

30
30 YEARS OF CARE

Yearbook 2019

 **Severn
Hospice**
here and at home



Chloe – event ambassador

This year we launched our new event, the Forget Me Not Walk. And our event ambassadors – those who experienced our care and were determined to give back and help others – spread the word.

Meet our youngest ambassador, 10-year-old Chloe Powell, who initially ran a cake sale and has now raised almost £2,000 as we went to press. She even appeared on BBC Midlands Today with Nick Owen telling people how important our work is.

Chloe knows the difference we make for families living with incurable illness because her dad, Adrian, died in our care.

“I will always remember having a laugh with dad. He always acted silly around me,” she said. “We would go on long walks together, until he couldn’t walk very far – then we would lie in bed and watch films together and listen to music.”

Adrian was diagnosed with bowel cancer in 2016 and went through several rounds of chemotherapy and radiotherapy. The illness



made him lose a lot of weight so our doctors and nurses helped him feel more like his usual self so he could be at home with Chloe at Christmas.

But in the New Year, he returned to our Telford hospice as an inpatient and died on Valentine’s Day 2018.

“Dad liked the people in the hospice and was made to feel at home. He liked looking out the window at the birds in the garden,” added Chloe. “It’s more relaxed than a hospital at Severn Hospice and the people that work there make the patients feel special.”

2,908

Last year our clinical team cared for almost 3,000 families living with incurable illness. People like Chloe are directly funding that care.

“

I didn’t know what hospices would be like before dad got ill. I like the people that work there, especially the nurses that looked after him and the craft lady who helped me make a collage the day before he died.

”

1,400

We are so grateful to each one of our 1,400 volunteers who support us – at our events, on our wards, in our gardens, offices, shops, giving bereavement support to families, as our charity trustees; the list is endless. Their contribution is genuinely priceless but if we turned all that free time into money, we'd need to find another £2 million a year in running costs.



Incredibly, it has been a year since I took over as Chief Executive. And it has been 30 years since we opened our first ward in Bicton, Shrewsbury.

Severn Hospice exists because the people of Shropshire came together to back our founders' appeal to secure specialist palliative and end-of-life care in the county. From fundraising to planning meetings, everyone had a part to play. You have been with us ever since and today help us care for families in Shropshire, Telford & Wrekin and Mid Wales.

Your unstinting support and hard work enables us to continue to provide the highest standards of hospice care to more people and to develop our services in response to changing needs. We will always need our beds for the most complex patients but we are now

caring for four out of five patients in their own homes. Our focus for future developments therefore is to continue to build a community care model across the region. This includes a range of day services so that we can support people earlier in their illness, and dispel the myth that hospices are just for the dying.

In the last year, we cared for almost 3,000 families, and we started to build our first 'Living Well' centre. Many more families will benefit from consultations, therapies, care, advice or a coffee and chat with our team. While our prudent financial management means we can allocate pre-donated funds to this exciting development, you will know

Welcome



that funding has never been more challenging; it is only because of your generosity that we can continue to care. Thousands again donated their time or raised funds for the hospice, just like the marvellous Chloe. To every one of you who makes our hospice what it is, thank you on behalf of the more than 34,000 people we have cared for over 30 years.

With your help, we can continue to build the future of hospice care.

Heather



Lauren – hospice hero



West Mercia Police – riot runners



Crown players – Dick Whittington



Harriet – conquers Mount Toubkal



Christmas Dog Walk

Credit iamsamphotography.co.uk



Record breakers! – Sarah's Charleston champions

People took part in our events

5,752

£75,000

Raised by our 16 support groups



Fran, Caroline & Sally – hospice headshave



Mega marathon runners

Credit London Marathon Photography

All donations – no matter how large or small – make a huge difference to everyone who needs our care.

We have to raise £2 for every £3 we spend so we can provide our care completely free of charge to families facing heartbreak.

Thousands of you have done amazing, fantastic, zany, thoughtful feats of fundraising in the past year.

There are stories of love, poignancy, triumph and fun behind the pictures you see on these pages. We are so grateful to all our fundraisers and while we can't include everyone here we wanted to show the many faces of our wonderful supporters.

All the exploits of our fundraisers are incredible, brilliant and fabulous; and all of them help. To read more – and find out what you could do too – join in on social media or go to our website.

Ursula – community fundraiser



349

Local businesses
donated to us

241

Community fundraisers

Thank you – you're amazing!

