



Severn Hospice

Yearbook 2011-2012

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Chief Executive Paul Cronin has worked at Severn Hospice since 2003. As a keen cyclist, Paul will be leading a sponsored ride across France, Belgium and Holland in 2012 to raise funds for the hospice

A message from Our Chief Executive ...

The day-to-day management of our hospice is undertaken by our senior management team, which is led by Chief Executive Paul Cronin. Our board of trustees is made up of unpaid volunteers who have a wide range of skills and backgrounds. Our trustees are responsible for shaping the strategic direction of our hospice, ensuring we continue to deliver the highest possible standards of care for local people far into the future.

As we embark on another year at Severn Hospice, the prevailing feeling across our organisation going forward into 2012 is one of optimism.

Even in these financially difficult times, we are looking to spread a message of "business as usual and then some" throughout the communities we serve by continuing to improve the services we provide to thousands of people across Shropshire and Mid Wales every year.

Though our hospice, like other charities across the country, has been unavoidably affected by the economic downturn we are still pursuing ways in which we can develop our care to meet more closely the needs of our patients and their families.

The past 12 months have seen some exciting developments which have kick-started a number of service enhancements.

We began talks with Powys Health Board which saw our Hospice at Home service expand into Mid Wales for the first time. These proposals came to fruition in July 2011 when the first patients in Montgomeryshire started to receive care from the Hospice at Home team.

Following an approach by our local NHS in Shropshire, we also announced that Severn Hospice would manage all of the region's former Macmillan community nurses after many years of working in partnership together. These nurses have now officially merged with the hospice's Clinical Nurse Specialists. More about both of these developments is detailed on page five of the Yearbook.

Our Shrewsbury Day Hospice underwent a refurbishment after the hospice secured a one-off grant of £89,769 from the Department of Health. The facilities have been modernised and the overall patient environment has been much-improved thanks to the revamp.

We are looking to carry this positivity forward during the next year by building on these improvements.

We will continue with our major improvement of our facilities at Severn Hospice Shrewsbury. During the next year, plans will be put in place to upgrade bedroom accommodation on Breidden Ward. We are also looking to create a more quiet and discrete day room, better physical therapy space and improved consultation rooms.

Our Telford Day Hospice will begin opening for an extra day each week from 2012, to help meet the very high demand for our specialist day support that exists in the area.



Courtesy of Stonehouse Photographic

Continuing maintenance on Breidden Ward

Massive support from our army of volunteers is a constant source of inspiration for us all. The outstanding foundation provided by our service and shops volunteers has given us the confidence to develop volunteering in support of people in their own homes. Our Compassionate Communities (Co-Co) initiative which already supports some of the most frail and vulnerable people in Church Stretton, Clun and Cleobury Mortimer is set to expand into other communities within Shropshire, Telford and Wrekin.

So in very significant ways, we will be setting out to make the experience of using our services even better.

All this is only possible thanks to the amazing support we receive from local people who continue to help us raise the funds we need to carry on providing our care.

I would like to thank all of those who have supported us in some way over the last year for all you have helped us achieve, as well as our staff and volunteers who work so hard to make Severn Hospice a special place.

Times are undoubtedly hard and we are under no illusions that the coming months and years will be challenging. However, with your support we can make the future of hospice care in our region an even more positive one which is full of hope.



Paul Cronin, Chief Executive

Our senior management team:



CHIEF EXECUTIVE
Paul Cronin



MEDICAL DIRECTOR
Dr Jeremy Johnson



NURSING DIRECTOR
Heather Palin



APPEALS DIRECTOR
Norma Ross

Our services include:

- Two inpatient wards at Severn Hospice Shrewsbury (Perry Ward and Breidden Ward).
- An inpatient ward at Severn Hospice Telford (Alexandra Ward).
- Day Hospices in Shrewsbury, Telford and Newtown.
- A Hospice at Home service, providing treatment and care to people in their own homes.
- Regular clinics at Shrewsbury, Telford and Newtown to aid patients with things such as pain and symptom control and helping make decisions about their care.
- A complementary therapy service, which provides soothing treatments such as massage and reflexology to help alleviate a patient's symptoms.
- A team of physiotherapists who work with both inpatients and Day Hospice patients.
- A lymphoedema clinic at Severn Hospice Shrewsbury and Telford which is run by our physiotherapists.
- A chaplaincy service for patients who want to talk through issues affecting them spiritually, whether they have a religion or not.



Menna Wigley was one of the first nurses recruited to work at Severn Hospice when it opened in 1989. She spent 13 years caring for patients on our wards before deciding she wanted to explore end of life care in the community. Menna is now one of our team of Clinical Nurse Specialists who visit patients at home

Our services ...

Our hospice first opened its doors to patients in 1989, after almost a decade of fundraising by founder chairman Sheila Laws. Since our first day 22 years ago, our services have grown to meet the increase in demand for the special brand of loving care we provide. We opened a new hospice in Telford in 2007, which provides day care and inpatient services. This is in addition to our inpatient wards and day care places at Shrewsbury and our day hospice in Newtown, Powys. The area of greatest growth is in care provided to patients in the community. More patients than ever before are choosing to receive their care in their own home thanks to our Hospice at Home service, which started in 2003.

