



ANNUAL REPORT

1 April 2010 – 31 March 2011



Our Vision

We believe that children should never have to be separated from their families while in hospital receiving treatment for serious illnesses.

Our mission is to provide high quality 'Home from Home' accommodation for families whose children are receiving hospital treatment for serious illness.

The Sick Children's Trust exists to support and promote the child's recovery and further to support the fabric and well-being of the family as a whole.

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"The 'Homes from Home' which are provided by The Sick Children's Trust are as fundamental to the well-being of children and their families as any other aspect of a child's medical and nursing care".

Dr George Rylance
Consultant Paediatrician

Brochure design donated by Katana London
www.katanalondon.com

Welcome!



C. Watson

Claudette Watson
Chief Executive

Welcome to our Annual Report 2010-11. We would like to extend a huge thank you to our supporters who, in a very challenging environment, have enabled us to celebrate another successful year.

The Sick Children's Trust provides high-quality 'Home from Home' accommodation for families whose children are seriously ill in hospital. After July 2011 we will have 108 bedrooms available to support families.

We know that helping families to alleviate some of the emotional and financial strains at one of the most stressful times in their lives is paramount and providing access to our houses does make a real difference. When families are struggling to cope we can offer accommodation in close proximity to hospital facilities, somewhere safe and private to be together as a family, and with the support of a House Manager. We are here so they can be there for their sick child. Yet each year hundreds of families are still without these vital services and many end up on a waiting list with nowhere to stay. To meet this challenge there is much more we can do.

In July 2010 we opened the new Eckersley House at the Leeds General Infirmary. This increased capacity from 16 to 22 bedrooms. Occupancy rates within a short space of time were 98%, further evidence that our continued growth is essential. We were particularly pleased that Merrill and Dolores Halpern (formerly Mrs Robert



Stephen Catlin

Stephen Catlin
Chairman

Eckersley) were able to attend the opening. We are very grateful to the Eckersley family for their founding of the original Eckersley House, and thank Mr and Mrs Halpern for their support of new Eckersley House.

Working with existing partners helps us meet the growing requirements in supporting the many families who continue to need our services. The Sick Children's Trust Board approved a new 8-bedroomed 'Home from Home' in response to the extension of the Rosie Hospital, part of the Cambridge University Hospitals NHS Trust. The Rosie is a new 58-cot maternity and special care baby unit and our 'Home from Home' should be ready by summer 2012.

The Royal London Children's Hospital is increasing its neonatal unit's capacity from 36 to 46 cots; this will be completed by July 2011. To accommodate the additional families from this unit, plans also got under way for an extension of Stevenson House to create four extra bedrooms and additional communal areas. This will be possible by extending into head office space located in the adjacent building. We were very fortunate to be given office space in Victoria, a very generous offer by Man Group.

During the year we developed key areas within our communications strategy. Firstly, through a partnership with Barclays Legal and Compliance team, we reviewed and revised our key messages, which have now been established across the

organisation. The other area was our website which is currently being overhauled, a process which should be completed before the end of 2011.

Next year we celebrate 30 years of providing invaluable support to so many families with sick children. Our success is due to the commitment of our donors, partners, staff and volunteers. We thank you for your support and hope you will continue to help us achieve our vision.

Since 1982 The Sick Children's Trust has successfully provided more than 35,000 family stays.

Our 'Homes from Home'

Every day, children are diagnosed with serious and life threatening illnesses or have terrible accidents that leave them fighting for life. They often have to be transferred to specialist hospitals far from home to receive urgent medical treatment. Life for their whole family is suddenly thrown into complete turmoil.

The Sick Children's Trust was established in 1982 to provide support and accommodation to the families of seriously ill children at hospitals around the country. We now have seven 'Homes from Home' at hospitals around the UK offering clean comfortable accommodation, 365 days a year, where the whole family can stay close to their sick child's bedside. Our houses vary in size and layout but the key elements remain the same: homely accommodation close to the children's wards with private family bedrooms and communal living areas.

For sick children, we can provide them with family love and support; for the family, we help alleviate the emotional and financial strains of being away from home.



Our 7 Houses

- 1 Crawford House at the Royal Victoria Infirmary
NEWCASTLE UPON TYNE
- 2 Eckersley House at Leeds General Infirmary
LEEDS
- 3 Treetop House at Sheffield Children's Hospital
SHEFFIELD
- 4 Acorn House at Addenbrooke's Hospital
CAMBRIDGE
- 5 Rainbow House at Great Ormond
Street Hospital
Guilford Street House at Great
Ormond Street Hospital
Stevenson House at The Royal London
Children's Hospital
LONDON

Our 'Homes from Home' are a place where families can take a step back from their situation and rest, helping them to face the day or night ahead of them without having to worry about the smaller things in life.

Our houses have private family bedrooms with telephones linked directly to the wards so the families can get a good night's sleep safe in the knowledge that they can be contacted day or night.

We provide communal living areas so that families can spend time together: enjoying a family meal, playing a board game or watching a favourite film together. These communal areas also allow families to interact and draw strength from each other. All our 'Homes from Home' provide laundry facilities, which is often a great relief for families – another way to ease the burden of having a seriously ill child in hospital.

