



# Annual Report

2016/17



**The Sick  
Children's  
Trust**

we're here, so you can be there

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## Our values:

- Support
- Excellence
- Commitment
- Sustainability

# About us

We believe every family with a seriously ill child in hospital should be able to stay together, just minutes from their child's bedside during their treatment.

## Our mission

The Sick Children's Trust believes keeping families together significantly improves the recovery of seriously ill children. We provide free, high-quality 'Home from Home' accommodation, as well as emotional and practical support, to families with sick children in hospital in the UK.

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 critical medical treatment. Life for their whole family is suddenly thrown into complete turmoil.

The Sick Children's Trust helps to alleviate some of the emotional and financial strains on families at a very stressful time.

Founded in 1982 by two paediatric specialists, The Sick Children's Trust is the longest-serving charity providing 'Home from Home' accommodation in the UK. We now have ten 'Homes from Home' providing an essential service for up to 146 families every night, 365 days a year.

Whilst staying at one of our 'Homes from Home' is free of charge for families, it costs us £30 to support a family for one night. We rely entirely on voluntary income to meet this cost.



# Welcome

*from our President Michael Crawford CBE*

After more than 30 years of involvement, and as President since 1987, I feel well-placed to welcome you to this year's Annual Report from The Sick Children's Trust.

The Sick Children's Trust remains a remarkable charity in both the simplicity of its mission and the huge impact its work has on families and children.

I still remember to this day being left alone on a hospital ward as a child after I underwent surgery to remove my tonsils. I was terrified as I waited for my mother to collect me, a wait that felt like an eternity. The relief when she walked through the doors and gave me a kiss and a hug was overwhelming. That worry is a feeling I do not want any child to ever have to endure.

That's why I remain so committed to this cause and am delighted to support the team in working towards a future where

every child will be able to have their family by their side as they undergo treatment in hospital. It is also why I am so pleased to announce a number of potential new projects which will enable us to extend The Sick Children's Trust's reach and take us further towards our goal of supporting 5,000 families a year by 2021.

As you read this review of our year, please do take the time to think about the families whose stories and thoughts have been featured. And to those of you who have given your support over the past twelve months, please know the true impact of what you have given so freely.



**Thank you**



*“ Having a 'Home from Home' at Acorn House has enabled my family to be with me every step of the way. I can visit any time and enjoy an egg and bacon sandwich made by Mum, while I chill in peace and quiet away from the ward.*

**Luke, aged 15**



## Foreword from our Chief Executive

Back in 2014, we opened our tenth 'Home from Home', Scott House, the culmination of a major period of growth and the fifth large-scale capital project we had undertaken in as many years. In contrast, the time since then has seen a period of consolidation for The Sick Children's Trust, as we take the time before the launch of another capital appeal to evaluate our performance and build a platform to enable us to continue to develop.

A quieter year in 2016/17 in terms of capital projects has also given us the opportunity to refurbish some of our existing 'Homes from Home'. If you pop into Eckersley, Treetop or Acorn, you will see the fabulous results, something which no doubt accounts for the 99.8% of families who felt the house they stayed in was decorated and furnished to a high standard.

None of this would have been possible without your continued support. I am extremely pleased with the fundraising income generated in what is still a difficult economic environment and would like to thank each and every one of you for your continued generosity. I find it remarkable that 99% of donations were under £1,000, which generated £986,939 in total, a figure which quite clearly proves that every penny really does count.

It was also a year that was not without surprises. During the autumn 2016, I found out that we needed to relocate our London Head Office. Since the charity was founded over 30 years ago, we've always been fortunate to never have to pay for our Head Office thanks to generous corporate supporters donating office space. However, that means we have had to move around every couple of years which in itself is costly for the organisation. While

we have an extremely lean finance, administration, fundraising and communications team, our recent organisational growth and prospective projects in the pipeline also means we need to give ourselves a little room to expand over the next five years.

The news we needed to relocate gave myself and the Board of Trustees the opportunity to look into a number of different options and I am delighted that we have been able to secure a new office with a long lease which will help us plan for the future. Visitors are always welcome to drop in to see our new home!

Ultimately our work is about ensuring families are able to be there for their seriously ill child, supporting their recovery in the days or weeks after an accident or illness or as they undergo long-term treatment. That is why I am delighted with the fact that this year, 99.85% of families said they would recommend one of our 'Homes from Home' to a family in a similar position.

**Jane Featherstone**



## Foreword from our Chairman

As Jane has mentioned, 2016/17 was a year of consolidation for The Sick Children's Trust, but it was also an incredibly busy one.

The £2.4m income raised will meet the running costs of our existing 'Homes from Home' and allow us to commit funds towards upcoming capital projects, including going some way towards funding a new 'Home from Home' at The Royal National Orthopaedic Hospital and

refurbishment works in our oldest 'Homes from Home' at Great Ormond Street Hospital in London.

It has also been an interesting year from a regulatory perspective. As I am sure many of you will be aware from stories in the media, there have been changes within the charity sector with a new professional body being established by the government. We are registered with the new Fundraising Regulator, and have signed up to meet its rigorous standards.

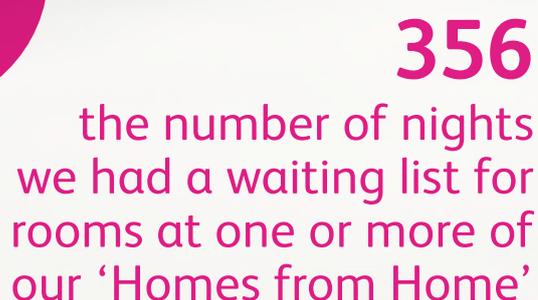
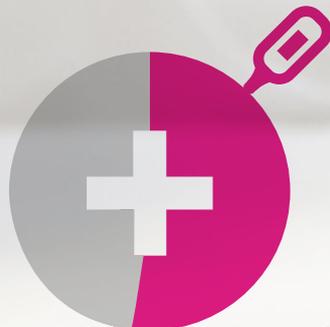
Secondly, there are changes in UK and EU data protection law which will change the way we are able to communicate with our supporters from May 2018. This will affect all businesses, as well as charities, and its purpose is to ensure you receive the information and updates from us which are most appropriate to you. I would encourage you to please contact the Head Office team between now and May 2018, to ensure we have a record of your communication preferences.

I would also like to take this opportunity to highlight the work of our dedicated staff and volunteers who ensure the smooth running of The Sick Children's Trust. It is thanks to you that we can continue to be there for families with critically ill children, keeping them together when it matters most.

I look forward to another successful year ahead.

**Paul Jardine**

# Making an impact in 2016/17



# Meet Lola's family

When ten year old Lola started experiencing severe headaches, her family had no idea that just 11 months later she would be undergoing brain surgery. Doctors at Sheffield Children's Hospital saved her life, and thanks to The Sick Children's Trust her family were by her side during her recovery. Dad Lee shares their experiences of staying at Treetop House.

