Investing in a sustainable future

I’ve been with Demelza for nine months now and I’m amazed how fast the time has gone.

It’s been a privilege to work alongside such committed and talented staff and volunteers.

The finance department has nine volunteers each week but we need more. There are a variety of jobs like counting money, inputting data, chasing the NHS for payment, processing expense claims, and reviewing income from shops.

The auditors have just completed their testing of the 2018-19 accounts. The main highlights are:

- **Expenditure on charitable activities:** £6,700,000
- **Expenditure on generating funds:** £4,500,000
- **Free reserves at 31 March 2019:** £11.9m = 12.1 months of operational running costs

While other children’s hospices are reducing their services, Demelza is confident about consolidating its services over the next two years. A £2.4m legacy received in March 2018 has given us a “development pot”. This will be used by the Care team to pilot new services and by most other teams to develop sustainability.

Our goal remains to provide the best care to more children and their families. Investing in services now will enable more and better care in the future. It will also enable us to grow our fundraising, retail and lottery at a time when we anticipate the NHS will reduce funding.

This will be crucial for sustainability over the coming years.

James Niblett ACA DChA
Director of Finance and Business Planning
Demelza celebrated National Volunteers’ Week from 1-7 June by promoting the help volunteers provide our charity.

Lynne Clark, Head of Voluntary Services, said: “We especially tried to use social media to showcase the wonderful things volunteers have been able to achieve for us as it allows us to reach a whole new audience of supporters. Thank you to everyone that engaged with the posts and shared their volunteering stories throughout the week – it has been fantastic for others to see how much volunteers enjoy what they are doing.”

Ronnie, our Care and Family Support Voluntary Services Officer, took Dottie out to Asda Sittingbourne for a recruitment day, talking to customers about the new practical support roles available to help families in the home that was launched earlier this year.

Volunteers’ Week was an especially busy week for us as we started our assessment for renewing our Investors in Volunteers award. More than 70 volunteers from across the organisation met with our assessor and gave her feedback about their volunteering journey. Our final report will be ready at the end of July, so keep an eye out for an official update from us.

Lynne said: “Thank you again to everyone that helped with this assessment, we couldn’t have done it without your support. We’re always looking to improve awareness of the volunteering programme at Demelza and are planning to make next year’s Volunteers’ Week the biggest and best yet. If you have any ideas, please do get in touch with our department.”

The core principles Demelza holds as an organisation are now enshrined in a new set of values which will underpin everything the charity does in future. The five Demelza Values were arrived at following an internal project that took place earlier this year:

- Fiercely Committed to Quality
- Passion, Performance and Pride
- Human is Our Nature
- Always Honest, Always Authentic
- Good Enough, Isn’t Good Enough

The Values will guide behaviours and will be linked to internal processes such as recruitment and appraisals. Please keep an eye out for our Values Posters which have been placed throughout Demelza buildings.
In celebration of the 15th Anniversary of Demelza East Sussex, we have invited volunteers across the East Sussex area to join us for an evening of thanks in recognition of their support for the charity.

The event has very kindly been funded by local supporting organisations at no cost to Demelza and will be taking place on Thursday 11 July 2019 from 6.30pm to 8.30pm at St Elisabeth’s Hall, 268 Victoria Drive, Eastbourne, East Sussex, BN20 8QX.

If you would like further information about the event, please contact debra.elliott@demelza.org.uk or call 01795 845210.

Ryan joins the Petts Wood team

Demelza’s CEO Ryan Campbell joined the Trading team this month to complete a ‘Work in Their Shoes’ day in the Demelza Petts Wood shop.

Ryan said: “It was so nice to work alongside Suzanne Beale, the shop manager, and our volunteers.

“People who have seen my office, or witnessed me compulsively re-arranging trinkets and straightening pictures in other offices, might understand just how much I loved arranging the bric a brac shelves. This was like heaven to me.”

Demelza staff are encouraged to complete a ‘Work in Their Shoes’ day in another department to learn more about the organisation.

“It was so nice to work alongside Suzanne Beale, the shop manager, and our volunteers”
Both of our Demelza hospices have had some very special visitors over the past two months.