For some of our patients, having the choice to remain in their own home while receiving treatment for their illness or when they are nearing the end of their life is very important.

Our hospice has been providing support to patients in the community for a number of years. Over time, we have developed a range of different teams to tailor our care to each individual's needs.

During recent years, demand for this specialist care has increased as more and more of our patients have chosen to take advantage of receiving treatment in the comfort of their own home.

Last year our hospice cared for four out of five patients at home – an amazing figure which reflects a shift in the way our services are being provided.

As the needs of our patients have changed we have looked to improve and develop the care we provide, which is why we launched an integrated approach called Severn Hospice at Home in 2011.

"Severn Hospice at Home combines different groups of hospice community staff who work together to provide medical and emotional support to patients in their own homes," Chief Executive Paul Cronin says.

"The overwhelming majority of our patients are now looked after in the community, which is a result of the way we have adapted our services to deliver care locally where it is needed the most.



Members of our Hospice at Home team are now caring for patients in Mid Wales

"Our Severn Hospice at Home team transports our special brand of care beyond the walls of our three hospice sites and into towns and villages across our catchment area – effectively acting as a hospice in your street."

Severn Hospice at Home received a boost in 2011 when it was announced that Severn Hospice had agreed to join forces with a group of nurses originally created by national cancer charity Macmillan.

"After many years of partnership working, we were delighted to welcome all of the region's former Macmillan community nurses to the hospice," Paul says.

"We now manage this group of skilled nurses who have become part of our team of Clinical Nurse Specialists.

"The move has created an improved service to patients as, for the first time, the former Macmillan nurses will have access to the full range of hospice expertise and resources."

Patients are also set to benefit after it was decided to expand the hospice's end of life nursing care at home into Mid Wales for the first time.

The Hospice at Home team, which is part of Severn Hospice at Home, started supporting patients in Montgomeryshire in July 2011.

"Our Hospice at Home team is an integral part of our community service, providing hands-on nursing care to patients who are in the last six weeks of life and want to remain at home.

"The proposals mean the team is in line with all the other services our hospice provides, covering our entire catchment area.

"All of these recent developments highlight how the way we deliver hospice care is changing. The expansion of our community services marks an exciting new chapter for our hospice."

What is Severn Hospice at Home?

Severn Hospice at Home combines different groups of hospice community staff who work in partnership to deliver a range of services to patients at home.

The service is a natural extension of the work we do in our inpatient and Day Hospice facilities.

Severn Hospice at Home includes:

Severn Hospice Clinical Nurse Specialists

Providing advice and symptom control to patients.

Hospice at Home

A team of nurses and healthcare assistants providing hands-on care at home during the last few weeks of a patient's life.

Occupational therapists

Assessing the physical abilities, home environment and equipment needs of patients to assist their wish to be cared for at home.

Social workers

Giving advice, and emotional and psychological help to patients, families and carers including bereavement support.

Compassionate Communities (Co-Co) volunteers

Volunteers visiting patients with long-term illnesses in the community to provide friendship and help with day-to-day activities.

Patient facts:

- Each year we help approximately 2,800 patients, half of whom have been introduced to our care for the very first time.
- Patient care and emotional support for both patients and their families are totally free of charge, but not without cost.
- Last year, the average cost of providing a full range of care covering all the needs of each patient individually was £2,107 per patient.
- Our team of doctors and nurses provide specialist care for more than 79 different types of cancer – lung and breast continue to be the most prevalent.
- One tenth of our patients last year did not suffer from cancer.
- End stage heart and chronic respiratory diseases were the largest groups of all our non-cancer patients.
- The average length of stay for those admitted to our hospices was 15 days.
- Of those patients who were admitted, 40 per cent were able to go home.
- More patients than ever before chose to receive their care in their own home.
- Last year only 15 per cent of all our patients stayed in a hospice bed.



Telford patient Jan Bent's story was at the heart of a mailing to supporters about the hospice's Lottery grand prize draw. Jan is pictured shortly before she died with Day Hospice Manager Helen Duce and volunteer Sam Hockenhull at Severn Hospice Telford

Our patients ...

We truly believe that if we value life, then its close is as important as its dawning and we should care for the dying as we do the newly born. Our aim is to give those living with life-limiting illnesses dignity, respect and the best possible care. We go to any lengths to ensure our patients can make the best of every day and, by doing so, we try to create an uplifting, joyful place where families can make positive, lasting memories to help them through the most difficult of times.

For over 10 years, Judy Townsend and her husband Alan worked tirelessly to raise funds to support charities like Severn Hospice.

When Alan was elected Mayor of Shrewsbury in June 2009, the couple embarked on a year of celebration which saw them redouble their efforts to support good causes.

At the end of their Mayoral year, Judy received some devastating news which would eventually result in her experiencing the work of the hospice firsthand.

"Judy was told she had oral cancer in summer 2010 and almost immediately after the diagnosis she went into hospital for a major operation," Alan says.

"While she was recovering, she thought it would help her pass the time to do what she loved best – writing and sketching.

"Judy put together a collection of drawings, notes and poems while in hospital which documented what was happening to her and we decided to publish them as a book, called 'Nil by Mouth', to raise money for charities such as Severn Hospice.