"We were all at home together when Lola had her first seizure, following months of headaches. She was getting ready for bed, when she suddenly said she felt sick. The next minute she was lying on the bathroom floor. My wife Gemma frantically called 999.

"An ambulance rushed us to our local hospital, Pinderfields. It took over an hour for Lola to become responsive and it was awful as she didn't even recognise Gemma, her own mother. For the next couple of months Lola was on epileptic medication but she continued to have migraines and small seizures where she appeared vacant.

"Five months later, everything changed. Lola had another major seizure while at her gymnastics class. The first responder came and stabilised her but told us something was very wrong. Within a week she'd had an MRI and the following day we had a call telling us to come in urgently.

*As we walked into the consultant's room with Lola in tow, we braced ourselves. I held my breath and then the words came. 'Your daughter has a brain tumour'.*

"We had so many questions, but while we were in utter shock, Lola – who was old enough to understand what a brain tumour is – took it in her stride.

"Tests followed and the wait for further news was absolute agony as we feared the worst. Eventually we were told the tumour wasn't cancerous, but that Lola would need specialist neurosurgery to remove it.

"Sheffield Children's Hospital, an hour away from our home, had the specialist care Lola needed. Expert neurosurgeon Mr Sinha and his team made Lola a priority and major brain surgery was scheduled. It was an enormous relief but we were also nervous. The operation on her brain was a serious undertaking and we were warned that Lola could be in hospital for a while. And we would have to nurse her back to health following the procedure. We knew that we'd do whatever it took to get our Lola back and we wouldn't leave her side.

"Thankfully that's when we found out about Treetop House, free 'Home from Home' accommodation run by The Sick Children's Trust, based within the hospital.

"When I walked into Treetop House, it was warm, welcoming and comfortable. It was much more than a place to stay, it was a home. I couldn't believe how close it was, just a lift ride away from Lola's bedside. We could be there within minutes, day or night, if she needed us.

*We didn't want to be stuck in traffic, desperately waiting to be with our daughter – we wanted to be right there with her, and that's exactly where Treetop House enabled us to be.*



"Saying goodbye to my daughter and giving her a kiss before she went into theatre was by far the hardest moment of my life. We didn't know what was going to happen, or how Lola would be when she came out. We just wanted her to get better.

"For eight long hours we waited for Lola to come out of theatre. When she did we were told the surgery had gone well, but not all of the tumour had been removed as the risk of damage was too great.

"Although we were warned that it could take Lola weeks to recover, she bounced back from her operation.

"Although Lola wasn't in hospital for a long time, it was still utterly exhausting for us as a family. I can't imagine how we'd have felt without The Sick Children's Trust's support. Treetop House gave us the comfort of knowing that if anything did go wrong and we were needed, we were only ever a few minutes away. That peace of mind made it easier to switch off for a few hours at lunch or at the end of the day and focus on our own wellbeing so we could be in the best possible place to care for Lola.

"We spent the majority of our time at Lola's hospital bedside, but when we did need a break away we could go to Treetop House, close our bedroom door, and be with our own thoughts. We could just sit in the peace and quiet on our own and think.

“Because there is still a bit of tumour left in Lola’s brain, we’re not out of the woods yet. Lola is likely to be an outpatient throughout her life because no one knows whether the tumour will grow. It will have to be monitored and we will have to deal with whatever the outcome is. Thankfully, we know that the team at Treetop House will be there for us if we need them.

*When you’re stressed, anxious and tired you need somewhere you can go to refresh and recharge – Treetop House was that place for us. It was an escape from the beeping machines, the worry and people.*

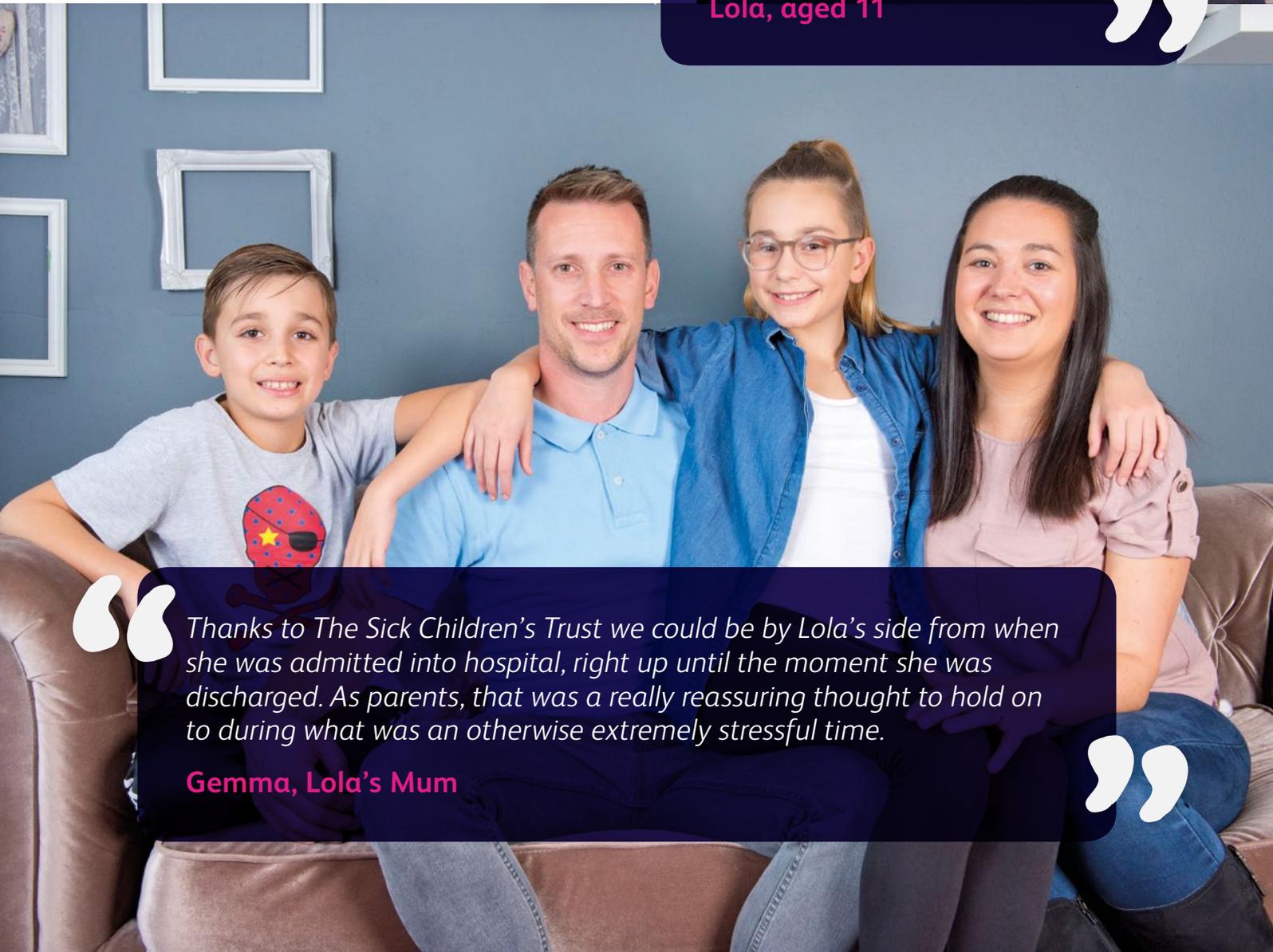
“Lola’s made a fantastic recovery. She’s just started secondary school and is back at gymnastics. And she absolutely loves showing off her scar which she thinks is really cool! She has made us so proud with the way she’s coped with everything and taken it all in her stride. She’s a superstar.”