It is a delight having animals at Demelza and everyone was very excited to have the lovely Shetland pony, Womble, from Saddles Riding Centre, in the garden at Demelza South East London.

Womble’s presence was a multi-sensory delight as youngsters loved being able to touch his fur and hear his clip-clopping up the path, his carrot-munching and best of all the delightful sound of his whinny.

Children, volunteers and staff at Demelza Kent also enjoyed a spring treat in the sunshine, with thanks to a welcome visit from our wonderful friends at KL Pony Therapy, Whiteleaf Animal Farm & Creepy Claws Animal Displays with their cuties in tow including cuddly lambs, ducklings, guinea pigs, chickens, rabbits, tiny mice, a bearded dragon and a delightful tortoise who happily made herself at home munching on our lawn.
The six week Art Therapy group for families started in March 2019 with Demelza Art Therapist, Paula Boyle and volunteers, Cathy, Gill and Janet, who very kindly donated their time to provide support for the families attending.

Over the course of these sessions, they assisted with setting up and watching over younger children which allowed parents and grandparents the space to connect with other families.

Cathy Gundry has been volunteering at Demelza for just over 10 years. “I really love volunteering here, and the art therapy group has opened up a new aspect for me. I didn’t really realise quite how much families get from sharing art together, with all the different emotions coming out in their work,” she said.

Janet Dale has volunteered with Demelza for 14 years “No money could buy the rewards from volunteering for Demelza,” she said. “It just fills my heart with compassion.”

Gill Wade has been volunteering with Demelza for 20 years. Gill said: “I have really enjoyed helping with the group. It’s been great seeing the families and children meeting each other and understanding how art therapy has been a great help to everyone involved.”

“"No money could buy the rewards from volunteering for Demelza. It just fills my heart with compassion”"

“I really love volunteering here, and the art therapy group has opened up a new aspect for me”"

Maggie Allen, also known as the “perfume lady” at Demelza with the wonderful aromas of the essential oils she uses, has generously offered her expertise in massage therapy and reflexology for families at Demelza for 20 years and is a much valued volunteer with the therapies team.

Complementary therapy offers the much-needed space for families to relax and re-energise to engage with physical demands of daily life. This helps families switch off from the demands of life and sleep better, something many families feed back as priceless.

Maggie said: “It’s a privilege to work with the families and gain their trust to enable them to cope better with the difficulties in life and it has also helped me.”
We recently sold a rare Frozen mini grand piano through our eBay store.

With the listing reaching over 60,000 people, and 15 individuals sending us offers for it, it finally sold for £1,275. It was bought by a very enthusiastic mum and daughter combo who are very big Frozen fans and it made the journey to its new home in Loughborough last week and the new owners are extremely happy with it.

Starting life as a standard polished white Yamaha CLP-565 Clavinova, it had been wrapped in a stunning Let it Go livery to be used in the joint Sing-A-Long campaign between Yamaha and Disney.

The piano is thought to be one of only a few in existence and travelled to famous landmarks around the world, allowing fans of the Frozen movie to song along to a live performance of their favourite songs.

It ended up back with Disney and Yamaha after the campaign was over, where it was displayed in the Yamaha Music London store on Wardour Street for a year. It was then donated to Demelza.

Between 2017-2018, Demelza raised £31,000 through e-commerce sales and eBay listings appeared in 2.15 million searches alone. Parkwood shop sourced goods that sold on eBay for just under £4,000.

Our Rochester shop manager, Gemma, tells a lovely story about her son and shop volunteer:

"My eight year old collects 2012 London Olympic mascots - we have no idea why, but he loves them - so every time we see one in a charity shop or something, we pick it up. For whatever reason he's decided their names are Booley. All of them. A whole family of Booleys! Anyway, I was lone working the other day, and a bit grumpy about it, when in comes my Wednesday volunteer, Malcolm, literally charging into the shop. He'd been out and about and, on his travels, spotted a 'Booley' in a charity shop in Rainham. So not only did he pay for it himself, he then took TWO buses to get back to Rochester before I closed to make sure I had it before my son's birthday the next day! It totally made my son's day, too. It is a silly story but such a great example of how volunteers are so much more than unpaid staff. We're a proper Demelza family over here."
New shop opens in Petts Wood

The 28th addition to Demelza's shop family has officially opened in Petts Wood. The ribbon was cut by Shannon and her son Royston from Bromley. Royston, aged four, attends Demelza Hospice in Eltham, South East London.

