

# annual REVIEW 2013/14



Naomi House  
& Jacksplace

hospices for children  
and young adults



## Care and support

for good days, difficult days and last days

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“

We were thrilled to be **chosen** by HRH The Duchess of Cambridge as the charity she wanted to visit for the launch of Children's Hospice Week on the 29th April 2013. Her Royal Highness spent more time than was planned with children, families, staff, volunteers and supporters talking to as many people as possible to learn of their personal experiences. Everyone who met The Duchess of Cambridge was impressed by her warmth and interest in the work of the charity and how important our services are to those who need them.

”

*Mark Smith, Deputy CEO*



# Who we are

At Naomi House and Jacksplace hospices, we care for life-limited and life-threatened children, young people and their families. We provide support in communities across the seven counties of central southern England.

## What we do

We have two specialist units; Naomi House for children and Jacksplace for young adults. For our families, a break can make all the difference to their quality of life. While respite care is the most commonly used service, we also offer emergency care, end of life care and bereavement support.



“

The **protective** bubble Naomi House gave us was all we wanted and could handle. We ate two proper meals a day something we hadn't done in a long time.

”

*Paola Campari-Moss,  
a Naomi House mum.*







# This is our story



## Our Vision

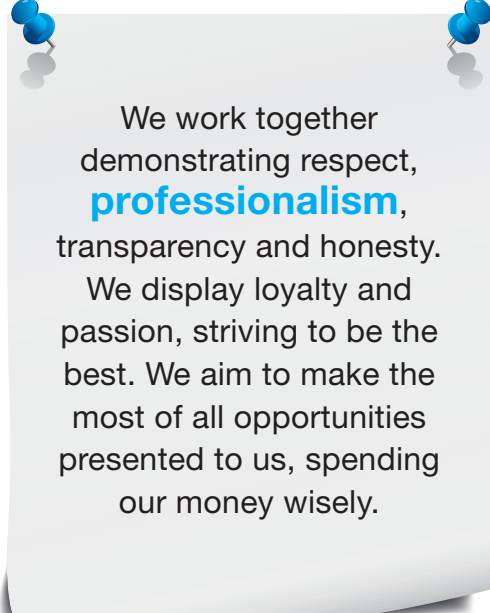
is to help every child and young adult with a life-limiting or life-threatening condition, in central southern England.

## Our Mission

is to provide excellent care services to children, young people and their families in a collaborative and professional way.

## Our Values

reflect and demonstrate how we will deliver our promise to those we care for, to our supporters and donors, and to all our colleagues.



We work together demonstrating respect, **professionalism**, transparency and honesty.

We display loyalty and passion, striving to be the best. We aim to make the most of all opportunities presented to us, spending our money wisely.





# How we work



Delivering great standards

Working together

Raising funds

Valuing our resources

The future





“As well as preparing for the refurbishment of Naomi House, we were coping with an increase in acute referrals following the appointment of our new Paediatric Palliative Care Consultant. We re-commenced our community service, increased our family support team, moved to electronic care plans and maintained CQC compliance, demonstrating adherence to standards and high quality care.”

*Lesley Brook, Director of Care*

Our annual Care Quality Commission (CQC) inspection demonstrated our continuing adherence to standards and high quality care. They said:

“ Everybody we spoke with was very complimentary about the care they or their child received. Parents also commented positively about the help and **support** the service offered them, during their stay. One parent told us: ‘When we were coming here from hospital we had a proper bed, shower and hot meal.’ Another parent said: ‘It is my saviour this place, I can just relax when my child is here.’ ”

The community service was reviewed and now leads on accessing current medical information for all children and young people prior to respite stays in-house. This includes visiting families at home, particularly for those children and young people with complex needs. Now part of the family support team, more attention is being placed on broader issues around families in need and safeguarding concerns. The increased visibility of the nurses in the community has also enhanced communication with other agencies and professionals.

Each year we hold a '**remembering weekend**', when bereaved families have an opportunity to meet each other, enabling them to support each other in their shared grief. The weekend includes a service of remembrance and a balloon release.