**Lee Daley, Lola’s Dad**



*It was great to have my Mum and Dad with me at the hospital because it was very scary going for a big operation and so I could always talk to them about it and knew they were there so I felt better. And I could send my Dad to get me a frappuccino!!*

**Lola, aged 11**



*Thanks to The Sick Children’s Trust we could be by Lola’s side from when she was admitted into hospital, right up until the moment she was discharged. As parents, that was a really reassuring thought to hold on to during what was an otherwise extremely stressful time.*

**Gemma, Lola’s Mum**

# More than bricks and mortar

## Providing a supportive environment to improve the recovery of seriously ill children

No child should be separated from their family while they are undergoing lifesaving treatment in hospital. That's why The Sick Children's Trust's 'Homes from Home' provide vital emotional and practical support, enabling families to stay together close to their child's bedside. Not only do our ten houses alleviate some of the stresses families face at an incredibly difficult time, they also allow families to support their child's recovery.

Children need their family by their side when they are admitted to hospital. The strange beeps and sterile environment of the hospital ward, coupled with the pain and discomfort of treatment, create a distressing experience for any patient, let alone a child who may not understand how or why they are in such an alien and frightening situation.

*"I don't remember a lot, but I do remember feeling frightened and not wanting Mum and Dad to leave me. The paediatric intensive care unit can be a scary place, I couldn't see, so I didn't always know if anyone was close by. If I needed something it was so nice to know my Mum and Dad were there. You don't realise how scary it is in hospital!"*

### Luke, aged 12. We supported his family at Crawford House

Medical staff are trained to comfort children as best they can, but nothing compares to the feeling of safety from having a hug with mum, hearing calming words from dad, or being able to play with a sibling.

**100%** of families said that having the whole family close by was beneficial for their child's wellbeing and recovery.

Unfortunately many major hospitals, which families have to travel to from all across the country, are unable to provide family accommodation. As a consequence, at a time when a parent can't imagine leaving their child, families are forced to either travel for hours each day, sleep on waiting room floors, or pay hotel costs that they can ill-afford to be with their child during their time of need.

That's why our ten 'Homes from Home', located at specialist paediatric hospitals across the country, provide free accommodation and support to around 4,000 families every year.

## A long journey to find specialist care

As medical care becomes more specialist, families are having to travel ever-greater distances to access the care and ongoing treatment their child needs. Over the last financial year, we asked families about the distances they had to travel between hospital and home and we discovered that the average travel time was 94 minutes.



**75%** of families staying in our 'Homes from Home' were an hour or more away from home.

When a child is in intensive care their condition can change in minutes, or if a decision needs to be made about an urgent procedure, consultants need to speak to families immediately. Our 'Homes from Home' ensure families are always nearby and contactable day and night through the direct phone lines in each room.

*"During this time when it was touch and go, being able to go back to Acorn House to have a home-cooked meal, switch off for a few hours and sleep was indescribable. When your son is so unstable, but you desperately need food and rest to remain strong, it's essential to know that the ward can get in touch directly by calling the phone in our room. And knowing that we could be by his bedside in just minutes made all the difference."*

### Kyle, Dad to Oscar, aged 17 months

*"The Sick Children's Trust's 'Home from Home' Scott House makes an enormous difference to our children and their families. If we need to undertake surgery urgently, or if complications occur, we can reach families in minutes."*

### Mr Asif Hasan, Chief Cardiac Surgeon, Freeman Hospital

## Playing an active role in treatment

The majority of families we support have children who are undergoing complex, lifesaving treatment. As such, the recovery process is often a long one and children may transition to a local hospital before going home, or be discharged still requiring medical interventions like oxygen via a nasogastric tube or formula feeds through a jejunostomy.

By keeping families together with their sick child, parents and carers are able to participate in their child's treatment. This includes learning feeding techniques, giving medication, personal care, and learning to use medical equipment. These skills are important, as they may be the difference between a child being kept in hospital after they stabilise or discharged home.

**91%** of families played an active role in their child's treatment.  
**45%** of families learned to use medical equipment and **60%** gave medication.

*"Lily needed a specialist treatment called Total Parenteral Nutrition (TPN). It needs to be administered carefully and Lily was in hospital for nearly eight weeks until we could be fully trained in giving her this type of feed.*

*"We live 60 miles away which meant we'd have had to travel for over an hour to reach the hospital. This would be even worse in the inevitably bad traffic and with work, and having Lily's brother at home, we would have really struggled without Treetop House. Staying here meant one of us could be with Lily at all times and it meant we had plenty of time to get used to Lily's new feeding routine. This was important as Lily couldn't be discharged until we were all confident in administering the TPN."*

**Paul, Dad to Lily, aged 16**



## Giving families and babies a helping hand

Our 'Homes from Home' also support families with babies undergoing treatment on neonatal intensive care wards. Our house staff are experienced at supporting newly delivered mothers who may be recovering from a traumatic birth or caesarean, or getting used to expressing breast milk. Staying just a few moments away means parents are able to participate in essential early days bonding, personal care and breastfeeding where possible.

Premature and sick babies undergo many medical procedures that can cause them discomfort and parents are the best people to balance this with a positive, reassuring touch through skin to skin contact. Benefits include establishing breastfeeding or lactation, which can lead to better weight gain for the baby. In the longer term, it helps parents to feel closer to their babies and more confident in caring for them as they take part in their baby's personal care.

*"Chestnut House plays a vital role in helping sick babies requiring neonatal intensive care on their road to recovery. It provides an opportunity for parents to stay close to their babies at a time when both the baby and the new parents are at their most vulnerable. Being close by at all times allows parents the opportunity to participate in their babies' care and ensures skin to skin contact. Indeed, nurturing that all important bond is known to have positive benefits for babies by helping to calm them, regulate temperature, heart rate and breathing."*

**Debbie Marshall NICU Sister, The Rosie Hospital, Cambridge**



## Ongoing care

Nearly 25% of stays at a Sick Children's Trust 'Home from Home' are returning families who need to be close to a specialist children's hospital for ongoing treatment. While we hope that every child whose family stays with us goes on to make a full recovery, we know many will need ongoing care. That's why the relationships families build with the staff in our 'Homes from Home' are so important. Knowing they do not have to worry about each hospital admission, that they have a safe, welcoming space and a familiar, friendly face greeting them, can ease the emotional turmoil of repeated hospital stays.