The Petts Wood store is a family boutique with fashion for ladies, gents and children. It has a dedicated children's area and disabled access and changing room.

"We have loads of designer gear on sale right now in all of our shops for tiny prices as well as summer and tropical themed recycled and new goods to give as gifts or to treat yourself or garden," said Ashley Henson, Director of Trading. "Our charity shops are more than just shops for our charity. Through our up to date styling, our involvement in the life and activities of the communities we're based in, and the discerning eye we take to shop dressing and stock, we aim to be at the forefront of keeping life and vibrancy on our high streets. And we're saving the planet by finding new homes for lovely things and rehoming your lovely things. Please do bring your clothes, ornaments, toys, books etc. to us so we can keep these precious items out of landfill.

"Of course we can only do all this because of volunteers. They are the life in our shops. If you would like to join in, please give our volunteer team a call on 01795 845170 or email volunteering@demelza.org.uk - they would love to hear from you."

Volunteer Jane’s lofty challenge

Volunteer, Jane Loft, from Demelza's Rochester shop, is doing the Wing Walk in August.

If anyone would like to kindly donate, Jane has a Just Giving page on: www.justgiving.com/fundraising/jane-loft or you can make a donation by popping into the Rochester shop.

Another volunteer going the extra mile... upwards.

"Of course we can only do all this because of volunteers. They are the life in our shops."
Demelza launched a crowdfunding campaign in May and raised its target of £25,000 to refurbish the bereavement suites in our Eltham hospice.

The suites have been used by countless families over the past 10 years, whether they have previously used our services or not.

"Being able to provide this precious time and space for families at such a difficult time is a privilege and it is vital that we are able to support many more families who will need us in the future with the best care and attention we can possibly give," said Tamsyn Clark, Director of Fundraising and Marketing.

"Both bereavement suites are in dire need of an update to make them more homely, comfortable and accessible. Currently both rooms are clean and useable, however they are basic, clinical looking and outdated for serving such an important purpose. Our care does not stop when a child dies. As well as raising funds, we want to make it easier for families to have those conversations and hopefully reach families that may benefit from our support."

“Both bereavement suites are in dire need of an update to make them more homely, comfortable and accessible”

Demelza Kids in focus

Internationally acclaimed photographer Juergen Teller launched his exhibition Demelza Kids at Bonhams with an opening night attended by guests including Vivienne Westwood, Robin Cousins, and Shariene Spiteri, plus music from Escala and speeches from parent, Matt Freestone and Demelza Chief Executive, Ryan Campbell CBE.
Community Fundraising

Kent and East Sussex update

The team finished the year on 93 per cent of its target and while we haven’t reached our full target we saw 15 per cent growth in income in East Sussex, South Kent and East Kent.

With Beth Murrell moving to the Events Team we are delighted to confirm that Jenny Heritage who has returned from maternity leave has now taken over her role within the Kent and East Sussex Team.

Katie Fielder has now started in the London Team as Senior Community Fundraiser so we are almost at full capacity. We are advertising for two administrator posts for both Kent and London.

For those of you who don’t already know, the Community Fundraising Team now has two patches instead of five.

The Kent and East Sussex team is:
Vicky, Debbie, Claire and Jenny

and the London team:
is Katie and Amy.

We believe this will help us provide supporters with a more seamless experience and mean that we can have better business continuity.

South East London update

Thank you to everyone who came to our 10th anniversary event and to all those who helped. It was very successful and we have had some lovely feedback. We also picked up some new supporters and re-engaged with others. So very worthwhile and it was lovely to see some familiar faces and meet some new ones.

We had 14 runners run from SEL for Demelza in this year’s marathon. I always find the Marathon quite emotional! They raised just under £75,000 overall which is absolutely amazing.