Join in
severnospice.org.uk



Nova Raiders – cycling superstars



Nurses in freefall



Alpacas steal the show



Duncan – Mont Blanc summit



Dragon Boat Festival

Challenge event participants

119

Barbers Estate Agents – brilliant business supporters



We are family

Severn Hospice understands the importance of family for those living with an incurable illness.

And this is our family, here for your family when you need us most.

Hospice care is so much more than clinical care at home or in a ward and everyone here contributes to the care we can give.

Our receptionists give families a warm welcome from the moment they step through the door.



4,096

Our housekeeping team make sure that staying with us has all the comforts of home. They washed, dried and ironed more than 4,000 loads and 300 curtains in the past year.



40,000

Our team of cleaners are there to ensure our Shrewsbury, Telford and Newtown sites are clean and tidy places for families and staff.

The drivers in our transport team, including many volunteers, drove 40,000 miles in the last year ensuring patients got to important appointments and were taken home safely.



From transferring prescriptions and blood from hospitals to our wards, to cleaning carpets and testing the fire alarms – our stewards make sure everything runs smoothly at our hospice buildings.



22,214

Everyone staying with us can enjoy a wonderful home-cooked meal thanks to our team of chefs taking the heat in our kitchens. Last year, they cooked up a storm, providing more than 22,000 tasty meals – all tailored to meet dietary needs.

Our chaplaincy team offer families emotional and spiritual care, whether they have a religion or not and whatever faith they follow.



509

Severn Hospice is a centre of excellence for palliative care and we are proud to share our knowledge, experience, research and insights with the wider healthcare network. Last year, our education team provided more than 110 courses and over 500 hours of training, not just for our own hospice staff and volunteers but for others too. Top marks!



9,329

Number of plants planted by teams of volunteer gardeners including 7,000 spring and summer bedding plants, plus 2,329 trees, shrubs, perennials and roses.

963

Social workers had almost 1,000 referrals and held 121 family meetings last year. They run family, patient, carer and bereavement support groups, give individualised advice, plus information about financial and legal matters.





June – community champion

Every Friday and Saturday, week in, week out, June Beharrell can be seen in the entrance of Shrewsbury Market Hall with one of our collection tins, quietly accepting contributions from shoppers making their way upstairs.

Supporting Severn Hospice really is a family affair for tireless fundraisers the Beharrells – and they've shown how even the smallest of donations always adds up.

In a decade of truly wonderful commitment to the hospice, all those pennies and pounds collected by June and her family have raised a staggering £130,000.

When her husband Gordon – a local fundraising hero – died from a heart attack in 2009, June and her family vowed to carry on his work and continue his legacy.

"I'm 80 and I'll carry on doing this as long as I can. My son Adam is by my side every week and my other sons Matthew and John have cycled for the

hospice. My grandson raised £1,000 by running a mile a day totalling 26.1 miles – equal to a marathon, when he was eight years old.

"We started collecting for Severn Hospice because two friends were cared for there & the support they got was second to none.

"And that is what everyone says; all the people who come to the market tell me about the loving care their family and friends have received.

"You'd be amazed by how many people have been touched by the hospice."



205,991

Our specialist nurses and healthcare assistants take our care right into the heart of the community. In the last year, they drove more than 200,000 miles – more than eight times around the globe – to support more than 1,600 people in their homes. The funds donated by the Beharrells would pay for every one of those miles and two healthcare assistants for a year.

“I wasn't aware of how much work the hospice does in people's homes; it's amazing really.”



“

The little things mean so much here; it's a difficult time in people's lives but it's lovely to be able to make a difference to families.”

On 12 July 1989 we welcomed our first families when we opened our Shrewsbury hospice. Some of the staff there that day are still working with us today.

“As soon as I heard about the fundraising to set up the hospice, I knew it was where I wanted to be,” said Matron Helen Duce. Helen, Christine Johnson and Jean Dorsett are still proud to be caring for families.

“I have been in a very privileged position looking after patients and their families for 30 years,” said Helen.

“It has never been difficult for me to come to work. I love spending time with people to communicate how much we care. That's the meaning of it all.”

Jean, who retired earlier this year but is continuing as a bank nurse, says she will never forget the reaction of one patient when she met the Duchess of Kent during a visit to us in the '90s.

She said: “I stood by her side and the lady squeezed my hand tight. The Duchess picked a rose out of her basket and presented it to her. She wouldn't let it go and hung onto it for about 12 hours – she said it was the best day of her life. It was so special to be a part of that moment.”