We work hard to create environments which are warm and welcoming. Our houses really do become a 'Home from Home' for families.

Our President

Since 1987, Michael Crawford, critically acclaimed actor and singer, has been President of The Sick Children's Trust.

Michael has always been very active and when in the UK he always visits one of our 'Homes from Home'. In July 2010 Michael officially opened our new Eckersley House at Leeds General Infirmary (LGI). In the same month he also helped us cut the cake at the 20th anniversary party of our 'Home from Home' at Guilford Street.

We are grateful for his continued support.

"The SCT provides a sanctuary. It is the hot shower, clean clothes and the quiet supportive word from someone whose main focus is them, rather than their child. I do not know what we would do without them."

John Reid

Director of Nursing and Clinical Operations
Sheffield Children's NHS Trust

"Families face an extremely traumatic time when their baby is admitted to neonatal care and this is even more stressful for parents if they are not able to stay near their baby. We know that about half of families do not have accommodation available to them on or near a unit, when they need it most. That is why the services of the Sick Children's Trust are so vital."

Andy Cole

Chief Executive, Bliss



Michael Crawford

Offering more than than just bricks and mortar

Our house managers are at the heart of our work.

With responsibility for the smooth running of the house, they ensure that the parents' needs are met so that they can spend more time with their children. We firmly believe that the house managers and their assistants are as important to our 'Home from Home' network as the buildings themselves.

Joy's Story

Being house manager at Acorn House can be very emotional, but being able to help families in this way is so rewarding.

When we greet new families they are always both surprised and relieved that they have somewhere to stay. They are impressed with the facilities we offer and comforted to know they are just five minutes away from their sick child.

Families take great comfort in knowing they can cook proper food and have somewhere to eat together – sitting down for a family meal is very important for them during such a traumatic time. Families also appreciate the laundry facilities – to be able to do the everyday mundane task of washing and ironing is a godsend! It just shows how simple things in life can mean so much when you're going through such a distressing time.

It often comes as a huge relief to parents when we explain that they can bring their other children to stay in the house too. Not only does it take the stress out of who is going to look after them but it

also means they can all be together as a family, at a time when families feel they need to be together for support and comfort.

We quickly build bonds with the families staying with us and a big part of my role is to offer a listening ear or a shoulder to cry on. Our 'Homes from Home' provide a relaxing atmosphere away from the clinical wards and it's often here that families want to chat through their worries. Sometimes the biggest help we can offer is simply someone to talk to.

Families staying with us are going through seriously tough times. Most of us couldn't comprehend the huge pressure and worry they carry on their shoulders every minute of every day, so it's very humbling when they thank us for simply being here for them.

Staying in one of our 'Homes from Home' makes it easier for families to focus on what is important – caring for their sick child.

Joy Worship

House Manager, Acorn House, Cambridge



Joy Worship

Family stories

When I found out I was pregnant I was so excited and to find out it was twins doubled our joy. In September, at about 25 weeks pregnant, I started to show signs of preeclampsia. I was rushed into my local hospital at Carlisle but as it isn't equipped to deal with such preterm babies I was moved to the Royal Victoria Infirmary (RVI) in Newcastle.

On 20 October, I gave birth to my beautiful babies Ryan and Hannah after an emergency caesarean due to the onset of HELLPs syndrome - a life-threatening obstetric complication - at the RVI. They were 28 weeks old and both born with chronic lung disease. Hannah was the stronger of the two weighing 2lb 2oz, and Ryan 1lb 4oz, but both were our little fighters.

I stayed at Crawford House for the next three months while Hannah and Ryan grew strong enough to come home. It was a huge relief to have such a place to return to at night. We live a two and a half hour drive away from the RVI and the thought of having to travel back and forth each day was awful. Financially, staying in hotels for three months would have crippled us. Then the UK suffered that awful winter which brought most of the country to a standstill. I really doubt we would have made it in every day to see them, and as a new mum I wanted to be close to the babies as I needed to bond with them.

Our house manager, Gail, was also extremely helpful and supportive. We were not that familiar with Newcastle, but Gail and her team were wonderful and helped us with directions to get around town, and places to pick up food and other essential items. It sounds silly but it was just

so nice to be so close to the ward but not actually in a hospital environment. This helped us to relax and get away from all the "beep" sounds – which were a constant reminder of our situation.

The twins are doing really well now. Hannah was discharged on 5 January and is almost back to being a healthy baby. Ryan, however, is still the weaker of the two and at the beginning of March we visited the RVI for a hernia operation for him and again stayed overnight at Crawford House. It was just such a relief to know that the 'Home from Home' will be there for us as Ryan fights to get better and I will be forever grateful to The Sick Children's Trust for all they have done for my family.

Amy Wise

Ryan and Hannah's mum



Ryan and Hannah Wise

Many families who have stayed at one of our houses are so grateful for our services that they continue to support us after they leave the house. In 2010-2011 over 1,000 families either organised a fundraising event or gave us a donation so that more families would benefit from our services.