“ A lovely way to  
**remember** our children.  
A Naomi House family ”

“ Words do not do justice  
to the **amazing** things you  
do, thank you once again.  
A Naomi House family ”

Our family support team offers care to families when their child dies. We have special suites in each hospice; Butterfly in Naomi House and Ocean at Jacksplace. As part of the redevelopment of Naomi House, our Butterfly bereavement suite is being relocated to the quieter end of the building. Butterfly was used for the

last time by a family who had spent considerable time in Naomi House earlier in their child's illness.

A time of remembering was conducted in the Dovecote prior to its demolition as part of the redevelopment.



## Friday@Jacks

Our monthly youth club, Friday@Jacks provides an opportunity for young people to meet in a safe and fun environment. This service has now been joined by a day service which operates every Tuesday at Jacksplace and we plan to add more days in the future.

We have a full programme of activities for our children and young people. Our Activities Co-ordinator Katy Burton comments that, "a lot of the children who come here won't live into adulthood, so for us to give them memories to take home with them is invaluable".



“

*Katy told us:*

These children and young people have such **complex** conditions and are so vulnerable that they don't often get the opportunity to participate in the activities that they can do here.

”



# Case study

## Joseph's Story

With support from Naomi House, David and Joanne Park are able to do some of the normal things in life that people take for granted. Looking after their severely disabled son Joseph, means 24 hour care, but they didn't expect help from anyone else. They wouldn't want to be any trouble to anyone.

Joseph has severe cerebral palsy and the added complication of Down's syndrome. He is unable to walk or talk and he has spasms which cause him to move his limbs involuntarily, he also suffers from epilepsy and is fed via a gastro tube.



David said:

"When Joseph first goes to Naomi House it takes a little while to get used to it at home. I'll have a lie in, maybe half an hour as we are so used to getting up early, but it's nice because you don't have to worry and you can enjoy a little time to yourself. We try and do those things that are difficult when he is there, like go to a restaurant or to the beach.

"From day one I have loved him and never questioned it. I know that if somebody said to me if you could turn back time and have a perfect baby I wouldn't want that because it wouldn't be Joseph. I wouldn't change anything. Obviously it would be nice if he could walk and talk but if it meant that it wouldn't be Joseph I wouldn't want that."

“ Before we knew about Naomi House, I would have said ‘don't worry we don't really need it’. But it is a godsend as we don't have other respite. What we have is **perfect**, we know he is in good hands and the staff know him when he comes in. He's happy and you couldn't ask for more really, could you? ”



## Our values in action

Our staff and volunteers aim to live our values  
– here are some of the things they tell us:



“

I have the most amazing colleagues! They're helpful,  
**supportive**, flexible and good fun.

*Nurse*

My volunteering shift at Naomi House is the **highlight** of my week.

*Play Volunteer*

**Streamlining** our departmental processes makes the money go  
further and that means we help more children and families.

*Administrator*

Our staff survey asked if we were **proud** to work here: 100% said  
yes. I've never experienced that in any organisation I've worked with.

*June Morton, HR Director*

Regular **informative** newsletters and bulletins keep me up  
to date with what's happening at Naomi House. I'm part of it  
even though I work 50 miles away.

*Boscombe Shop Manager*

”

## Improving Efficiencies

The year included significant changes within our fundraising team, with a move to offices at Jackspace, bringing the fundraisers closer to their colleagues in other departments and nearer to the

care services we deliver to families. This was followed by a restructuring of the team, reorganising the way we work, improving efficiencies and releasing resources to focus on the delivery of the Caterpillar Appeal.

# Case study

## Kate Mellor - a young ambassador



Kate Mellor has been visiting Naomi House since 1998 when she was just 5 years old.

“When I first came here I just wanted to do everything. I did arts, crafts, swimming, playing in the Wendy house and absolutely anything messy. I remember that mum used to get really cross with me because I always came home tired, despite visiting the hospices for respite. I just thought I was there to have fun.