Christine says she's proud to have been part of the Severn Hospice family for so long.

“I can't believe we've been here for 30 years,” she said. “It was so exciting for me when I first started.”

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1989

2019



1989

Our Perry ward opens at Shrewsbury.

1995

We are able to fund more beds and open another ward – Breidden – and we start providing home care.

We launch our hospice lottery, with players today contributing almost £1 million to care each year.

1996

We open our first day hospice in Telford.

1998

We open our day hospice in Newtown.

The future...



2003

We launch our specialist Hospice at Home service, which cares for people in their homes in the final stages of their illness.

2008

We open our new hospice in Apley, Telford.

2019

Work starts on building the future of hospice care – a brand new, purpose-built centre at Shrewsbury. With those we look after living longer and with more complex needs, our services continue to develop and grow.

Thanks to you, we are building the future of hospice care.

Work has already started at Shrewsbury, where we are using funds already donated to create our very first purpose-built centre to house therapy suites, treatment rooms, rehabilitation services, as well as space for visitors and learning resources. It's all part of our Living Well approach to care, where we enable people to live as well as they can within the constraints of their illness, ensuring that we are ready to meet the growing need for our community services.

Care beyond wards

This year, we had almost 3,000 visits to our day services. Our team of complementary and creative therapists, occupational and physiotherapists, social workers, chaplains, doctors, nurses, consultants and healthcare assistants provide support and emotional care to help people live as independently as possible.

We are caring for more people than ever before, and with a wider range of conditions and more complex needs. Today, we care for four out five people at home.



Our occupational and physiotherapists help improve a person's quality of life by finding solutions to difficulties associated with incurable illness. This includes helping people learn new ways to do things, adapting the environment or finding suitable mobility aids – whatever helps. Last year they helped 1,165 people.



Our complementary therapists gave almost 4,500 treatments to people this past year which is all part of our approach to caring for someone overall, not just their clinical needs. We were the first hospice in the country to offer special skincare workshops, called Look Good Feel Better, which recognise the enormous personal value there is to someone feeling good about their appearance while living with their illness.



Our new coffee mornings set the scene for a relaxing introduction to hospice care. We've welcomed more than 300 people to weekly sessions at our hospices and have now started to take them on the road. This year, we launched a series of monthly community coffee mornings, free for anyone to drop in and meet the team. If you're near Ludlow, Market Drayton, Newtown, Whitchurch, Oswestry or Bridgnorth, pop in next time we're in town.



Creative therapy is an important part of our overall approach to supporting someone's whole well-being, creating memories as well as mementos.



Special memories



From pottery casts of partners holding hands to creating keepsake memory boxes with photographs, messages, and more – our creative therapists work with patients and their families to help create lasting memories.

Our care goes beyond wards and clinical care. Twice this past year we helped families create the most special of memories when we arranged weddings and blessings with them.

While Sam Webster was being cared for, her fiancé Alec was by her side every day.

Determined to create those happy memories every loving couple wants, we helped them plan their wedding in our Telford hospice, and within a week everything was in place, including a hen and stag do on the ward!

Sam and Alec tied the knot, surrounded by the love of family and friends. Just days later Sam died.

Alec said: "It was the hardest day, but beautiful at the same time. What they do at the hospice is phenomenal; they

went above and beyond, they did so much for Sam."

For another family, facing the loss of mum Netty, we had just an hour's notice to create truly precious memories for Scott and partner Nikki.

Our creative therapists, nurses, chaplaincy and retail team came together to make a wedding blessing happen. A dress and suit was found in our Wellington shop and the team decorated the room with flowers from our gardens.

Netty smiled as Scott and Nikki were blessed by our chaplain Tim.

“I feel really happy, it was my mum's wish and I'm glad she could see it. It made her so happy.”

£1

We've had more than 2,000 winners in our weekly lottery this last year, and thanks to all our players they have contributed almost £1 million towards care. Not bad for £1 a play!



169,097

Thanks to you, our shops were kept busy last year with staff and volunteers sorting through nearly 170,000 bags of donated goods. Wow!



We now have 27 shops in the community, and 821 retail volunteers which together add more than £1 million to the care we can provide.