Matt Hinton and his family stayed at Acorn House while his daughter Emily was being treated at Addenbrooke's Hospital in Cambridge for serious kidney and bladder problems. In September 2010 Matt decided to cycle 300 miles from London to Paris. Although it was difficult at times, Matt was able to complete the five-day challenge and raised a fantastic £2,266 for The Sick Children's Trust.

Matt says, "We have been through some difficult times with a child in hospital and met others in similar and worse circumstances. Knowing that there are many other families going through it now and in the future is great motivation, and I hope I can make a small contribution to The SCT's great work!"



Matt Hinton

"One of the best things that we found about staying at Acorn House was being able to have our family close by to us in such a lovely, relaxed environment. Our other daughter Rose (who was only one year old) could visit or stay in a comfortable setting along with other family members.

Having us close by also helped Grace so much as she had a fear of doctors and nurses, and, due to her cerebral palsy, is unable to walk or talk. When we were able to take her off the ward we would take her to the house, where she would then be much more relaxed, as there are no uniforms there, but we were also safe in the knowledge that we were just five minutes away from the ward should she take a turn for the worse."

Sophie Allen

Grace's mum, Acorn House

"I can't really put into words how much the 'Home from Home' helped our family. As well as easing the financial burden of staying close to Riley, it allowed us to bond with him in the first days and weeks of his life, and I'm sure this also helped improve his health.

It was also comforting to be around other families in the same situation. We found it easier to talk to them about our problems instead of keeping it bottled up. The other families were very welcoming and they took comfort from us too, especially when Riley showed signs of improvement, it gave them hope of their own."

Emma Stuart-Bird

Riley's mum, Treetop House

"Staying at Rainbow House allowed us to be close to Great Ormond Street Hospital. We could visit Harry as often as we liked but also have a break away from the hospital environment. The phone in our room was reassuring as we knew that the hospital could contact us even if our mobiles were out of battery. Being on the ward 24 hours a day can get you down but having the house to go back to whenever we wanted a break was lovely."

Natalie Slack

Harry's mum, Rainbow House

"The Sick Children's Trust allowed me to be with my daughter whenever I wanted and for the first time I could be a mum for Emily and do simple, caring tasks like breastfeed her or just give her a cuddle. This was really important as I didn't feel like I knew her yet.

Many nights when I couldn't sleep I would walk over to the unit and sit and chat with her, something I couldn't have done if I was 50 miles away. I finally started to get to know this strong minded little person and didn't have to worry about anything but being there."

Kate Benson

Mum to newborn Emily, Crawford House

"During our time in the house we had a couple of family meals in the kitchen. It sounds really odd but I couldn't wait to buy some groceries and cook for my family - something that I do without thinking at home! It almost gave me my role as 'mummy' back. I think we all got a lot out of it and that bit of domesticity brought a sense of normality to us as a family unit again."

Lizzie Aylott

Christie's mum, Guilford Street

"Our son Ryan was admitted to Sheffield Children's Hospital for a biopsy of his brain tumour. It was a very traumatic time for us.

My husband and I were miles from home. We had looked into hotels close by for my husband to stay to save him travelling the 174 miles round trip each day but then the house came to our rescue with a room. Well, not just a room but a real 'Home from Home' where we were able to have a few moments to ourselves, a bite to eat and a hot drink."

Tracey Piggott

Ryan's mum, Treetop House



Slack Family

*In 2010-11 we helped
2,873 families to
stay together when
their child was sick.*

“In March our family celebrated a party we didn’t think we would ever see happen - our 7 year old son Daniel has been in remission from cancer for 5 years.

When Daniel was just 13 months old my husband, Richard, spotted that his tongue was badly swollen. He acted quickly and rushed him straight to our local hospital, the Royal Victoria Infirmary in Newcastle upon Tyne. Once there the doctors diagnosed Daniel with mouth cancer. I couldn’t believe it as I had always just presumed something like that only affected the older generation or smokers. Even the doctors couldn’t believe that someone so young could get this disease.

It was the shock of our lives and for the first few weeks we really didn’t know which way to turn. Thankfully The Sick Children’s Trust was there to support us and we stayed at their ‘Home from Home’ Crawford House during this time.

Daniel had to undergo an operation to remove three quarters of his tongue and replace it with muscle from his abdominal lining and then chemotherapy afterwards to treat it. In total we spent 7 months at the house between March and October 2005.

Crawford House was such a lifeline for our family, during this stressful period. We didn’t want to leave Daniel’s bedside and because of The Sick Children’s Trust we didn’t have to. Thankfully, our other children were able to stay at home in Crook, just over half an hour away, and join us on weekends so they could visit their brother and see for themselves how he was doing. This was really important in aiding Daniel’s

recovery and also, for my other children, to make them feel part of what we were going through.

Whilst we were in Crawford House we vowed to help The Sick Children’s Trust and the other charities which helped support us through Daniel’s illness. Since 2005, we have held stalls at local events, car boot sales to sell the charity’s merchandise and Christmas cards and also undertaken bag packing collections at local supermarkets. But the most poignant event was when we held the party back In March to celebrate Daniel’s 5 years of remission. Everyone was asked to make donations instead of giving presents and that helped push our fundraising to nearly £6,000.