"I was so impressed Judy found the energy and enthusiasm to produce a book immediately after surgery. I think it helped us all through a difficult time and Judy also hoped it would help others who had oral cancer as well."

Following her time in hospital, Judy came to Severn Hospice Shrewsbury for complementary therapy treatment to help with some of the symptoms of her illness.

"Judy really benefited from treatments such as reflexology which helped her relax," Alan says.



Judy and Alan Townsend during their Mayoral year

"She started to attend the Day Hospice where she was able to do things she really loved like arts and crafts, as well as receiving practical support such as having a bath and seeing a doctor. The nurses made her feel really welcome, telling her she was 'part of the hospice family'.

"The staff at the hospice continued to care for Judy during the last weeks of her life, at which time she was admitted onto the ward. As a family, we can't speak highly enough of the care she received."

Judy passed away at Severn Hospice Shrewsbury in July 2011.

Her funeral, which was led by Severn Hospice Chaplain Harry Edwards, was attended by around 500 of her family, friends and former colleagues.

Since the year 2000, Alan and Judy have raised more than £20,000 for Severn Hospice and donated another £5,000 during their Mayoral year from the Mayor's Charity Fund.

More than £5,000 was raised in Judy's memory by those who attended her funeral.

Shortly before she passed away, Judy spoke about her experience of the care she received at the Shrewsbury Day Hospice.

"It's been good to meet other people, make myself come out and do something with a smile on my face. You can't come here and be miserable," she said.

"I think it's a side of the hospice that really works. I don't think people know about the Day Hospice but it is such a wonderful part of the hospice's work.

"It can be sad. Several people I have met have died and that shocked me but it has shown how well these people can be at the end and be in a happy place right to the very end."

Where our new patients came from:

Our hospice provides care and support to people from across Shropshire, Telford and Mid Wales.

Last year patients came from more than 150 towns and villages throughout our catchment area.

Eleven patients came from outside the normal catchment area because their immediate family live in Shropshire, Telford or Mid Wales.

The figures for the main areas were:

128 patients in North West Shropshire.

108 patients in South West Shropshire.

171 patients in North East Shropshire.

141 patients in South East Shropshire.

279 patients in Shrewsbury and West Shropshire.

145 patients in Powys.

410 patients in Telford and Wrekin.

Our caring team:

We have more than 300 staff who work at our hospice sites and in communities across our region. They help fulfil a number of different roles including:

Doctors and nurses

Provide clinical care to our patients in our inpatient wards, Day Hospices and in the community.

Social workers

Provide information, advice, counselling and emotional support for patients and family members.

Complementary therapists

Give therapies which help with a wide range of symptoms such as anxiety or pain.

Physiotherapists

Provide physiotherapy to our patients to help maximise their mobility and maintain their independence.

Occupational therapists

Help with practical changes at a patient's home to enable them to remain as independent as possible.



Members of our nursing team provide calm, skilled and loving care to patients and their families. Mel Fryer, Jo Hicks and Ali Scott support patients at Severn Hospice Telford

Our staff ...

Our team of doctors, nurses, social workers, occupational therapists, complementary therapists and physiotherapists are here for local people when they need them. We help those with complex and progressive illnesses such as cancer, end stage heart failure, respiratory disease, neurological conditions and liver disease. Our staff pride themselves on providing high-quality, one-to-one care to help sustain a patient's quality of life and provide relief from both physical and emotional pain. Because incurable illnesses affect whole families, we offer the same loving support, help and counselling to a patient's loved ones during their greatest time of need.

Many different types of staff play a part in caring for our patients and their families during their time with Severn Hospice.

Whether it is the hands-on support provided by our clinical team, the psychological help given by our social workers and chaplains or the 'behind-the-scenes' work of our chefs and stewards — every member of the hospice team works together for the benefit of those in our care.

Our Consultants have overall medical responsibility for the local people we support, using their specialist training to coordinate the care our patients receive.

In summer 2011, Dr Toria Stevens joined the clinical team at Severn Hospice Shrewsbury.

Having spent the past 11 years caring for patients with incurable illnesses in NHS hospitals and hospices in other parts of the country, Dr Stevens has returned to her native Shropshire to work as a Consultant in Palliative Medicine.

"I decided to train in palliative medicine because it is very patient focused and there is always something you can do to improve a person's overall wellbeing, whatever stage they are in their disease," Dr Stevens says.

"It involves problem solving and finding solutions to improve a patient's quality of life, whatever their situation."

Dr Stevens' role entails dividing her time between caring for patients at Severn Hospice and advising on patient management at the Royal Shrewsbury Hospital.



Dr Toria Stevens
is a Consultant on Breidden Ward

"I really enjoy working within the NHS hospital environment but it is always reassuring and, I feel, essential to know we have Severn Hospice as an alternative setting to care for patients," Dr Stevens says.

"I feel there are many benefits working across both sites. At Severn Hospice I can spend a bit more time with patients.

"Talking to patients and listening to them is key to understanding their needs.

"In my new role I'm hoping to help build on the things Severn Hospice has already achieved and continue to improve the care and service we provide to patients.