Thank you for your support

£2,350,852

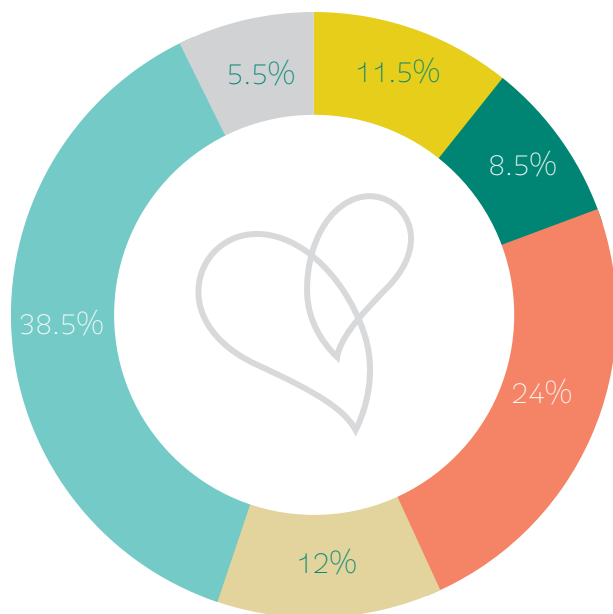
Gifts in wills fund the care for one in five of the people we look after, last year contributing more than £2 million toward our services.

We remember everyone who has donated to the hospice in this way by including their name on our legacy sculptures at Telford and Shrewsbury.



Contributions to our services

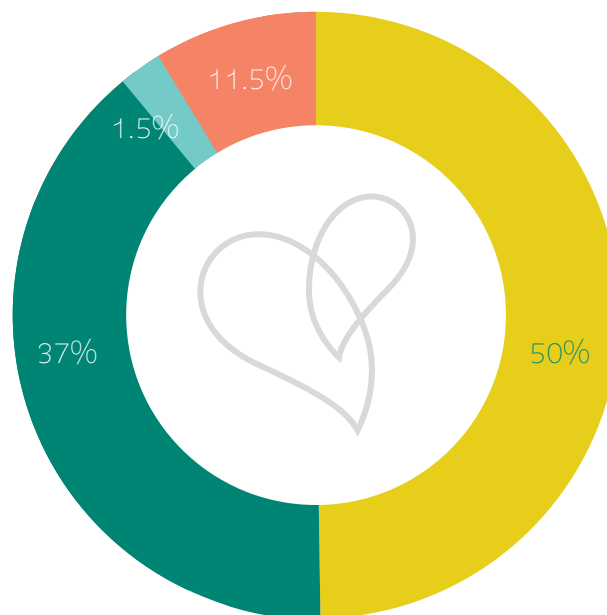
► £9,884,613



- Retail £1,145,813
- Lottery £851,468
- Legacies £2,367,008
- Donations & events £1,171,404
- Funding from Clinical Commissioning Groups (Telford & Wrekin/Shropshire) and Health Boards (Wales) £3,796,505
- Investments & others £552,415

How we spend the money on our services

► £9,884,613



- 24-hour care on wards £4,919,866
- Our community nursing care £3,657,414
- Education £140,465
- Development of facilities £1,166,868

Every **day** we spend

£23,499
on care



Last year

2,908
families were
helped by you



86p
from every
£1 donated
goes directly
on care



There are many ways that you can support us and help raise the funds we need to ensure we are there for people when they need us.

Donate

We have to raise £2 for every £3 we spend

- Set up a monthly donation at justgiving.com/severnhospice
- Add 25% to your support by Gift Aiding if you are a UK taxpayer
- Our network of 27 community shops stocks everything – all generously donated by people like you

Join in

We organise a whole year's worth of events, so there's something for everyone

- Raise sponsorship for an event you're taking part in
- Organise your own event in support of us
- Our weekly lottery is only £1 to play and you could win £2,000 or any one of more than 40 other cash prizes

Join us

Volunteering with us is the gift of time that keeps on giving

- We have more than 1,400 volunteers helping us in our shops, on our wards, at our events, in our gardens and in our offices. There's always something you can do!

Remember us

Leaving something to us in a will is the gift of a lifetime and a lasting legacy for the families we care for

- One in five of our patients wouldn't be cared for without someone remembering us in their will
- Visit our website for more details of how you can remember Severn Hospice and still provide for those close to you

Shrewsbury

Bicton Heath SY3 8HS
01743 236565

Telford

Apley Castle TF1 6RH
01952 221350

Newtown

Back Lane, Powys SY16 2NH
01686 623558

Image front cover right courtesy of Shropshire Magazine

Registered Charity 512394

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