We are delighted with the support we have from friends and family over the years, especially my sister Gwyneth Whittaker, and will continue to support organisations such as The Sick Children’s Trust that were there for us when we most needed it. We think of the charity as part of the pioneering medical team which helped Daniel and us through his illness.”

Kate Sewell

Daniel’s mum, Crawford House

“To help Jade’s recovery she would often come over to the house and hang out with me and her dad. We’d sit on the big, comfy sofas and watch DVDs and when friends would visit her, it’s so much nicer to be able to bring them to Acorn House than having to sit around Jade’s hospital bed.”

Beverley Bowler

Jade’s Mum, Acorn House



Benson Family



Piggott Family



Sewell Family



Bowler Family

House News



10th anniversary of Acorn House



City Limits Dance Centre, Sheffield



20th anniversary of Guilford Street

Treetop House at Sheffield Children's Hospital

To celebrate the 10th anniversary of the opening of Treetop House we held a party at local dance centre City Limits. The party raised £3,853 and guests were entertained by City Limits' professional dancers before getting an opportunity of demonstrate their own dance moves as Big Al provided a disco.

We are grateful for the support of everyone who attended, with special thanks to The League of Friends at Sheffield Children's Hospital and Simpson Millar (Solicitors) Ltd., who sponsored the event.

Rainbow House at Great Ormond Street Hospital, London

Rainbow House is our oldest 'Home from Home', opening in 1984. Since then it has been home to about 400 families a year. It also contains a separate flat for families to stay in when their child has had a bone marrow transplant and therefore has reduced immunity. The self-contained flat provides a space where they can start to return to normal life, while making hospital visits.

Eckersley House at Leeds General Infirmary

Following the move to LGI our new and bigger facility enables us to help even more families. Since opening in July 2010, 455 families have stayed in the house and on many nights there has been a waiting list.

Thank you to everyone who supported 'The Big Move', we really couldn't have done it without you.

In 2011/2012 we will need to raise £1 million to keep our seven houses open.

Stevenson House at The Royal London Children's Hospital

Stevenson House is our 'Home from Home' at the Royal London Children's Hospital. With a waiting list, it's always heartbreaking to turn families away, so one of our priorities this year was the fundraising appeal to extend Stevenson House. Next year we will have increased our total number of bedrooms to 16 so that we can help about 600 families every year.

Crawford House at the Royal Victoria Infirmary Newcastle

Volunteers from Northumbrian Water and Lloyds Banking Group (Insurance) donated their time and painted some of the communal areas of Crawford House. With 23 bedrooms, Crawford House can house up to 800 families a year.

Changes to local hospital provision have changed the type of families that we support at Crawford House. With the opening of Great North Children's Hospital (on the site of the RVI) and an accident and emergency unit at the RVI, there was an increased need to help families with children in intensive care.

Guilford Street House at Great Ormond Street Hospital, London

In July 2010, we celebrated the 20th anniversary of Guilford Street, with friends and supporters including our President Michael Crawford OBE, who cut the cake and raised a toast to the many families who have stayed with us over the years.

We were also visited by key figures from The Sick Children's Trust's history including former long-standing Chairman Sir Hugh Stevenson, his wife Lady Catherine Stevenson and Lord David Owen and Lady Debbie Owen.

Acorn House at Addenbrooke's Hospital Cambridge

We marked the 10th anniversary of Acorn House, in October 2010, with a celebratory party. Guests were moved by 9 year old Emily Hinton who talked about the experience she had while she was receiving treatment in Addenbrooke's Hospital. Knowing that her family were close by and being able to see them every day made her feel less scared of the situation she was in. Dr Mary Archer spoke about the future expansion of Cambridge University Hospitals NHS Trust (of which Addenbrooke's Hospital is a part) and the vital support The Sick Children's Trust gives to families whose children are being treated there.

Did you know?

We are able to help over 3,500 families every year.

We currently have 101 rooms, 1 BMT flat and 1 liver transplant flat – so are able to help 103 families each night.

Volunteer Focus

Our volunteers are very important to us, they generously give their time to make a difference to the lives of the families that we support. In our head office we have been helped by volunteers with administration, fundraising, research and communications.

We would like to thank all of our volunteers, and this year we are particularly grateful for the people who spared their time to turn Eckersley House from a finished building into a clean and friendly home for our families.



Joseph Williams, Volunteer

"I joined The Sick Children's Trust as a volunteer to help with its public relations while I study.

I find the cause incredibly worthwhile, I truly believe that family support is vitally important to the healing process. I have experienced the feeling of having a family member in hospital away from home and understand how difficult it is to be away from their side. The distance is both physical and emotional.

My role is primarily concerned with raising awareness of The Sick Children's Trust through building relationships with the UK media. I am greatly enjoying the versatility of my role which can range from helping at fundraising events to researching celebrities who might be good advocates for the charity to writing up case studies in which families, who have benefited from staying at the 'Homes from Home', tell their story. It is a great feeling to know that I am contributing to the success of The Sick Children's Trust and enabling more families to take advantage of this vital resource during a stressful and unwelcome period.