"One of the things I am very keen to do is to build on the foundations that are already in place with Royal Shrewsbury Hospital to help further improve the specialist palliative care provision for patients in Shropshire and Mid Wales."

Dr Stevens gained her medical degree at Southampton University and did most of her palliative medicine training in Wessex.

She worked at Royal Hampshire County Hospital in Winchester and Countess Mountbatten Hospice in Southampton prior to joining Severn Hospice in the summer.

Having spent her childhood in Shropshire, Dr Stevens has moved back to the county with her husband and two young children since taking up the post.

"I have really enjoyed my first few months at the hospice. The staff have been very welcoming, which is crucial for me having never worked in the West Midlands region before," she says.

"I love working as part of the Severn Hospice team. I feel we work together to provide excellent, expert care within an environment that is welcoming and comforting for patients and their families who are often very vulnerable when they arrive.

"Every day is different and I like the fact that all sorts of people with different ages and diagnoses can potentially benefit from our services and skills here at the hospice."

Our caring team:

Education

Provide training to hospice staff and other healthcare professionals about palliative care.

Chaplains

Talk through spiritual issues and provide a link to religious groups outside the hospice.

Appeals

Help raise vital income to fund the services provided by the hospice through fundraising, legacies, retail and our Lottery.

Admin

Provide core support services and ensure statutory compliance.

Finance

Organise the financial and accounting affairs of the hospice including preparation of accounts, budgets and banking.

Stewards

Provide maintenance support and work to ensure everything runs smoothly within the hospice.

Catering

Our chefs prepare fresh food daily in our on-site kitchens at Severn Hospice Shrewsbury and Severn Hospice Telford.

We have Support and Friends Groups in:

- Bomere Heath
- Bridgnorth
- Broseley
- Church Stretton
- Cleobury Mortimer
- Clive
- Ellesmere
- Llanfair Caereinion
- Llanfyllin
- Market Drayton
- Meole Brace
- Much Wenlock
- Newport
- Newtown
- Oswestry
- Shrewsbury
- Tanat Valley



Our Legacy Garden at Severn Hospice Shrewsbury is a tranquil setting for patients, staff and visitors to enjoy, as well as a fitting home for our copper Legacy Tree

Our supporters ...

Our supporters make all that we do at Severn Hospice possible thanks to the dedication and generosity they show for our cause. Support can come in a number of different forms, each providing much-valued help in a variety of different areas. Whether it is through fundraising, volunteering or leaving a legacy, our supporters go the extra mile to ensure our caring teams are able to continue providing the hospice's special kind of support to those living with incurable illnesses throughout Shropshire and Mid Wales. Our heartfelt thanks go to all those who have supported us in some way over the past 12 months.

For kind-hearted Ketley pensioner Kitty Yarker, life was about working hard to look after those she loved.

Following her death, Kitty stayed true to the principles which she lived by.

The 93-year-old widower left more than £102,000 in her will to Severn Hospice to help fund the services we provide to patients at our Apley Castle site.

Kitty's bequest means she is continuing to make a difference in her community by ensuring loving care and support is available to residents with life-threatening illnesses during their greatest time of need.

She chose to leave the money to Severn Hospice after being a long-standing supporter of our hospice shop in Wellington.

To mark Kitty's special gift her name will be engraved on our copper Legacy Tree, which pays tribute to all those who have left a bequest to the hospice.

Kitty, who had no surviving relatives, lived in Ketley all her life never moving more than 100 yards from the home where she was born during the First World War.

She started full-time work at the age of 14 at the OD Murphy pop factory in Wellington but had to give up her job to care for her mother and father.

Kitty married civil servant Richard Yarker in 1953 at St Mary's Church, in Red Lake, and shortly after she became a carer for her elder brother.



Kitty Yarker has left a lasting legacy at Severn Hospice Telford

Neighbours Frank and Brenda Gellatly moved next door to Kitty in 1962 and remained best friends until she died.

"Richard passed away in 1971 meaning Kitty was on her own for the next 40 years. We lived next door to her for all that time and we became incredibly close," Brenda says.

"Kitty was a lovely, independent lady who had many friends in the area. She was a Ketley woman through and through – the furthest she ever travelled was to Wales for a holiday."

"She was a very quiet and private person even though she had such a hard-working and industrious life since a very early age," Keith Mainwaring, a close friend and former neighbour of Kitty, says.

"Frank and Brenda were like family to Kitty and their companionship was invaluable, particularly as Kitty's health deteriorated."

"We are very grateful to Kitty for thinking of our hospice and acknowledging the important work we do by leaving this incredible legacy," Appeals Director Norma Ross says.

"It would have been wonderful to meet Kitty and thank her in person for her generous gift to the local people of Telford and the surrounding areas.

"We will make careful use of every penny Kitty has entrusted us with to help fund the loving care our team of doctors and nurses provide to patients and their families at Severn Hospice Telford.

"Legacies are incredibly important to us, particularly in these uncertain financial times, as they account for approximately one third of the total fundraising income we receive. Gifts left by people like Kitty make our work possible."

People who would like more information about leaving a legacy to Severn Hospice can contact Norma Ross on 01743 354450.