“Naomi House and Jacksplace have been so important for my family. I don’t have carers at night so my mum is constantly on night shift looking after me. It is only when I’m at Jacksplace that she can truly relax. My sister used to stay with me at Naomi House and stays with me now at Jacksplace. The hospices have really inspired her and she is now studying paediatric nursing with a view to working in a hospice one day.

“The best thing about Jacksplace is the space. I don’t have a lot of space at home

and being at Jacksplace lets me truly relax – there is just so much room and it feels like freedom. Staying at Jacksplace is my holiday. It would be impossible for me to stay in a hotel because of all the equipment I need to take with me but at Jacksplace it is already there.

“People often think of hospices as clinical environments like hospitals but that couldn’t be further from the truth. It doesn’t matter how much you read about Naomi House and Jacksplace; the only way to fully understand the importance of such a place is to go and visit it and see the work first-hand.”

Kate was one of the first ambassadors for Naomi House and in one of her earliest engagements was asked to speak at 10 Downing Street about the care and support available at the hospices, and just what Naomi House and Jacksplace meant to her and her family.

“

Since we launched our new **Ambassador** Programme in 2013, our ‘VIP Volunteers’ have attended events and presentations saving us the equivalent of over two months’ worth of salary costs and raising over £20,000!

*Pete Abrahams, Supporter Services Team Leader*

”







## Andy Edmeads, Chaplain and Clinical Supervisor

Andy joined us in 2012 having previously worked as the chaplain at an adult hospice in Basingstoke. Before that, he was the rector of a parish in Andover, so he came with a wealth of experience and understanding.



"I am not quite sure I knew what to expect when I came to Naomi House, but I knew I had to come and listen and to observe. I had worked in an adult hospice where most of my time was spent with people facing some of the most difficult questions. At Naomi House and Jacksplace there are times when both houses are full of life and activity and it's certainly not a sad place, but it can be very tough at times, not simply being with seriously ill children, but sitting with grieving parents.

"Offering spiritual care is part of my role and I am trying to work out what that means for children. Part of it is recognising all the good work that goes on throughout the hospice and realising that the kind of care offered can be spiritual care without it being consciously so. You can't necessarily separate spiritual from physical, emotional and psychological.

"I think it is when we are faced with either our own mortality or the impending death of someone close, that big questions come up. I think it is the chaplain's role to be available to help with some of those questions.

"Our remembering days are an important marker or ritual, where for one day everything is cleared away for families to think about their child. It is also an opportunity for families to meet each other, because although I might try to walk in their shoes, it is only families who have lost children who really understand."

“

*A father said:*

I just keep busy all the time  
and I **needed** this day just  
to clear the decks and  
just to be sad.

”

“

*Andy told us:*

Grief isn't a kind of sickness, grief is **loss**. I don't ever come having a prescription, I don't rehearse anything, I just wait and see what the family brings and try to respond to that.

”



Our fundraising continues to develop across many of our income streams and our supporters have helped us reach our annual target of £7million to run our whole service and deliver our plans.

## Corporate Supporters

Our corporate partners, as always, give outstanding support and we are extremely grateful for all the fantastic initiatives deployed by companies large and small across our region. We were also heartened that so many of our partners immediately pledged to support the Caterpillar Appeal, with *Lloyds Banking*, *Lane Clark Peacock*, *Virgin Media* and *LivePerson* hosting onsite launch events and many responding with plans for their own Caterpillar themed fundraising events.

Store Wars continues to be very successful in raising money for the hospices and in providing a different

and exciting team building challenge for our corporate supporters.

Graduate teams from *Microsoft* and *Vodafone* completed Store Wars as part of their company on-boarding process and new corporate supporters *Hitachi Capital Vehicle Solutions* and *Gist* raised the bar still further earning top marks for their 'X-tra Factor' ideas.

We have also been impressed by the number of 'adrenaline junkies' amongst our corporate supporters with *Sentinel Housing Association* and *Nix Network Services* entering brave teams for our skydiving and abseiling events.