Every member of the team at head office has been extremely supportive and always makes me feel particularly welcome. Their enthusiasm combined with the friendly working environment that I have come to expect only makes me want to increase my hours volunteering."

Joseph Williams
Volunteer

Fundraising Focus

The Sick Children's Trust has had another successful fundraising year. With a difficult economic climate we have deliberately sought a diverse range of income streams to ensure sufficient funds to cover both our running cost expenditure and capital appeals.

Capital Appeals

In June 2009, we launched 'The Big Move' appeal to raise £1.8m to move Eckersley House from St James's University Hospital to Leeds General Infirmary to tie in with a change in paediatric services in Leeds. The local community in Leeds and our supporters got behind the appeal and helped us reach our fundraising target.

Highlights include:

- 
 May 2010 – our more energetic supporters took part in our 'Tower Power Challenge' running up the 600 stairs in Bridgewater Place, in Leeds, to raise sponsorship.
- 
 Continued support from the Leeds Rugby Foundation who donated money from every ticket sale from their match against Wakefield Warriors on New Year's Day.
- 
 A donation of £250,000 from the Children's Heart Surgery Fund.

Stevenson House Extension

We moved straight from 'The Big Move' appeal to another urgent capital appeal to raise £273,000 to extend Stevenson House at the Royal London Children's Hospital.

As many of our traditional capital funders had only recently supported 'The Big Move' appeal it has been a challenge to find new funders, but by the end of the financial year we had raised £78,000 towards the appeal. With many applications outstanding and our families and the local community supporting the appeal, we are confident that we will meet our target.

The Rosie Appeal

In January 2011, we launched an appeal to raise £409,000 for a new 'Home from Home' at the Rosie Hospital in Cambridge. Cambridge University Hospitals NHS Trust is building a new neonatal unit at the hospital to care for the sickest and most vulnerable babies from the East of England and occasionally beyond. The Sick Children's Trust is working with the hospital with the aim of opening an 8-bedroomed 'Home from Home' in summer 2012.

The 'It Matters' Appeal

The task of raising £1.9m for a new 'Home from Home' at the Freeman Hospital in Newcastle upon Tyne has been delayed until the result of the NHS Safe and Sustainable Review into Paediatric Cardiac Services across the UK is announced. The Children's Heart Unit Fund at the hospital has pledged £1m towards the new house and we hope to relaunch the appeal at the end of 2011.

Charitable Trusts and Foundations

Charitable Trusts and Foundations was again a key source of income with donations totalling £273,643. We continued to receive income for 'The Big Move' up to December 2010 including a £50,000 donation from the Garfield Weston Foundation. Although income was down on the last financial year this was not unexpected as historically income from trusts and foundations decreases in the financial year after a major capital appeal.

Major Gifts

We continue to grow our major gifts programme in order to gain long term supporters. In April 2010, a lunch was held in the City of London to say thank you to some of our key supporters and to introduce others to our work. Andrew Thacker gave a very moving speech about how The Sick Children's Trust had helped him and his family when they stayed at Guilford Street for 189 days whilst their son was receiving treatment in Great Ormond Street. The event was a huge success and many of the guests have since pledged to support the charity in a variety of ways.



'The Cambridge Fundraising Committee presenting us with a cheque'

Corporate Fundraising

There are a number of companies who have made an enormous difference to the lives of the families and children that we help, and we are grateful to have received financial support, gifts in kind and the time of volunteers from our corporate partners.

We had a great start to 2010-11. Our long-term supporters Catlin held a 25th Anniversary ball and raised over £20,600. At this event Aon Corporation announced that they would donate \$100,000 and 100 Manchester United tickets over the next 4 years. We also received valuable support from Barclays Capital, GMS Estates and AstraZeneca and the last of 3 generous annual donations from CHK Charities Ltd.

We have built successful relationships with two new corporate partners supporting a range of our activities. The first was a team from Barclays Legal and Compliance Operations department who have raised £14,000 and donated new computers for staff in our head office and houses. They have lent their specialised skills to support our staff and have provided input into projects across our IT, HR, Corporate Communications, Fundraising and Operations departments. The Barclays team was recognised for their tremendous efforts via a nomination for the prestigious Barclays Chairman's Awards in January, where they made the final shortlist.

We were delighted when the team confirmed that they would like to continue to support us for another year as our work together is making a real difference to the lives of the children and families we support.

The second new special relationship is the Supplier Development Team from the Insurance division of Lloyds Banking Group who have raised over £6,000 from a charity walk, decorated Crawford and Treetop Houses and prepared meals for families staying in those houses.

Community Fundraising

Our families and other supporters have held an increased number of events this year including sponsored cycle rides, coffee mornings, charity auction nights and more, raising a total of £231,403.

This year we were also selected as the chosen charity of several community groups, including Hampton Court Palace Golf Club, who raised £2,740, The Inner Wheel Club of Banbury, who raised £2,700 and Kew College, who raised £10,000.

14 runners took to the streets and raised a total of £27,689 for us at The London Marathon in April 2010. We launched two successful new events – a Zip Slide and a walk in the Cambridge University Botanic Garden – both of these will be repeated.