Legacy facts:

Legacies are gifts left in people's wills to charities like ours.

Between April 2010 and March 2011 46 local people left a total of £1,060,000 through legacies.

This amazing sum helped fund care and support for 20 per cent of the patients we looked after last year.

Since the hospice opened in 1989, we have received legacies from 514 people, ranging from £500 to £1 million+.

Legacies account for approximately one third of the voluntary income we receive each year.

We have a special Legacy Garden, which is located in The Mary Margaret Fletcher Garden at Severn Hospice, Shrewsbury, dedicated to all those who have left a gift in their will.

In 2011, we unveiled a Legacy Tree sculpted in copper in the Legacy Garden.

Each leaf on the tree is engraved with a name as a lasting tribute to that person's bequest.

Legacy gifts have become increasingly important to the hospice during these financially uncertain times.

Legacies are a wonderful way to not only support those closest to you, but also support our hospice by leaving a future gift which will make an impact far into the future.

We have volunteers working in:

- Patient care
- Complementary therapies
- Creative therapy support
- Patient transport
- Reception support
- Admin support
- Audio library
- Flower arranging
- Gardening
- Laundry support
- Kitchen support
- Steward support
- Appeals
- Fundraising
- Retail
- Lottery



Hundreds of volunteers help to make Severn Hospice a special place by fulfilling a number of roles. Ward volunteers like Elaine Hosty assist our caring teams by offering support and companionship to patients and visitors

Courtesy of Stonehouse Photographic

Our volunteers ...

Our army of volunteers provides the bedrock on which Severn Hospice is founded. Thanks to the commitment of the hundreds of volunteers who give their time freely, our hospice is able to continue providing the high quality care it has become known for. Our volunteers vary widely in their age and background, meaning we have an interesting blend of people helping out in a variety of different ways. They provide invaluable support by sharing their interests, skills and talents with our patients and their loved ones, which is one of the things that helps make our hospice such a lively and amazing place.

When 18-year-old Miles Griffiths wanted to learn more about a career in healthcare, he decided to get in touch with Severn Hospice.

The student, who attends Shrewsbury Sixth Form College, was keen to find out what it was like to work in a care environment to help him decide what he would like to do once he finished his exams.

Miles, from Nescliffe, is one of a number of sixth formers to sign up for the hospice's student placement scheme.

The year-long placements, which are run by the Volunteer Department, give 17 to 18-year-olds the opportunity to help out at the hospice while they are studying for their A Levels.

"My mum saw an advert for the student placements in the newspaper and suggested I give the hospice a call," Miles says.

"I was considering a career in physiotherapy or nursing so I thought it would be a great opportunity to get some hands-on experience at an early age.

"During my year here I have spent time on the wards shadowing nurses, I've helped out in the Day Hospice and I've also got to watch the physiotherapists in action.

"One of the major benefits of the placement is that I've been able to take part in some of the practical courses run by the hospice's education team. I've gained experience in things like health and safety, which is great."

Miles finished his student placement in the summer of 2011 but decided he wanted to carry on volunteering at Severn Hospice Shrewsbury because he enjoyed it so much.

"I was slightly nervous about coming to the hospice at first because I didn't know what to expect and I thought it would be a very sad place," Miles says.

"As soon as I got here my apprehension immediately disappeared because I was made to feel so welcome by the staff and patients alike.

"I like spending time here as it is a really relaxed and warm environment. It is nice to know the patients here always have someone they can go to who genuinely cares about how they feel.



Miles Griffiths enjoys a game of Scrabble with Shrewsbury Day Hospice patient Vera Tulloch

"I feel very privileged to be able to spend time with some very special patients and the whole experience has helped me develop my social skills as well as finding out more about working in the healthcare sector.

"My Scrabble skills have also improved thanks to my weekly games with Vera, one of the patients in the Day Hospice!"

Miles is currently studying Spanish, English and Business Studies and is hoping to go to university in 2012.

"I'm still not 100 per cent certain about what I want to do for a career but coming to the hospice has certainly given me an invaluable insight into life in the caring profession," Miles says.

"I would definitely recommend the student placements at Severn Hospice to other sixth formers."

Severn Hospice offers three student placements each at Severn Hospice Telford and Severn Hospice Shrewsbury.

Students can apply to take part between January 1 and April 30. Interviews are then held during May and June before the placements begin in July.

Volunteer facts:

We have 440 volunteers across all of our hospice sites, not including those in our Retail Department.

We have a diverse group of volunteers, with our youngest volunteer being 17-years-old and our oldest being 90-years-old.

Our active volunteers have clocked up a combined total of 1,959 years of service.

Last year, our volunteer gardeners spent nearly 6,000 hours tending to the hospice grounds to keep them looking nice for patients, visitors and staff.

More than 6,000 journeys were made by our volunteer drivers last year to transport patients to and from our Day Hospices.

Our volunteers spend around 990 hours each year arranging the flowers which brighten up patients' rooms and communal areas around our hospices.

Volunteers in our Appeals department on average count around £11,500 each year in coins that have been donated to our hospice.

Our volunteer complementary therapist gives in excess of 750 treatments to patients every year.

Approximately 9,500 cups of tea and coffee are made by the ward volunteers for patients and their family and friends each year.