*"For the last 15 years, Daisy has been under the care of The Royal London Hospital. Some of our appointments have been as early as 6am, but we've never had to worry about making them on time because we were introduced to the team at The Sick Children's Trust, who offered us a 'Home from Home' at Stevenson House. Stevenson House is just a few minutes' walk from the hospital, and has meant that we could travel to London from our home in Southsea the night before Daisy's appointments.*

*"It really has helped take the pressure off on more than one occasion and has meant that Daisy and I could spend some time together, at a place where we could cook and have a good night's sleep. The work The Sick Children's Trust does is so vital. And we hope the charity helps many more families like ours, to make some of the hardest situations in life a little bit easier."*

**Marie, Mum to Daisy, aged 18**

# Providing high-quality practical and emotional support within our ‘Homes from Home’

## Our staff put the needs of families at the heart of everything they do

Our ten ‘Homes from Home’ support around 4,000 families every year. These are families who arrive at our doors distressed, terrified and often disorientated; incredibly vulnerable, many of them are in need of comfort or advice. That’s why our dedicated house staff are so central to our work. They are the face of the charity, the individuals who are there to provide the distinct support every family needs.

**98.7%** of families found the support the house staff gave was important.

When we talk about providing emotional support, it can be a difficult concept to picture. That’s because emotional support means different things to different people. It could be a referral onto a hospital chaplaincy or counselling team, a hot cup of tea and a chat, or a hug when things seem too much. Every family is unique and that’s why the approach our house staff take is based around their particular needs.

## A personal approach

We spoke to Scott House Assistant Manager Christine Legg about how she ensures families feel supported in the house, as part of her role.

*“In Scott House our office is right next to the front door, and the big reception area, with our downstairs lounge, dining, playroom, kitchen and laundry all leading off. This means that it’s a bit of a ‘hub’ so we see most of our families over the course of a day. This gives us a good chance to see how family members are, and chatting to them very regularly is part of my role.”*



*“Asking how a child is doing can be the first part of any conversation (after gauging whether the person looks like they want to speak – this very much depends on their situation at the time and how their child is). I then always ask them how they are doing. This sounds obvious but it’s important to ask, as so much of a parent’s time and energy is focussed on their child, sometimes their own wellbeing gets forgotten.”*

*“It’s also a chance to check we’re doing everything we can to make their time more comfortable. The needs of a family can change during the course of their stay, for example if they have other children or relatives staying, they may need a bigger room. Additional items may also be needed (folding beds, travel cots, Moses baskets, pillows, towels). These are small things which can cause worry, so I try to deal with this on a daily basis so they feel more relaxed and as ‘at home’ as possible.”*

*“Sometimes you can see that a family are struggling to get back across to the house as there is so much going on with their child. Then it’s the little things that make a huge difference to their emotional state. For example, helping by putting their laundry in the tumble dryer so they don’t have to worry about rushing back from the ward to deal with wet washing.”*

*“For a mum or dad who’s sitting alone in the house looking weary or worried, I will often offer to make them a cuppa with a biscuit. This can lead to a conversation where they get the chance to offload some of their thoughts so there’s not quite so much rushing through their head. In turn, that might help them to get a few hours of rest before going back to the ward.”*



## Meet our Cambridge team

Our Cambridge 'Homes from Home' support families with children being treated at Addenbrooke's Hospital and babies receiving intensive care on the neonatal unit at The Rosie Hospital. Both houses are located on the Addenbrooke's Hospital site, which is a leading regional centre for paediatric and neonatal medicine and surgery. During the last financial year, Acorn House and Chestnut House supported 760 families with critically ill children and babies, with families staying for an average of 11 days.



With so many families relying on their 'Home from Home' support, Acorn and Chestnut Houses are staffed by a dedicated team who are on hand to ensure the wellbeing of every family who stays. House Manager Abi Abdel-aal is supported by Assistant House Managers Olena Gomeniuk, Suneela Sabnis Thomas and Hayley Peckham who develop close relationships with families to help ease some of the emotional stresses they may face when their child is hospitalised after an accident or illness.

Here, two families who stayed at Chestnut House when their babies required lifesaving care share their experiences of the difference Abi and her team made to them during their stays.

*"My granddaughter stopped breathing when she was just four minutes old. Despite their best efforts, doctors at Colchester Hospital couldn't stabilise her and we were told her only hope was to be transferred to a specialist hospital.*

*"I arrived at The Rosie in Cambridge with my daughter Becky and her partner Scott really late that night. The following morning we were told about a place we could stay during Freya-Lilly's treatment. It was free and just below neonatal intensive care. It was called Chestnut House and was run by a charity called The Sick Children's Trust.*

*"I will never forget that day. I wasn't a parent who needed to stay there to support my baby through their horrendous ordeal. I was a Grandmother. I felt like I didn't really belong there, but the lady who greeted me seemed to understand my need to support Becky. She understood my need to stay close and to be there for them both to help them stay strong for Freya-Lilly. This wonderful lady said she could put an extra bed in the room Becky and Scott were given. And then she made me a cup of tea. And in that moment I knew that any fears I couldn't share with Becky and Scott, I could share with the Chestnut House staff and not be judged. I couldn't have asked for anything more. She understood."*

**Janet Taylor, Grandma to Freya-Lilly, newborn**

**99.3%** of families said that having the opportunity to stay in the 'Home from Home', away from the ward, helped them to cope.

*"When we were 18 weeks pregnant, we were given the devastating news that one of our twins had just a 1% chance of survival. We were told we could terminate the pregnancy or carry both twins with the likelihood that one would be stillborn. Miraculously, both our twins – Sid and Wilf – survived birth.*

*"They were born eight weeks premature at The Rosie Hospital, with a combined weight of just two bags of sugar. Hannah and I didn't know what to do. We couldn't leave them there alone, Sid's life was in the balance – we thought we could still lose him. It was the most frightening time of our lives, something every parent fears.*

*"We very much needed the support of others and The Sick Children's Trust gave us what we needed. Chestnut House Manager Abi and her team really made a huge difference to our emotional wellbeing – they helped us stay positive at a time we felt there was no hope, especially for Sid. Their support meant we could be with our boys when they needed us the most. That made things more bearable."*

**Russell Stowe, Dad to Sid and Wilf, born at 32 weeks and now home**



# An amazing year!



Here's ambassador Tim Downie with Investec at All Out For Cricket in The City. The glorious day in the sunshine at The HAC raised £55,000 to support families with seriously ill children.



Little Libby's proudly showing off her collection tin. We're always looking for new businesses in the community who would like to have a box.



K&L Gates cooked up a treat in the kitchen when they volunteered to make dinner for families returning home after a long day on the hospital wards. Thank you Luke, Aimee, Pratik, Claudia, Solomon and Barry.



We launched our new range of hoodies, in navy and pink. They proved especially popular with our families and children staying in our 'Homes from Home'.



Our Easter chicks full of sweets were a hit once again, with little James and Mum Helen helping to sell them at Eckersley House.



Here's Crawford House's Gail, Julie and Christine with Helen, Eddie and baby Ivie who finally went home after 106 days in hospital!