Carefusion taking part in a Store Wars day

Our Corporate Awards evening gave us the opportunity to recognise and thank even more of our corporate supporters. New categories included Directors' 'Challenge of the Year' won by *Exertis*; and 'Most Innovative Fundraising Idea of 2013', won by *Barclays Corporate*. Our 'Outstanding Corporate Supporters 2013' were named as *Virgin Media* and *LivePerson*, but we would like to take this opportunity to thank every single one of our wonderful corporate supporters.



*Virgin Media "white lining" our car park in preparation for development at Naomi House*



*The LivePerson team on their Dawn to Dusk challenge*



## Trusts and Foundations

Income produced an above budget performance. With limited space we are unable to list everyone here, but we are very grateful for the support from all trusts and foundations. Here are just a few examples:

- **The Childwick Charitable Trust** helped fund the salary of a play worker, giving children the opportunities to express themselves through a variety of stimulating and fun activities.
- **The Beatrice Laing Trust** helped fund family and bereavement support services, offering vital care to families when they need it most.
- **The Geoff & Fiona Squire Foundation** have continued to support the Naomi House and Jacksplace bereavement services and our Caterpillar Appeal.
- **The Maria Marina Foundation** are helping to fund diversion therapies and activities for our children and young people.
- **The D'Oyly Carte Charitable Trust** are helping to fund drum and poetry workshops for children and young people in our care.



## Challenge Events

Abseiling **100m** down Portsmouth's iconic Spinnaker Tower proved to be a very popular challenge for our more adventurous supporters, with others choosing to do a tandem skydive. Supporters entered a range of running events including the London Marathon and the Great South Run.

## Naomi House Lottery

Our lottery activity continues to grow reaching a new milestone of over **10,000** players per week participating and along with our regular bumper draws helping to further increase profitability of this valuable source of regular income.

## Regular Donors

The number of regular donors continues to increase as a result of our Face to Face campaign with over **1000** new donors contributing on a regular basis, helping us to plan for the future.



## Gifts in Wills

Our legacy income has performed to expectation this year as a significant source of funds and we endeavour to keep gifts in Wills prominently positioned through our annual 'Make Your Will Fortnight' which attracts support from the local community and helps to produce pledges for future income to the charity.



## Community Activities

Our mass participation events including the Clarendon Way Walk, Santa Fun Run and the Plain Cycle saw great success again and our ever popular open day gives us the opportunity to welcome over 1500 people to visit the hospices, enjoy a traditional fete and help us raise awareness and funds.



