faced.

During the year, we combined our in-house and community teams into one integrated team to enable us to offer more flexibility to families in terms of place of care. We have also continued to work in partnership with our local NHS to provide continuing care packages which, in addition to bringing in much needed revenue, has made us aware of a wider constituency of children and families who would benefit from our support. We opened our exciting interactive and sensory garden which has provided a great deal of pleasure for the children and families, as well as bringing to us a whole new group of ‘green-fingered’ volunteers.

A visit from the Care Quality Commission in February gave us a positive report and, in particular, highlighted that our care is not just directed at the child with health care needs, but just as importantly at parents and siblings.

Our success and achievements are due to the commitment and efforts of so many people:

- Our dedicated and skilled staff, in whatever role they play in care, fundraising, administration or maintenance.
- Our wonderful band of willing volunteers, for whom no task seems too big or too difficult.
- The many individuals, groups and companies who support us financially and in so many other ways.
- And, as ever, the children and families who provide our inspiration, our sense of purpose and cause.

Thank you all.

Gordon Carpenter  Nuala O’Kane
Chairman  Chief Executive
DEFINING WHO WE ARE

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 excellent palliative care services 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 Together For Short Lives (formerly 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.
THIS YEAR WE:

- Provided care and support to 172 children and families which included:
  - 69 families received emotional support including bereavement counselling.
  - 59 men attended 9 sessions of our Journey for Men support group.
  - 61 families received, in total, 268 episodes of care in the community.
  - 77 families received, in total, 321 day care episodes.
- Implemented an Integrated Team way of working.
- Experienced an increase of 83% in referrals received and a 65% increase in referrals accepted.
- Provided pamper days, support groups, Youth Club and sibling support activities as well as a Memory Day.
- Increased the number of contracted packages of care provided.
- Introduced a Clinical Supervision System for enhancing the knowledge and skills of all Care Team Staff.
- Continued to work in partnership with adult hospices and service providers to develop services for young adults.
- Developed and implemented new individual child care plan documentation.
- Continued to improve Medicines Management Systems.
- Continued to support the Stoke and Staffordshire Children’s Palliative Care Network.
- Spoke to 58 families out of a caseload of 140 and got 100% extremely likely response when asked “How likely is it that you would recommend this service to someone with a similar need?”
- Continued to encourage children and families to provide us with feedback on services provided and service development proposals via comment cards, display boards and the website.

THE BEST POSSIBLE CARE

The Care Team has continued to grow and develop in response to the changing needs of children and families.
NEXT YEAR WE WILL:
- Improve the standard of care team documentation and record keeping.
- Update and implement a robust set of Nursing and Care Procedures and Guidelines.
- Implement mechanisms to support effective transition of young people from our care at age of 19.
- Undertake a feasibility study into the development of a Senior Care Worker role.
- Refurbish and update our physical environment.
- Develop a robust system of medical support for the future.
- Implement a robust audit calendar and undertake audits as identified within the plan.
- Increase the use of the current care team electronic database for maintaining children’s records.
- Work with UHNS and Keele University to develop a newly qualified nurses preceptorship package.
- Ensure on-going compliance with the Care Quality Commission.
- Hold regular professional open evenings.

“I really don’t know where we would be without the love and support of the Hospice”
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 be able to sustain our services.

THIS YEAR WE:

• Held our second celebrity-led challenge event. “On Yer Bike 2012” saw eight celebrities cycle non-stop from John O’Groats to Land’s End. The event inspired other keen cyclists to take to their bikes, including six-year old Ed Dyson, who rode 113 miles from Northampton to London Bridge. “On Yer Bike 2012” raised £106K.
• Opened our first large retail unit, “Your Shop” in Stoke-on-Trent, selling furniture, electrical, household and garden items, clothing, books and toys.
• Celebrity Champion Jo Brand held a “Night with Jo Brand” which raised £18K.
• Our Friends Groups continue to work tirelessly to raise funds and awareness of our services across our region and we are very grateful for their on-going support.
• Our events continue to succeed, raising a total of £248K for the year. We thank our organising committee and volunteers that contributed to our event successes.
• Welcomed our 6th Celebrity Champion, Hollyoaks actress Rachel Shenton.
• We launched our Starlight Tribute Funds.
• We held our first Light up the Skies memory event.