Plans are in place for our second Big Chocolate Tea Party campaign which will run during April 2011; we hope to build on the success of the last campaign and we will ask families and supporters to enjoy chocolate treats with their friends and work colleagues whilst raising money.

Local Communities

The Cambridge Fundraising Committee has had yet another outstanding year, raising £57,832, following a packed schedule of luncheons, tours and talks. In March 2011 the Committee also helped us launch our 'Buy a Brick' campaign.

We would like to thank the Cambridge Fundraising Committee once again for their ongoing support.

A special mention should be extended to George Dean, Tom Doble, Rory Davidson, Ed Pearson, Nat Gimson and Hugh Pemberton, who contributed to the Committee's total through their epic sponsored cycle ride from Cambridge to Casablanca.

We continued to develop our presence in other regions and recruited a regional fundraiser for the North East.

This has allowed us to work with some of the proactive community groups in the area who have made very generous donations so far. In particular, the Tynedale Lions and Morpeth Lions have been very supportive and the Durham Lions have embarked on a series of fundraising initiatives that will continue throughout 2011.

The Institute of Chartered Accountants for England and Wales chose to support The Sick Children's Trust at their annual North East regional dinner and the North East agency for the Bank of England has re-engaged with us and made a generous donation to support our projects in the region.

Events

We have a programme of events, two of our biggest ones being The Big Gig and a Magic Moment.

The Big Gig

Comedians including headliner Ed Byrne and host Juliet Meyers entertained over 250 guests in October 2010 in our first live comedy event and we were delighted to raise £4,730.

A Magic Moment

In March 2011, we organised our fourth Magic Moment at The Magic Circle Headquarters and raised a fantastic £67,567. The guest list included Dragons' Den investor Richard Farleigh and broadcaster Alice Beer who joined us for an evening of hilarity and mind boggling tricks – not to mention a champagne reception, three course dinner by Mosimann's and a lively auction helped by the very persuasive auctioneer, James Freedman.

We would like to thank Gary Boom, one of our trustees, for donating all the wines.



Martin Rowland

Marketing and Communications

The Sick Children's Trust's presence in the media has remained strong over the last year and we have received more press coverage than ever before. Our Family Ambassador programme continues to provide a reliable third party voice which shows a compelling insight into the work we do. This has helped our presence in the media and over the last year, articles have appeared in a range of national and regional print and broadcast media as well as a number of charity and specialised trade publications.

We were delighted to reach finalist status in the Just Giving Awards Charity of the Year. This was even more special as we had been nominated by our supporters, including many families who had stayed in our houses.



The Tower Power Challenge

Looking Ahead – Our plans for 2011-12

We are anticipating another busy year with plans to increase our facilities and strengthen our operational processes.

- ★ We welcome the completion of the Stevenson House extension. It will strengthen our provision at The Royal London Children's Hospital who have increased in-patient paediatric capacity. It will provide an extra 150 family stays per year.
- ★ Our new facility at the Rosie Hospital in Cambridge will provide 300 family stays per year. It will be our first time providing a 'Home from Home' that specifically accommodates families with some of the most vulnerable newborn babies.
- ★ The project at the Freeman Hospital has been deferred due to the delay of the Safe and Sustainable Review outcome. Currently, it is due at the end of 2011. If the Freeman Hospital is named as one of the preferred providers we will resume our fundraising campaign.
- ★ We will be working closely with Sheffield Children's Hospital as they develop their future plans to increase clinical capacity. We will review the need for more bedrooms as our existing accommodation Treetop House already operates with 97% occupancy.

Fundraising and communications

- ★ In 2011-12, the main challenge is to raise income for our capital appeals whilst continuing to produce the increasing running cost income. A new five year fundraising strategy is to be drawn up and will include a strategic review of our fundraising function to highlight key areas of growth and development.
- ★ We will continue to build on the growth seen this year in corporate and major gifts fundraising whilst maximising income from our more traditional sources. We particularly wish to concentrate on new initiatives for regular income – plans are underway for a fundraising lottery which is to be launched in 2011-2012.
- ★ In 2012 The Sick Children's Trust celebrates 30 years of helping families who struggle to stay together when they have a sick child in hospital. During the year we will promote and highlight the essential role of 'Home from Home' accommodation in aiding a sick child's recovery to raise awareness among new audiences.
- ★ We will develop our use of digital technology and improve the IT infrastructure across our offices and houses. A new website will be launched in time for our 30th anniversary and we will continue to use social marketing to engage with our solid base of supporters and families.
- ★ We have committed to refine our reporting processes for monitoring and evaluation to better track our progress, improve decision-making and accountability.

Facts and Figures

Income 2010-2011

- £183,812 was raised through corporate fundraising, an increase of 116 %
- £231,403 was raised through events organised by our supporters, an increase of 15 %
- £93,368 was raised through family donations in the 'Homes from Homes', an increase of 4 %
- Restricted income was lower than last year and unrestricted income was 18 % higher than in 2010-2011, an increase of £102,288
- £5.22 is the average over 5 years that is raised for every £1 spent on fundraising

Reserves

The Sick Children's Trust has total reserves of £6,236,170. £130,924 is restricted for specific purposes and £5,371,322 has been designated as the funds tied up in the operational 'Home from Homes' and fixed assets and so is not available to spend. This leaves a balance of £733,924 as free reserves. The charity policy aims to maintain 6-12 months' worth of free reserves to meet its operating and administrative costs. This is between £550,000 and £1,030,000 for the forthcoming year.