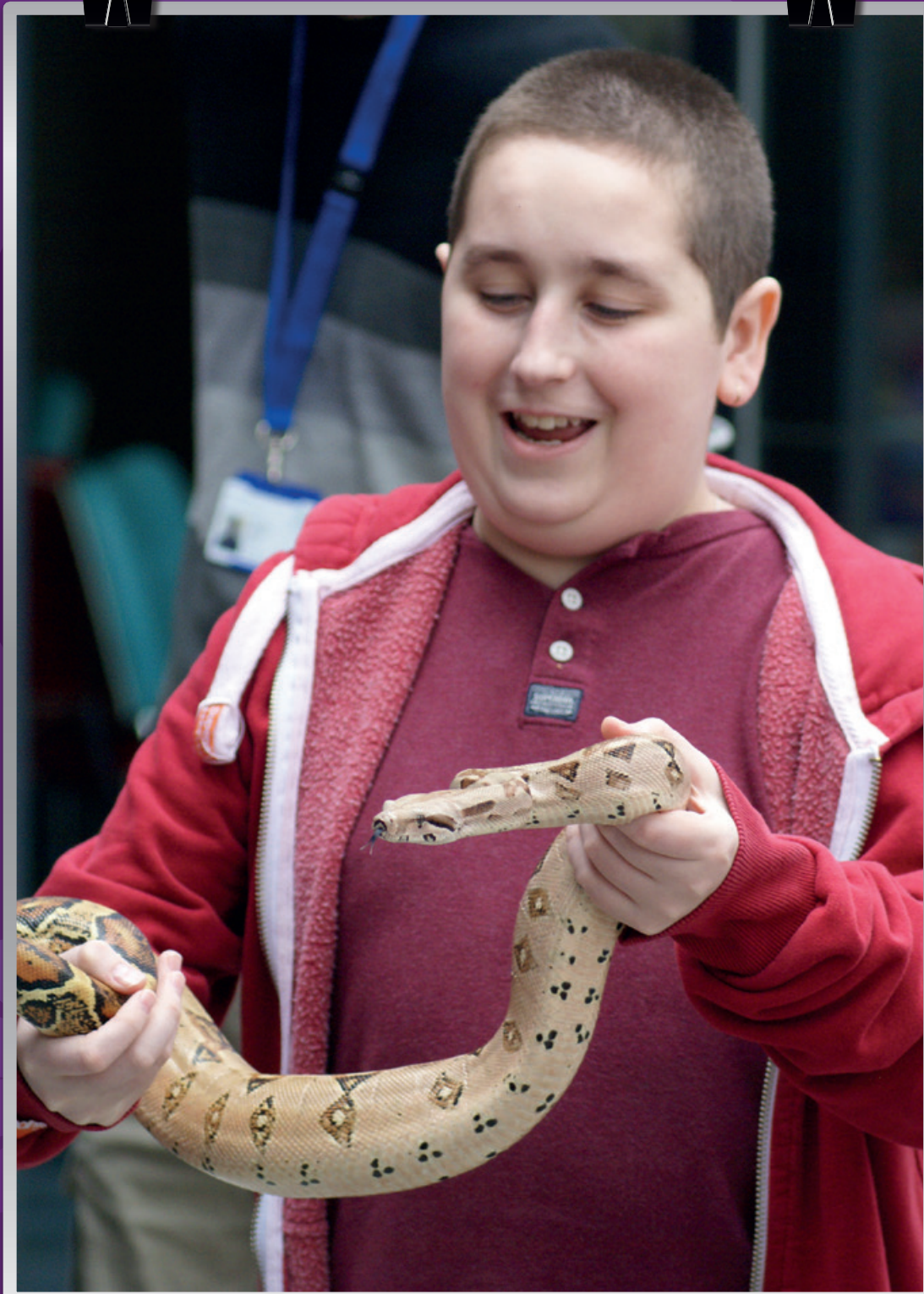
## Our Shops

We opened more new shops and finished the year with 16 across the south of England and more in the pipeline. As our retail operation grows we have also expanded the supporting infrastructure, relocating to a bigger warehouse with additional staff and equipment to ensure our systems and processes are robust and fit for purpose.



“ 35 designer wedding dresses were **donated** to our Winchester shop from a local bridal shop owner who used them for window displays. The gowns were estimated to be worth around £40,000. ”

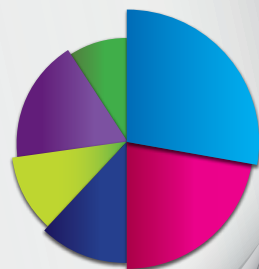
*Martin Efford, Head of Trading*



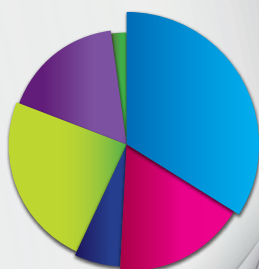
# Wessex Children's Hospice Trust Year Ending 31 March 2014

Extract from the consolidated statement of financial activities

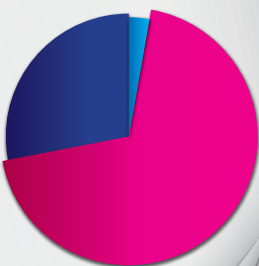
Incoming Resources	2014	£'000s	2013	£'000s
Donations	1,491	20%	1,927	28%
Legacy income	1,216	17%	1,547	22%
Grants and Trusts	1,377	19%	813	12%
Fundraising events and lotteries	1,069	15%	803	11%
Income from shops and merchandising	1,484	20%	1,224	18%
Investment & other income	668	9%	596	9%
<b>Total Income</b>	<b>7,305</b>	<b>100%</b>	<b>6,910</b>	<b>100%</b>