We celebrated the start of the festive season with a beautiful candlelit Christmas Carol Service at St Marylebone Parish Church, featuring Soprano Margaret Keys and the choir of Boutcher Primary School.



Leighton made the most of the sunshine by donning his sunglasses to feed the ducks, but not before popping into Magnolia House to say hello!



Channel 5 Milkshake! presenter Jen Pringle visited Stevenson House as part of Big Chocolate Tea.



Team DoloMIMites pedalled over 1,000km to raise £172,000 after we supported Mimi Clarke and her family at Acorn House. Special thanks goes to the Trafigura Foundation for their donation of £61,904 towards the total.



Senior PR Officer Amy took our mascot Molly for a run in the Vitality 10,000. Look at them go!



Corporate supporters IPRS Group put their fitness and teamwork to the test in the Whole Hog Race Suffolk.



Thank you to our Cambridge Fundraising Committee who have raised £667,043 since forming in 2000.



We held our first Golf Day at The Shire London, raising a fantastic £13,420.



Our President Michael Crawford CBE said thank you to our volunteers including Fiona Kramer, who's one of the longest serving volunteers in our 'Homes from Home'.



Mum Suzan held a ball to say thank you to The Sick Children's Trust for supporting her family at Acorn House. Nathan's Extravaganza raised an incredible £6,000.



Thank you to the Shelford Feast organisers who supported us once again. Here are our Cambridge Fundraising Committee collecting their cheque for £3,500.

# Special people who achieve incredible things

## Meet our North East fundraising committee

Last year, our North East fundraising committee hosted their most successful event to date – the 2016 Snowflake Ball. The sell-out event raised nearly £25,000, a 47% increase on 2015, and was a huge achievement for the committee.

We launched the North East fundraising committee in 2011. The objectives back then were as simple as they are now – to raise funds for The Sick Children's Trust's 'Homes from Home' in the North East and to raise awareness of our work. We have two houses in Newcastle upon Tyne – Crawford House and Scott House – supporting families from across the North East and beyond. Our Campaign and Appeals Manager Caroline O'Doherty leads the fundraising for the region, but the committee have provided much-needed additional energy to enable the charity's supporter base to grow.

**Caroline says:** "Even though Crawford House has been supporting families in Newcastle since 1996, people still often say they haven't heard of the charity until they needed us. Through the committee and a variety of different events, the group have introduced new supporters to the charity and helped to engage both individuals and corporates. The committee is also a lot of fun with great people involved."

*"I'm really proud of the Snowflake Ball; it's our flagship fundraising event here in the region and every year we receive wonderful feedback from our guests. Last year's event was incredible and exceeded all our expectations thanks to the committee's hard work. I'm excited to see how the committee builds on last year's success and I am so grateful for everything they do."*

## Join our volunteering community

As well as volunteering on one of our events committees, there are so many other ways to get involved. Our volunteers come from diverse backgrounds with different skills and interests, but the one thing they have in common is that they are very much part of The Sick Children's Trust team.

**Sam Haley explains what this means to her:** "I am incredibly proud to be involved in The Sick Children's Trust and promote its work whenever I can. My family are all involved in fundraising and I particularly like the tangibility of the charity, being able to assure a supporter that by raising just £30, they can pay for family to stay in a 'Home from Home' for a night."



## Giving time to make a difference

Our committees are always in need of new members as our events programme grows, so we'd love to hear from you if you are interested in giving your time in this way. We're planning on establishing a new committee in Leeds to support future projects at Eckersley House, our 'Home from Home' at Leeds Children's Hospital, so this is a great opportunity to get involved.

North East committee member Sam Haley explains why she decided to dedicate some of her free time to supporting The Sick Children's Trust.

*"After spending many months in hospital with two of my sons when they were young, with the aim of 'giving something back' my husband and I became involved in several local charities to raise money which would support families whose children were hospitalised."*

*"In the days before Crawford House, not wanting to leave our boys in hospital, we spent so many difficult nights sleeping in chairs or on the floor next to their beds trying to get some much-needed sleep and trying to keep some semblance of family life to support their recovery."*

*"I first heard about Crawford House and the work of The Sick Children's Trust when I met Caroline who explained the concept and what the charity offers families. With my own experiences of the additional worry caused by sleepless nights, this resonated strongly with me and compelled me to get involved."*

*"After holding smaller fundraising events such as runs, comedy nights and raffles, Caroline approached me about forming a fundraising committee. Since then, the North East committee has hosted four 'Snowflake Balls' which have become a highlight in the region's calendar and raised thousands of pounds for The Sick Children's Trust."*

*"I've made lots of new friends and arranged some amazing events, meeting families who have benefitted from our efforts. It is particularly rewarding to see how support for The Sick Children's Trust has grown over the last few years. I know that by volunteering, I am directly making a difference to families' lives."*

**If you are interested in joining one of our events committees, please email [fundraising@sickchildrenstrust.org](mailto:fundraising@sickchildrenstrust.org) or call 020 7638 4066.**

# Inspirational friends and families

## We communicate stories which build strong relationships with the families we support

We are proud that so many families who have stayed in a 'Home from Home' continue to be inspired by the work of The Sick Children's Trust. Just one way they stay in touch is by taking part in our annual fundraising campaigns, helping us to support the families who need our help now.

Our nationwide campaigns are a fun way many families choose to give back. Guided and inspired by our easy to use free fundraising packs, families can host their own chocolate-themed tea party, cake sale or bake-off, during the Big Chocolate Tea campaign. And back in October 2016, our loyal supporters raised over £19,000 during our Pyjama Party week, with friends of the charity being inspired to wear their pyjamas at nursery, school and even the workplace. We love that you help us because we helped you and it's fantastic hearing about your personal reasons for supporting The Sick Children's Trust.

**16,096** followers    
across our social media channels, **an increase of 26%**

 **2,396** pieces of media coverage, **an increase of 73%**

**96,156** visits to the website, **an increase of 43%** 



### Amy Mills

Amy's family stayed with us at Scott House whilst she underwent heart surgery in January 2016 when she was 13 years old. She held a Big Chocolate Tea at her school, which inspired the pupils to fundraise. Mum Barbara says:

*Amy is doing really well recovery-wise and couldn't wait to join in the charity's biggest fundraising campaign – Big Chocolate Tea. At school she had a bake sale and raised £150, which'll help more families in similar situations to ours. For Amy, knowing that we were there really relaxed her. She knew we would be there before she woke up, and before she went to sleep because we were just a few minutes away.*

### Free Spirits Nursery

Free Spirits Nursery, located at Freeman Hospital, took part in The Sick Children's Trust Pyjama Party where over 20 children were sponsored to go into nursery dressed in their favourite pyjamas, raising £1,080. Manager Marika Knotts says:

*As our close neighbour, we have seen first-hand the fantastic work carried out by The Sick Children's Trust and all the staff at Scott House. We have also been privileged to work with many of the families there, looking after the siblings of their seriously ill child.*