We had a very successful Bank Holiday Monday at Petts Wood Fair, thanks so much to all the volunteers who helped – Rosemary, Pat S, Jan, Geraldine, Jean, Shirley, Ajit and Pat H. We raised just over £300 which is amazing. Thanks also to the Shirley Friends group who also had a very successful bank holiday at the West Wickham fair. I heard it was very well received and raised a lovely £248.

Lastly some news from the team. Due to a restructure in the events team in Kent, Beth, one of the Community fundraisers, moved into that team which left an opening. Jenny Heritage has now moved to Kent to be part of the Community team there. Never fear though, Katie Fielder has started as the Senior Community Fundraiser here in SEL. I’m sure you will all get to meet her over the coming months and we are also currently recruiting for an additional member of the team as we are committed to increasing income raised from South East London. I could not do my job without you all helping with all these events. Thank you all so much.

Over the past few months, we have held three events in Kent, East Sussex and South East London, where we talked about our team updates, upcoming events, planning for the Pumpkin Hunt and had a talk from one of our parent ambassadors.

We will be holding our next set of get-togethers in September 2019.

Just a handful of recent fundraising highlights include receiving £2,500 from Manor House Nursery, Margate, for their Easter Fun Day and we are due to get matched funding from Santander to take the total for the event to £5,000.

The Heffle Cuckoo Fair, organised by the Heathfield Friends, raised more than £4,000 this year and The Sunshine Girls’ fundraising group in Dover brought in the highest amount yet with £12,530, taking its total to date to an incredible £100,000.

• Debbie Elliott with volunteers Jack Wright (Dotty) and Sandra Young at the Tonbridge Carnival

• Amy Thomas and volunteer Rosemary Norris at the Provender Fair, Swanley
We have been extremely lucky to be shortlisted as one of three charities up for a grant from the Tesco Bags of Help Centenary Fund celebrating 100 years of Tesco. We are asking them to fund two specialist sensory baths at our Kent hospice. Each bath with all the fixtures and fittings and installation costs us around £12,500! As we have been shortlisted we are guaranteed at least £10,000, however with your help we could get the full £25,000 available.

On 1 July the vote opens in all Kent Tesco stores only. This means with any purchase no matter how big or small you will get a token to cast your vote, the vote stays open until 31 August and the charity that comes in first place will receive £25,000, second place £15,000 and third place £10,000. We would be so grateful if everyone could get out there and vote for us every time they shop at Tesco and help us win £25,000!
Join Team Demelza

A friend or two for the Housekeeping crew?

We would love to hear from you if you have a friend or two, that would come and help the Housekeeping crew. An hour or two, that would be suffice, to keep the Hospice looking very, very nice. Washing, ironing, vacuuming too, damp dusting and even the loo. Weekends are when we are in need of you, but a week day would also do. We are a friendly bunch we’ve even been known to give you lunch. I’m sure someone can be found. Thank you in advance for looking, we hope we get a lot of friends booking.

Why not join one of our Friends groups?

Did you know we have several Friends groups who tirelessly fundraise for Demelza across Kent, South East London and East Sussex?

- Sunshine Girls – Dover
- Hailsham Friends
- Eastbourne Friends
- Hastings fundraisers
- Heathfield Friends
- Uckfield Friends
- Bromley Friends
- Lewisham Friends
- Restoration Friends of Eltham
- Shirley Friends – Croydon

If you would like join one of our Friends groups, or would like information on how to start your own group, please call the Voluntary Services team on 01795 431090 or email volunteering@demelza.org.uk
We have more than 1000 volunteers across Kent, South East London and East Sussex.

Last year, our volunteers dedicated over 148,000 hours of their time to Demelza.

This equates to a monetary value of £1.2 million.

Benefits of volunteering include:

- Gaining new skills and experiences
- Meeting new people and making new friends
- Rewarding feeling of helping make a real difference

“Volunteering for Demelza is always enjoyable, and it is really rewarding to know that I am making a small difference to help such a great cause.”

Volunteer News entries

If you are a volunteer or member of staff and would like to submit an article or story to feature in the next issue of Volunteer News, please email volunteering@demelza.org.uk or telephone 01795 845170. We look forward to receiving your entries soon.

Publishing date of next issue: November 2019