Expenditure 2010-2011

- Total expenditure increased by £317,540 (26 %)

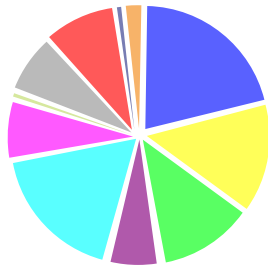
The increase in expenditure was mainly due to a one-off cost of £190,313. When the old Leeds property was returned to the hospital, it still held this value in the accounts. As the property no longer belonged to The SCT, £190,313 had to be removed from fixed assets and was written off to the Statement of Financial Activities (P&L) under charitable activities. A rent payment is now included in our costs but is offset by the exact donation amount received from Man Group. Staff costs increased by 9 % due to the increased workload in the new Eckersley House in Leeds and a Regional Fundraiser in the North.

- Capital costs related to the Eckersley House project, Stevenson House Extension and The Freeman Hospital project.

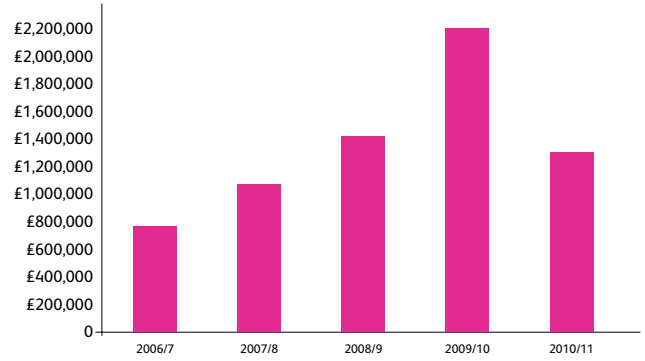
Income Sources 2010-2011

Total income £1,303,682

Charitable Trusts:	£ 272,143
Corporate:	£ 183,812
Community:	£ 159,594
Major Gifts:	£ 116,553
Supporters' Events:	£ 231,403
Events Programme:	£ 93,948
Legacies:	£ 3,173
Donations in 'Home from Homes':	£ 93,368
Hospitals:	£ 117,506
Merchandise Sales:	£ 6,062
Other Income	£ 26,120



SCT Gross Income 2007-2011



Expenditure £1,520,961

Fundraising & Events:	£ 324,200
Governance:	£ 10,000
Supporting families in Homes from Home:	£1,186,761



Expenditure Breakdown with Capital Costs 2010-11

Charitable Activities:	£ 1,186,761
New Project Capital Costs:	£ 845,256
Cost of generating voluntary income:	£ 324,200
Governance costs:	£ 10,000



How your £1 was spent in 2010-11

Charitable Objectives	78p
Fundraising Governance:	22p



Facts and Figures

Income & Expenditure account and statement of financial activities for the year ended 31 March 2011

	Unrestricted Funds (£)	Restricted Funds (£)	Total 2011 (£)	Total 2010 (£)
Incoming Resources				
<i>Incoming resources from generated funds</i>				
Voluntary income	646,610	648,259	1,294,869	2,172,414
Activities for generating funds	6,062	-	6,062	5,435
Investment Income	2,751	-	2,751	7,623
Other incoming resources	-	-	-	-
Total incoming Resources	655,423	648,259	1,303,682	2,185,472
Resources Expended				
Costs of generating voluntary income	324,200	-	324,200	303,988
Charitable activities	673,164	513,597	1,186,761	889,933
Governance costs	10,000	-	10,000	9,500
Total Resources Expended	1,007,364	513,597	1,520,961	1,203,421
Net incoming resources before transfers	(351,941)	134,662	(217,279)	982,051
Transfers between funds	222,669	(222,669)		-
Net Movement funds				
Funds at 1st April 2010	6,234,518	218,931	6,453,449	5,471,398
Funds at 31st March 2011	6,105,246	130,924	6,236,170	6,453,449

The Statement of Financial Activities and Balance Sheet are not the full statutory accounts but are a summary of the information which appears in the full accounts. The full accounts have been audited and given an unqualified opinion. The full accounts were approved by the Trustees on 14th September 2011 and a copy has been submitted to the Charity Commission and Registrar of Companies.

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Company. For further information the full annual accounts, including the auditor's report and trustees' report, which can be obtained from the Company's offices, should be consulted.