NEXT YEAR WE WILL:

• Build on existing activities and events and introduce new campaigns.
• Aim to open a second “Your Shop”, selling furniture, household and garden items, electricals, toys and clothing.
• Continue to support our Friends Groups in their fundraising efforts, and recruit new groups across our area.
• Hold a car raffle.
• Hold two open days at the Hospice.
• Introduce a series of new events including Ladies Lunches.
• Continue to support our team with ongoing professional development.

Teams Pulis and Hancock celebrate after reaching Land’s End for “On Yer Bike” 2012

£106K
How Much ‘On Yer Bike 2012’ Raised
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:

• Began work on a new website.
• Integrated social media into our communications.
• Grew our social media presence, achieving 16,000 followers on Twitter and 3,000 Likes on Facebook.
• Created a new fundraising film based on a family story.
• Redesigned our newsletters to create a more holistic reflection of the life of the charity.
• 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.
• Continued to support income generation through marketing and promotional activities.

NEXT YEAR WE WILL:

• Launch a new website which will include dedicated sections for families and professionals.
• Support new fundraising campaigns with marketing and promotional media, including video and online content.
• Continue to maintain a positive presence in the local media with the purpose of highlighting the work of the Charity and promoting fundraising activities.
GROWING AND IMPROVING

We strive to provide the best possible facilities for our children and families. We also continue to recognise the value of our people ensuring they receive the best possible training.

THIS YEAR WE:
• Implemented a new system of staff development, including Individual Performance Reviews.
• Launched our “Helping Hands” corporate volunteering programme.
• Completed works on our new Sensory Garden.
• Undertook a full supplier and utility review to drive on-going cost savings.
• Restructured our Facilities Team and introduced effective new working practices to benefit from cost and efficiency savings.
• Introduced a new ICT supplier and benefitted from a review of the overall provision of ICT services to anticipate future developments.
• Once again, achieved a five star environmental health rating for our kitchen facilities and food service.
• Introduced a third party HR service to ensure compliance with legislation.
• Conducted a robust review of staff contracts to enable equality throughout the organisation.
• Supported the development of staff and volunteers, offering training and mentorship opportunities.
• Introduced a series of Trustee “Think Tank” meetings to promote creative thinking and solutions.
• Reacted to a number of legislative changes and opportunities including Real Time Information (RTI) and electronic Gift Aid submissions.

NEXT YEAR WE WILL:
• Introduce a system of Internal Audits to ensure good financial governance and management.
• Ensure that our facilities are “Fit 4 The Future” with the aid of Capital Grant monies received.
• Introduce a specific Volunteer Co-ordinator role to enhance recruitment, training, support and development of our volunteers.
• Continue to review governance policies and procedures to ensure both compliance and best practice.
• Prepare for pension auto-enrolment for all qualifying staff.
• Continue to revisit our Approved Suppliers and utility provision to ensure best value.
• React quickly and efficiently to the demands of the sector and legislative changes.
• Continue to promote collaborative working with peer organisations.
• Benefit from networking opportunities wherever possible.
• Continue to seek and respond to feedback from the families regarding facilities and hospitality services.
• Continue to grow and assess our Approved Contractor List to benefit from a best value approach to purchasing.
• Introduce a staff job swap scheme to promote inter-departmental support and understanding.

More than 10,000 hours given by our volunteers
Thank you to all the individual supporters, trusts, organisations and companies who help to fund our work

The full version of our Annual Accounts 2012/13 is available to download at www.donnalouisetrust.org