Lottery facts:

Our Lottery members have helped us raise more than £8 million for the hospice since the weekly prize draw was launched 16 years ago.

Last year our Lottery members generated more than £870,000 which paid for care received by 1 in 8 of our patients.

Our Lottery team strives to keep admin costs to a minimum, meaning an amazing 64p in every £1 Lottery subscription is donated to the hospice.

Our weekly jackpot is £2,000, to win a similar amount on the National Lottery you would have to match five numbers at odds of 1 in 55,000.

As well as our weekly Lottery draw, we offer two bumper draws a year.

At the end of 2011, we have had 880 weekly draws, giving away 176,000 individual prizes.

On average 22 Lottery winners each week donate their prize back to the hospice, including a few of the £2,000 jackpot winners.

Our Lottery representatives knock on more than 100,000 doors every year throughout Shropshire and Mid Wales to ask people to sign up.

We have more than 40 volunteer collectors in every corner of our region who brave all weathers to collect payments from our members' homes.

The Lottery winners are chosen by a computer programme which selects randomly from our list of paid up members and prize cheques are issued automatically.



Enid Wakeley revved up her husband Graham's birthday celebrations by giving him the Mini she won in the Forget-me-not Raffle. Appeals Director Norma Ross and Lottery Administration Coordinator Jo Hilliard were on hand to congratulate the couple

Our fundraising ...

We have to raise around two-thirds of our income, which this year equates to £4 million. In these tough financial times, raising this huge amount requires an immense effort from our staff and, more importantly, a show of great kindness and generosity by our supporters. Our Appeals Department exists to act as a catalyst for willing supporters to hopefully turn their good intentions into much-needed funds. The department covers four main income sources – legacies, gifts in wills; retail, which oversees our network of hospice shops; lottery, which includes a weekly draw as well as two annual grand prize draws; and community fundraising, which covers activities organised by supporters as well as hospice-coordinated events.

Our Lottery and Retail Departments are always endeavouring to drive forward their fundraising to help support the services provided by our caring teams.

Two special cars, both Minis, helped the departments do just that by raising more than £100,000 for the hospice in 2011.

The first Mini adventure began in the spring, when the Lottery team launched its annual Forget-me-not Raffle. The top prize was a Mini First car worth £11,000.

More than 75,500 tickets were sold for the grand prize draw but only one lucky winner got to drive away in the new car.

When 71-year-old Enid Wakeley received the phone call to tell her she had won the Mini, she knew the good news was just what she needed to give her husband Graham a 75th birthday to remember.

As a non-driver, Enid decided to give the car to Graham as the ultimate gift to mark his special day.

The couple, from Bayston Hill, visited Severn Hospice Shrewsbury on Graham's birthday in July where they were presented with their prize.

"When I got the phone call telling me I'd won the car I literally couldn't believe it," says Enid, who has been a member of the Severn Hospice Lottery since 2006.

"My sister-in-law was a patient here five years ago so I'll keep supporting the hospice because it's something I feel very strongly about."



Mo Price donated her Mini to help Severn Hospice

"When Enid told me I could have the car for my birthday, I was over the moon," Graham adds.

"I'd never had a new car before and my car at the time was 16-years-old so it was a bit of an antique like me! I couldn't wait to get behind the wheel and start driving my new Mini."

As one Mini left the hospice, another arrived a couple of months later thanks to a kind-hearted former patient who donated her beloved car to help raise funds for the hospice.

Mo Price, who died aged 63 at Severn Hospice Shrewsbury after a battle with cancer, left her refurbished 1965 mark 1 Austin Mini to the hospice.

The classic car was sold through the Retail Department's eBay shop, where potential buyers were able to place a bid during the online auction.

Mo, from Upton Magna, had regular home visits from the hospice's community-based Clinical Nurse Specialists before she was admitted onto the wards in Bicton Heath.

After she passed away in August 2011, Mo's two sons Nigel and Reed Beers were keen to ensure that the Mini raised as much as possible for the hospice.

"The hospice was great. They learned mum's ways and when she couldn't do it herself any longer they continued it her way," Reed says.

"I can't say enough, they were amazing. They are all angels on earth."

"Donating the Mini was a small gesture compared to the help the hospice really needs. If people have the chance they should help the cause."

The Forget-me-not Raffle helped raise £101,000, including donations, while Mo's Mini collected £2,050 for the hospice thanks to the eBay auction.

Retail facts:

In 2011 we opened new shops in Albrighton and Madeley, increasing the total number of shops across our catchment area to 21.

The first Severn Hospice shop opened in Newport in 1989.

Since our shops started trading we have sold more than 12.5 million items.

Last year we generated more than £1.7 million in sales.

Our Retail Department has more than 400 volunteers who sort donations, help on the shop floor, work on the tills and provide admin support.

We sell a range of pre-owned items generously donated by our supporters including clothes, books, CDs, DVDs, household items and bridal wear.

Our delivery vans make over 50 journeys every month, transporting goods to be sold at our network of shops.

Last year we sold more than 5,000 packs of festive cards through our annual Christmas card catalogue.

Thanks to more than 10,000 of our donors who are signed up to Gift Aid, we have been able to reclaim £169,000 from the tax man since 2009.