### The Braddy Family

In 2007, Jane and Neil Braddy experienced the heartbreak of losing their baby daughter, Emma, to a rare virus. During this time, her parents and older brother Oliver were supported at Guilford Street House. Every year, along with Emma's brothers, the family host a Big Chocolate Tea in her memory and this year sent us £300 bringing their total to a whopping £4,900! Guilford Street House Manager Tina Thake says:

*Jane and her family are inspirational. Every year they hold a Big Chocolate Tea to raise money and remember Emma and we're always so humbled that they choose to support us. Their generosity has helped hundreds more families with free 'Home from Home' accommodation when their loved one is seriously ill in hospital.*

### Church View Nursing Home

Residents and staff held their own Pyjama Party after one of their own, carer Jody, was supported by us when her son, Lennon, needed open heart surgery. They raised £500 on the day in Stockton-on-Tees and Mum Jody says:

*I am so grateful to everyone who fundraises for The Sick Children's Trust as without them, caring for Lennon at such a critical time would have been so much harder. To say thank you, we had a great day at work and our residents and their families were so generous and keen to help The Sick Children's Trust.*



# Working towards a future where every child in hospital will have their family by their side

## Supporting the NHS in providing specialist care

The Sick Children's Trust is dedicated to providing support for families where it is needed most, following our founders' belief that keeping families together with their seriously ill child greatly helped their recovery. We work closely with the hospitals our 'Homes from Home' support, ensuring accommodation is available for families of the most vulnerable children who need their loved ones by their side. In doing so, we are constantly assessing our impact and looking for opportunities to develop our services to reach the growing number of families who need our care.

At the moment, we are in discussions with Newcastle Hospitals NHS Foundation Trust about an expansion to our accommodation at Crawford House, which will enable us to support families who have children with compromised immune systems who require a bone marrow transplant.

A previous building we hoped to refurbish is now unavailable, so instead we are looking at expanding into the floor above Crawford House and into the building immediately to the side. Architectural plans are being drawn up at the moment.

## Building excellence at The Royal National Orthopaedic Hospital

In last year's report we announced the news that we were in discussions with the team at The Royal National Orthopaedic Hospital about a potential new 'Home from Home' to support the wholesale development of the hospital site. Twelve months on, our consultation has progressed and we now have initial plans for a new 'Home from Home' based on the top floor of a larger building situated in the hospital grounds.

This potential new Sick Children's Trust 'Home from Home' will be completely self-contained with 12 en-suite bedrooms, all with two or three beds, as well as shared living and dining areas and laundry facilities. Initial plans also include a large roof terrace, which will give families some outside space to relax in, away from the buzz of the hospital wards.

While plans and costings for the project are still being finalised, we believe there is a strong business case for building a 'Home from Home' at the hospital, which is one of the top three centres in the world for neuro-musculoskeletal healthcare. As a centre of excellence, the hospital treats children who travel from across the country, many of whom have complex or extremely rare conditions.

After discussions with hospital clinicians, we realise that this project will be slightly different to previous builds, as, due to the



nature of the treatments the RNOH provides, children accessing its care are usually older and in their early and late teens. While most children are hospitalised for around three to five days, some patients (and consequently their families) stay for many months as they access complex treatments for congenital and acquired limb and spinal disorders. It became clear that there was a need for a space dedicated to these older patients, so we plan to have a bespoke teenagers' room where they will be able to spend time and relax if they visit the house with their families in between treatments.

We are extremely excited about this valuable project and will keep you updated as our discussions and plans develop.



## Building partnerships to secure future funding

We couldn't embark on new projects without the knowledge that we will be able to continue to fund our existing 'Homes from Home', maintaining the high standards which are so important for families in our care. Our partnerships with companies are one way we are able to plan for the future.

This year we have received some wonderful support from both new and long-term corporate partners, and are so grateful to benefit from their time and commitment to us. We would like to give a special mention to a few of those companies below, while thanking everyone who has supported us so generously.

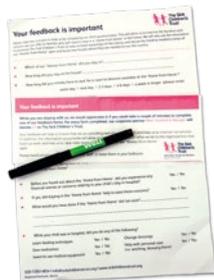
### Weil, Gotshal & Manges (London) LLP

In January 2016, The Sick Children's Trust became 'Charity of the Year' for Weil in a two-year partnership which has already raised over £100,000. We have received fantastic support, with individuals donating and taking part in fundraising activities. Highlights from a packed events calendar include the 'Great Weil Bake Off', karaoke pub quiz night, team skydive, Royal Parks Half Marathon and 'Euro Tour de Weil' cycle event.



Weil employees have visited all our London houses on a regular basis, keeping engaged with our work. Many have also committed their time in pro bono work to help with the lease for our new office, IT training for staff and offering advice on tax issues, data protection, HR and training.

During 2016/17, they also sponsored our family feedback forms, donating £5 for each completed form. We advertised this throughout our 'Homes from Home' and the result was a 149% increase in forms returned. This is crucial as these responses help us identify areas of change to ensure we continue to best meet the needs of the families we support. We're pleased to say that Weil have pledged to continue their support for a further year.



### Frugi

Frugi, the UK's leading ethical children's clothing brand, raised over £25,000 for The Sick Children's Trust through its inaugural Little Clothes BIG Change campaign, which ran for a year from June 2016.

Through donating 1% of its profits to a variety of small charities and in-house staff charity days, Frugi and their customers raised enough money to support 833 families for one night in a 'Home from Home'.

Thank you very much to all our corporate partners for their enthusiasm, commitment and ongoing support of The Sick Children's Trust throughout the past year.



### ArgoGlobal

We were delighted to be chosen as ArgoGlobal's 'Charity of the Year' for a two-year partnership starting in December 2016. As part of this, ArgoGlobal have taken part in our events calendar, including entering a team for our first golf event. A particular success has been teams of budding chefs visiting our London 'Homes from Home' to prepare nutritious meals for families to enjoy after a long, difficult day on their child's hospital ward. One parent staying at Guilford Street House left a lovely note showing just how much the volunteers' efforts were valued.

*Hi Tina,*

*Please can you pass on a huge thank you to the ArgoGlobal chefs. It was so good to come back from the hospital at 8pm, after a long day, to home-cooked food. I loved it and was telling everyone about it! The food was delicious. I now feel happily stuffed. They are very thoughtful – can you please let them know how much it is appreciated.*

*Thank you, Tracy, room 7 x*

We anticipate an exciting programme of fundraising events and volunteering over the year to come.



# Income 2016/17

Total £2,421,399

There was a 33% growth in supporter events and activities, aided by increased participation in our two national campaigns - Big Chocolate Tea and Pyjama Party.