Balance Sheet at 31 March 2011

	2011		2010	
	£	£	£	£
Current Assets				
Fixed assets		5,371,322		5,031,386
Current Assets				
Debtors and prepayments	100,091		591,018	
Cash at bank and in hand	835,283		868,051	
	935,374		1,459,069	
Creditors: Amounts falling due within one year	(70,526)		(37,006)	
Net current Assets		864,848		1,422,063
Net Assets		6,236,170		6,453,449
Represented by:				
Restricted funds		130,924		218,931
Unrestricted funds				
Designated funds		5,371,322		5,031,386
General unrestricted funds		733,924		1,203,132
TOTAL FUNDS		6,236,170		6,453,449

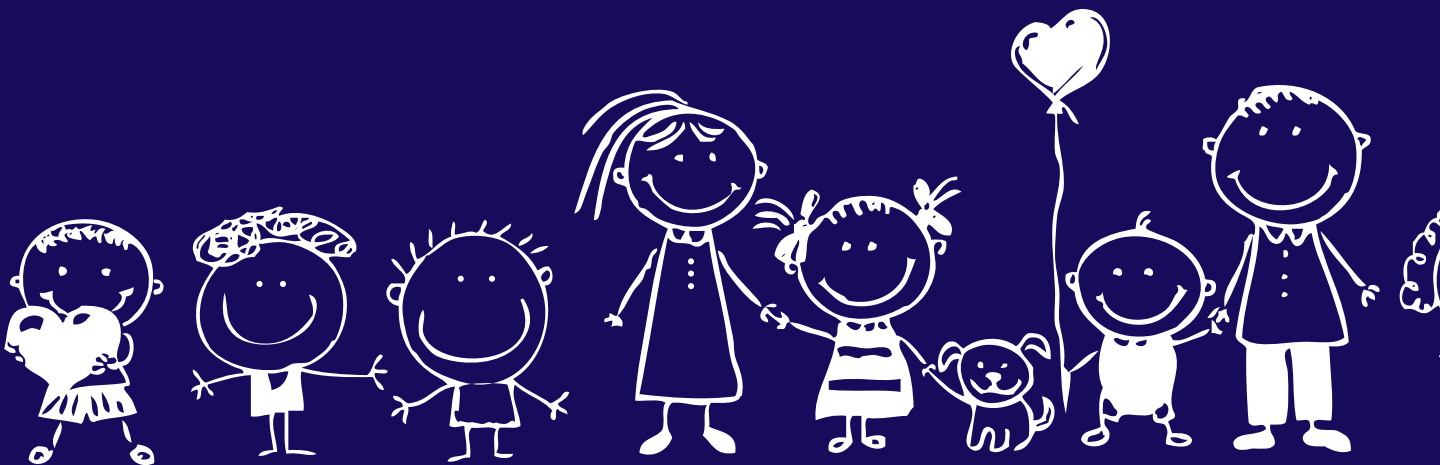


Thank you!

We are very grateful to every one of our supporters and volunteers. Special thank you to the following for their generous support.

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The Anton Jurgens Charitable Trust
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ICAP
The Inner Wheel Club of Banbury
Jill Ashton
The John Ellerman Foundation
John Horniman's Children's Trust
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The League of Friends – Sheffield Children's Hospital
Leeds Rugby Community Foundation
The Leverton Family
The Liz & Terry Bramall Charitable Trust
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The MacRobert Trust
Mark Glatman
Mason le Page Charitable Trust
Matt Hinton and family



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North East Promenaders Against Cancer
Our London Marathon Runners
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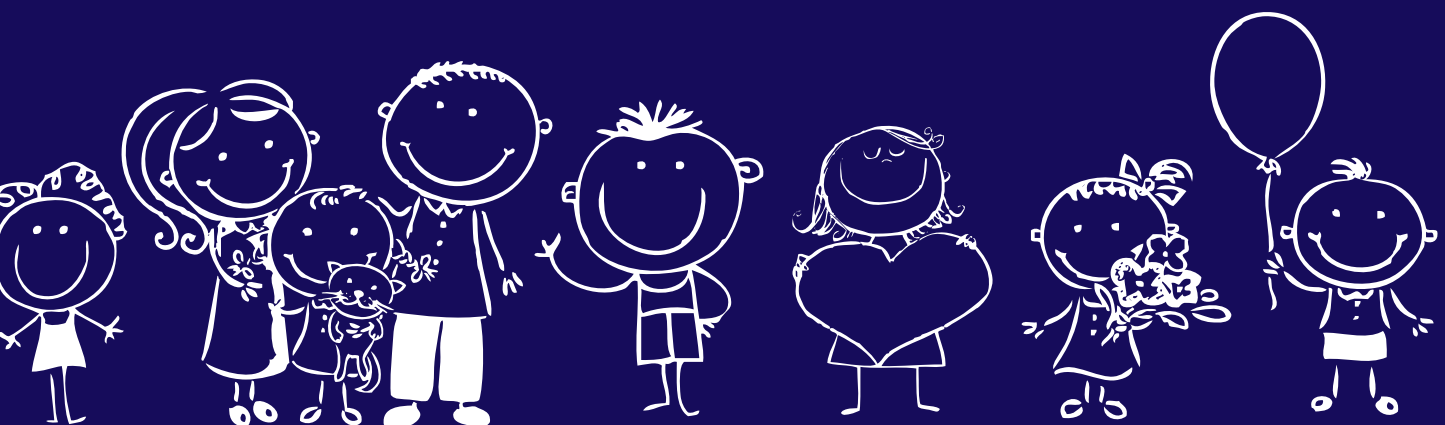
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we're here, so you can be there

Registered Charity No. 284416