Our Retail Department has an online presence thanks to our Webshop and eBay shop, both of which can be accessed via the Severn Hospice website.

Fundraising facts:

Our supporters helped us raise more than £1.3 million last year in a variety of different ways.

We have 23 support groups across our region — some have been fundraising for us for 30 years while others have joined in the last 12 months.

Our support groups collectively raised nearly £80,000 last year. To find out about starting a support group contact our Appeals team.

Football tournaments, dog shows, pamper evenings and head shaves are just a few of the activities organised by local people to raise funds for our hospice.

More than 3,750 people took part in a sponsored event organised by our hospice last year.

Over 250 people volunteered to help out at our sponsored events, helping to keep walkers, runners, rowers and cyclists safe.

2011 saw some creative fancy dress costumes at our events including pirates, playing cards, smurfs and sheep.

Our special My Marathon fundraiser lets you design your own personal challenge, covering a mile a day for 26 days.

We work with many local businesses who want to raise money for the hospice, offering advice and tailored activities to suit any company size.

We launched our online events shop in 2011, which allows people to log on to our website and register for events, pay sponsorship and tell us about their fundraising.



Our ever-popular Midnight Walks saw more than 1,100 women step out in support of the hospice at events in Shrewsbury and Telford. Each walker was asked to write down their reasons for taking part

Our fundraising ...

Every year thousands of people do something amazing in aid of Severn Hospice. Our community fundraising covers many things including general donations and events organised by the hospice, support groups or the public. We are also fortunate enough to receive donations either given instead of flowers at funerals or in lieu of gifts to mark celebrations. Whether it is organising a sponsored head shave, taking part in one of our Midnight Walks or putting money into a collection tin, we are always overwhelmed by the incredible support we receive. The difference we are able to make to the lives of those we care for is only possible thanks to the creativity, dedication and generosity of these wonderful people.

Standing on the summit of Wales' tallest mountain, seven weary friends took in the breathtaking views while celebrating their achievement with chocolate brownies.

By climbing Snowdon, the group - affectionately called the 'Cake Loving Mummies' - were helping to fulfil a promise made by one of their members to her father before he died.

Gill Malpass' dad Graham passed away at Severn Hospice Shrewsbury after being admitted when his health deteriorated during a trip to see his family in Telford.

Although his home was in Yorkshire, Severn Hospice staff were there for Graham and his loved ones when they needed support.

"Dad had been diagnosed with secondary cancer a few months before and he took a turn for the worst when he and mum came to see us for the weekend," Gill says.

"My sister Sarah took him to our GP who helped arrange to get a bed for dad at Severn Hospice so he could get the specialist care he needed.

"The care he received during the two weeks he was at the hospice was just fantastic. Our whole family was so well supported by the staff and we were pleased we were able to stay overnight at the hospice during dad's last few days.

"Dad could look out onto the hospice gardens from his room and he was able to enjoy his last days of life in a place where the staff genuinely cared for him."

Graham had been an active supporter of charities during his life and Gill resolved to follow in her father's footsteps after he died.

"One thing that did upset dad when he was on the wards was that he wasn't able to do anything personally to help the hospice," Gill says.

"I wanted to put that right for him after he died and decided to raise as much money as possible for Severn Hospice to say 'thank you' for the care and support they gave to us all."

Gill enlisted six of her best friends to help her achieve her fundraising goal. Chris Barclay, Heather Brennan, Nicky Gardner, Lisa Pritchard, Lucy Sobey and Lesley Williams all vowed to support Gill by helping her pull in the pounds for Severn Hospice.

"The Cake Loving Mummies were formed nearly seven years ago when we all met each other after having our first children," Gill says.

"Fourteen children later and after way too many cakes and cups of tea we are still good friends. When my dad passed away the group all wanted to help me do something in aid of the hospice so we decided to climb Snowdon.

"My dad was an avid walker but had never been up Snowdon. He would have been amused to think of me and my Mummy friends up at the top eating cake."

The intrepid group successfully completed their climb in June 2011, raising more than £2,300 for Severn Hospice in the process. They also collected a further £720 by holding a charity shopping event.

"We had just got to the bottom of Snowdon and one of the girls said 'so what are we going to do next then?'," Gill says.

"We all really want to carry on supporting the hospice in any way we can."



Gill Malpass on Snowdon with her father's walking stick

Key fundraising events in 2012:

22 April
Spring Stride

26 May
Telford Midnight Walk

24 June
Dragon Boat Festival

30 June
Shrewsbury Midnight Walk

14 to 15 July
Ironbridge Gorge Brass Band Festival

4 August
Cambrian Century
Midnight Ride to Barmouth

12 August
Attingham Park Vintage and Classic
Vehicle Rally

2 September
The Great Big Bike Ride

30 September
Zip Line Challenge

2 December
Lights of Love

... with more to be announced!