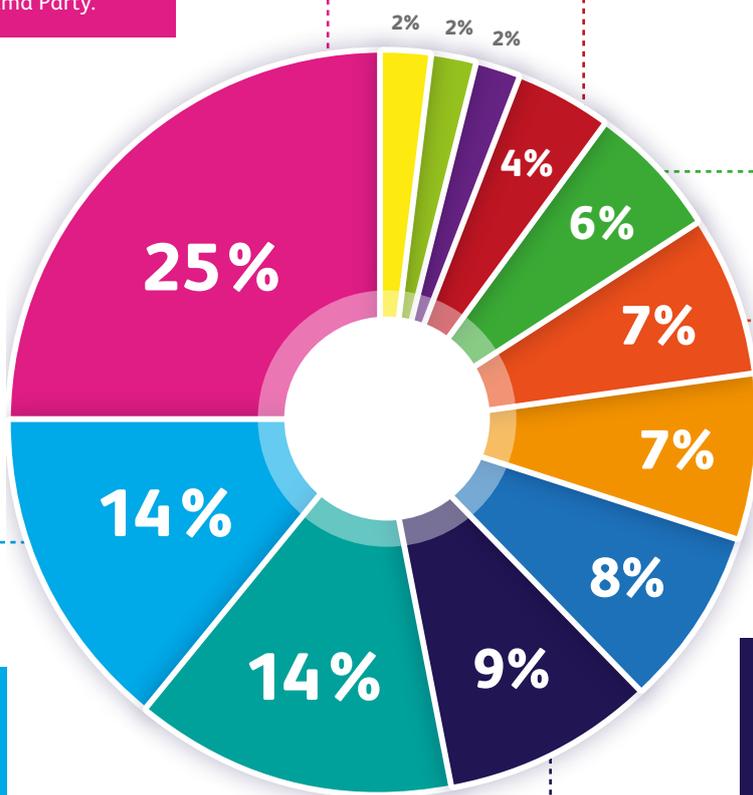
Our 'in memory' donations have grown by 58%, as families choose to remember us after a child passes away. We are very grateful to them for thinking of us during this difficult time.

Other income is primarily comprised of Gift Aid and merchandise sales.

Events income here is lower than 2015/16 due to 2017 The Supper Club falling into the start of the 2017/18 financial year.

Our supporters in the community who donate regularly make a huge difference to keeping families together. A 76% growth during 2016/17 is testament to their incredible generosity.

We are now in the second year of a 'Charity of the Year' partnership with Weil, Gotshal & Manges (London) LLP, which has already raised over £100,000.



**Supporter events and activities**  
£610,769

**Corporate**  
£340,649

**Charitable trusts**  
£329,814

**Community**  
£208,913

**Income from houses**  
£184,539

**Hospitals**  
£177,110

**Events programme**  
£162,372

**Other income**  
£156,758

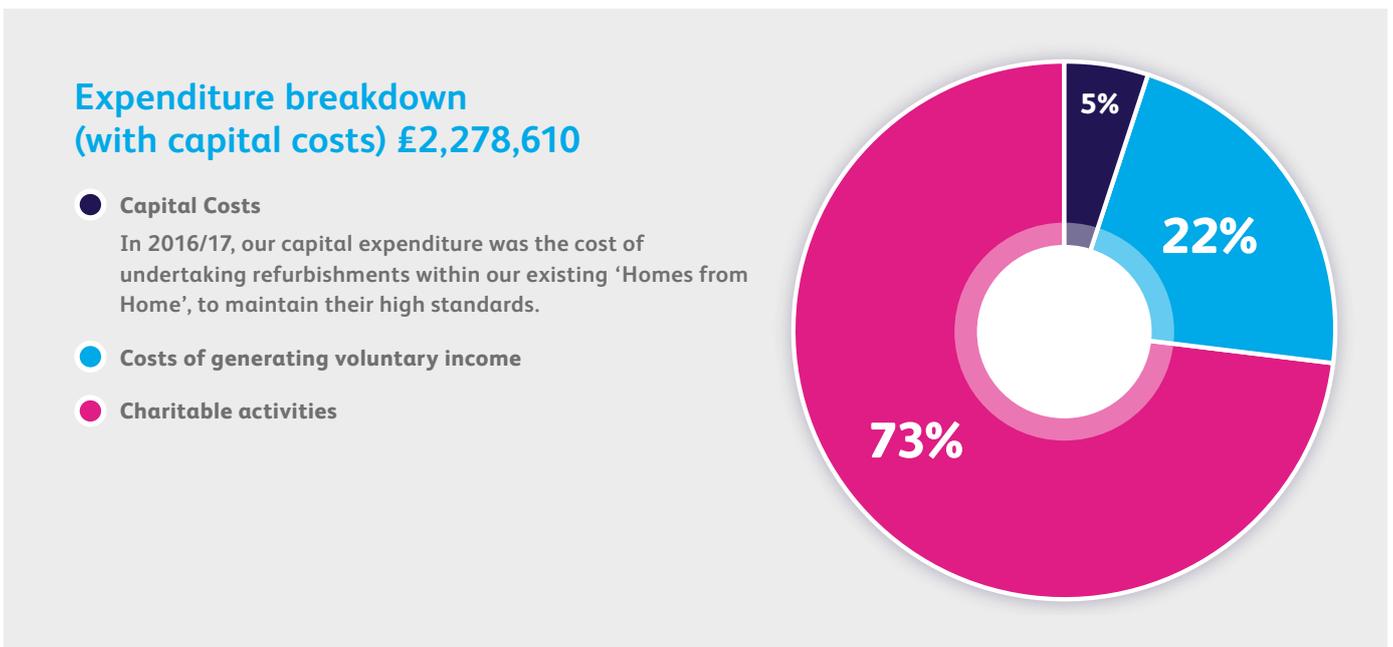
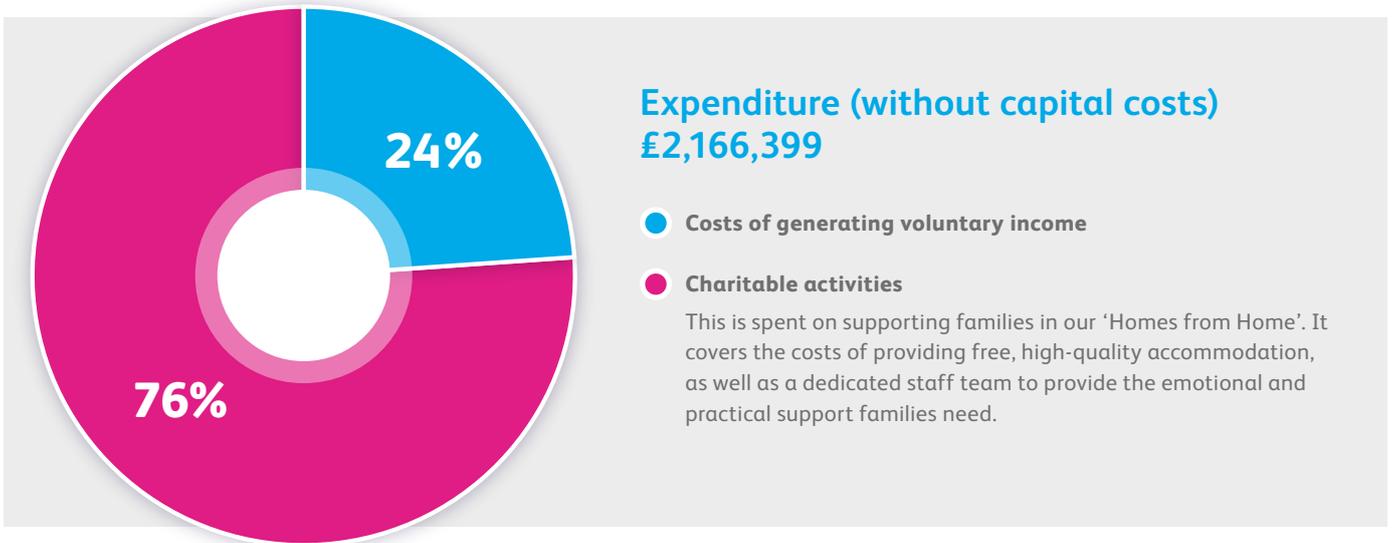
**Donations in memoriam**  
£103,251

**Major Gifts**  
£57,210

**Gifts in kind**  
£52,473

**Legacies**  
£37,541

# Expenditure 2016/17



**For every £1  
spent on fundraising,  
£4.75 was raised**

# Income & Expenditure

## Statement of Financial Activities for the year ended 31 March 2017

	Unrestricted funds	Restricted funds	Total 2017	Total 2016
	£	£	£	£
<b>Income</b>				
Donations and legacies	1,571,212	596,261	2,167,473	2,181,033
Other trading activities	248,210	3,767	251,977	327,145
Investment Income	1,949	-	1,949	3,496
<b>Total income</b>	<b>1,821,371</b>	<b>600,028</b>	<b>2,421,399</b>	<b>2,511,674</b>
<b>Expenditure</b>				
Costs of generating voluntary income	509,583	-	509,583	588,804
Charitable activities	263,557	1,393,259	1,656,816	1,510,596
<b>Total expenditure</b>	<b>773,140</b>	<b>1,393,259</b>	<b>2,166,399</b>	<b>2,099,400</b>
<b>Net income / (expenditure)</b>	<b>1,048,231</b>	<b>(793,231)</b>	<b>255,000</b>	<b>412,274</b>
Transfers between funds	(749,189)	749,189	-	-
<b>Net movement in funds</b>	<b>299,042</b>	<b>(44,042)</b>	<b>255,000</b>	<b>412,274</b>
<b>Reconciliation of funds</b>				
Funds at 1 April 2016	9,133,248	261,416	9,394,664	8,982,390
<b>Funds at 31 March 2017</b>	<b>9,432,290</b>	<b>217,374</b>	<b>9,649,664</b>	<b>9,394,664</b>

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 12 September 2017 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 accounts including the auditor's report and Trustees' report, which can be obtained from the Company's offices, should be consulted.

## Balance Sheet as at 31 March 2017

	2017	2016
	£	£
<b>Fixed assets</b>		
Tangible fixed assets	6,881,996	7,132,080
<b>Current assets</b>		
Debtors and prepayments	129,260	93,529
Cash at bank and in hand	2,862,305	2,402,299
Total current assets	2,991,565	2,495,828
<b>Liabilities</b>		
<b>Creditors: amounts falling due within one year</b>	(177,410)	(184,147)
<b>Net current assets</b>	<b>2,814,155</b>	<b>2,311,681</b>
<b>Creditors: amounts falling due after more than one year</b>	(46,487)	(49,097)
<b>Net assets</b>	<b>9,649,664</b>	<b>9,394,664</b>
<b>Represented by</b>		
<b>Restricted funds</b>	217,374	261,416
<b>Unrestricted funds</b>		
Designated funds – fixed assets	6,881,996	7,132,080
Designated funds – capital projects	1,400,000	800,000
General unrestricted	1,150,294	1,201,168
<b>Total funds</b>	<b>9,649,664</b>	<b>9,394,664</b>

## Reserves

The Sick Children's Trust has total reserves of £9,649,664. £217,374 is restricted for specific purposes (following donations from supporters towards specific 'Homes from Home'), and £6,881,996 has been designated as Fixed Assets, funds tied up in the operational 'Homes from Home', so is not available to spend.

A further £1,400,000 has been designated for Capital projects, funds set aside for specific future capital projects including upgrades to existing houses which we expect to be carried out in the

next 2-3 years and new houses that are currently under discussion. This leaves a balance of £1,150,294 as 'free' reserves to provide for the charity's working capital needs, and provide a sensible contingency against an unexpected shortfall in fundraising income, emergency expenditure or seed money for new projects.

The charity policy aims to maintain 6-12 months' worth of free reserves to meet its operating and administrative costs. This is approximately £1.15m and £2.3m for the forthcoming year.

# Thank you!

We are so very grateful to every one of our supporters, volunteers and staff who have helped us make a difference to the lives of families with seriously ill children over the last year.

35 years ago, two paediatric specialists had a vision of a future where every sick child in hospital would have their family by their side. Today, it's down to supporters like you that families at hospitals across the country have a place to stay, and can be there when their child needs them most.

With fundraisers, donors, companies, ambassadors and volunteers, there are so many wonderful supporters with inspiring reasons for giving, and we appreciate every individual who has displayed such commitment to providing a 'Home from Home' for families with seriously ill children.

There is one particular group of supporters whose quiet generosity has enabled us to develop and grow, constantly improving our services to reach the families who need our care. These are the individuals who have helped us plan for our future by leaving a legacy for The Sick Children's Trust through a gift in their will.

We know that demand for our emotional and practical support is growing, as more children require specialist care at leading children's hospitals. Our vision is that one day every child in hospital will have their family by their side.



Legacies are one way that we can work towards this future by providing security as we embark on new projects while maintaining the high quality of our existing 'Homes from Home'. Over the last five years, legacies have accounted for £429,851 of our fundraising income. Not only are these gifts hugely important to the work we do, but we also appreciate the personal care and thought which has gone into making the decision to remember us in a will.

For those of you who have left provision in your wills, or whose family members have given gifts, we thank you for keeping us in your thoughts.



## Our Trustees

Paul Jardine (Chairman)  
Gary Boom  
Vicky Carter  
Peter Cunard  
Stephen Masters  
Jo Mier  
James Rigby  
Michael Robinson  
Fiona Smart  
Dr Jack Singer  
Polly Staveley  
Soren Tholstrup

## Our President

Michael Crawford CBE

## Chief Executive

Jane Featherstone

## Contact details

The Sick Children's Trust  
4th Floor  
28-30 Worship Street  
London EC2A 2AH

020 7638 4066  
info@sickchildrenstrust.org  
www.sickchildrenstrust.org



“

*This was the hardest time of our lives and without The Sick Children's Trust we would've had to leave Flynn – knowing he may not make it.*

**Helen, Mum to Flynn aged 18 months**

”

For more information, please call our team on **020 7638 4066** or visit us online [www.sickchildrenstrust.org](http://www.sickchildrenstrust.org)



Connect with us!



Charity Registration Number 284416