Please log onto our website or contact the Appeals team for more details

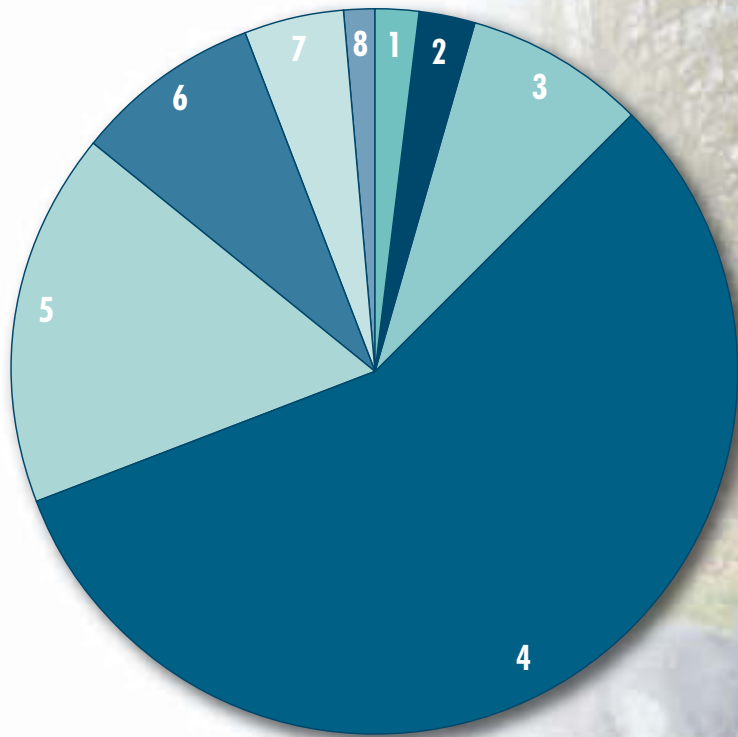
Where our funding came from in 2010/11:

- NHS grants
£2.676 million (38.4%)
- Investments
£302,000 (4.3%)
- Retail
£629,000 (9%)
- Lottery
£874,000 (12.6%)
- Donations and Events
£1.421 million (20.4%)
- Legacies
£1.060 million (15.2%)
- TOTAL
£6.962 million



Our caring teams go to great lengths to help our patients make the most of every day, underpinning our motto that when cure is no longer possible, care is. Staff nurse Rebecca Elson is pictured with Shrewsbury patient Elizabeth Fretwell, who passed away in 2011

How our income was spent in 2010/11 ...



1	Bereavement support	£133,000	(2.1%)
2	Education and library	£160,000	(2.5%)
3	Fundraising expenses	£487,000	(7.6%)
4	Inpatient care	£3.635 million	(56.6%)
5	Day care and outpatient clinics	£1.104 million	(17.2%)
6	Home and hospital support visits	£531,000	(8.3%)
7	Hospice at Home	£297,000	(4.6%)
8	Governance	£74,000	(1.2%)
Total		£6.421 million	

Full annual report and accounts for year ending 31st March 2011 are on our website or available on request from the Appeals or Administration Office by post.



Our thanks ...

Every penny donated helps us reach the £4 million we need to raise every year to run Severn Hospice. The donations we receive help pay for the vital services our staff provide which give comfort to thousands of local people every year. The kindness and generosity of our supporters makes all this possible. **Thank you for your support.**

I would like further information about:

- Leaving a gift in my will
- Becoming a Lottery member
- Volunteering at Severn Hospice
- Organising a fundraising event

I would like to help Severn Hospice:

- With my enclosed gift of £.....
(please make cheques payable to 'Severn Hospice')
- With a regular contribution by standing order
(we will contact you)
- By leaving an In Memory donation
(we will contact you)

(If you are making a donation and are a UK tax payer, please complete the Gift Aid declaration overleaf so we can receive up to 25p for every £1 you give at no extra cost)

Please send me regular communications:

Yearbook

- by email (email will help us reduce our admin costs) by post

Newsletter

- by email (email will help us reduce our admin costs) by post



Gift Aid declaration:

I confirm I would like the Severn Hospice to reclaim the income tax on and treat as a Gift Aid donation: *all donations I make from this date forward until I notify you otherwise.

Signed: Dated:

Please note: You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 25p for each £1 you give). Should your circumstances change you can cancel this declaration by contacting the hospice.

My contact information:

Mr/Mrs/Miss/Other First name

Surname

Home address

.....

..... Postcode

Email

Tel

Mobile.....

Severn Hospice respects your privacy and will not sell or trade your information to any other charity or external company or organisation. Donor details are held and used internally; if you would prefer never to hear from us please make contact and we will do all we can to ensure you receive no further communications. Personal details of our patients and their families are held securely and separate to our Appeals data.

Comments:

We always welcome feedback from our supporters, so if you would like to make any comments about this publication or anything else related to our hospice fundraising, please write them in the space below.

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.....

Please return this form along with any donations to the address below:

**Severn Hospice, Appeals Department
Bicton Heath, Shrewsbury, SY3 8HS**

severn hospice



CONTACT US AT

Shrewsbury

Severn Hospice
Bicton Heath
Shrewsbury
SY3 8HS

MAIN SWITCHBOARD

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APPEALS

01743 354450

LOTTERY

01743 261505

Telford

Severn Hospice Telford
Apley Castle
Telford
TF1 6RH

MAIN SWITCHBOARD

01952 221350

APPEALS

01952 221351

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