Resources Expended	2014	£'000s	2013	£'000s
Charitable expenditure: Naomi House	2,243	32%	2,114	34%
Charitable expenditure: Jacksplace	1,323	19%	1,068	17%
Charitable expenditure: Community & Family Support	539	8%	376	6%
Costs of generating voluntary income	1,468	21%	1,464	24%
Costs of operating shops and merchandising	1,297	19%	1,045	17%
Governance and investment costs	95	1%	119	2%
<b>Total Expenditure</b>	<b>6,965</b>	<b>100%</b>	<b>6,186</b>	<b>100%</b>



Extract from the group Balance Sheet as at 31 March 2014				
General reserves	934	4%	758	3%
Designated funds	16,308	68%	16,379	69%
Restricted and endowment funds	6,853	28%	6,481	28%
<b>Net Assets</b>	<b>24,095</b>	<b>100%</b>	<b>23,618</b>	<b>100%</b>



A full copy of our report and financial statements is available as a free download from [www.charitycommission.gov.uk](http://www.charitycommission.gov.uk)

# Our Year

## in Numbers



**826** children supported since 1997

**812** families supported since 1997

**356** number of deaths since 1997

### In 2013/2014

We supported **266** children and young people

Average age of young people in our care

**20** years **6** months

The average age of children in our care

**9** years **6** months

Of those children in care:

6% 0-3 yrs   27% 6-10 yrs   9% 17-18 yrs   7% 22-25 yrs  
7% 4-5 yrs   29% 11-16 yrs   12% 19-21 yrs   3% 26 yrs plus

Children accepted per county since 1997:

89 Berkshire   14 Isle of Wight   31 Surrey  
85 Dorset   4 London   11 West Sussex  
443 Hants   4 Somerset   100 Wilts

**£7m** The amount we need to raise each year to run our whole service and deliver our plans

For every **£1** we spend on fundraising, we raise **£3**

Excluding retail, **70p** in every **£1** spent is on charitable services

Daily running cost of care services

**£10,000**

Team Naomi House & Jackspace

**691**  
Volunteers

**32**  
Ambassadors

**143**  
Staff





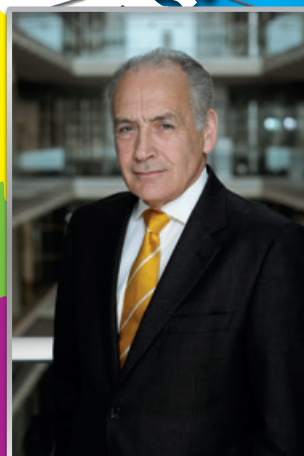
# Caterpillar Appeal

In the 17 years since Naomi House Children's Hospice first opened there have been vast improvements in the care and medical equipment available to children and young adults with life-limiting or life-threatening conditions. In order to be able to fully accommodate these changes, Naomi House has commenced a major redevelopment of the hospice building.

To help us raise the additional sum of £4million needed for this ambitious venture, we have launched the Caterpillar Appeal. Caterpillars are a symbol of transition and growth, representing the exciting expansion and growth of our hospice.

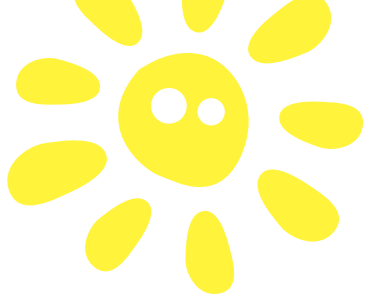
Development plans include the creation of larger bedrooms, better bathrooms and brand new communal spaces. We will also build a new Butterfly space; an area in which families can be with their child in the immediate post-death period.

Our thanks go to Alastair Stewart OBE, journalist and newscaster, who has kindly agreed to be our Caterpillar Appeal patron.



“ The care and support the hospice offers to life-limited children and young people is truly **exceptional**. These seriously ill youngsters and their families deserve the very best facility in which to benefit from valuable respite, emergency, end of life and bereavement care.

*Alastair Stewart OBE* ”



## A message from the Chairman

David Holmes CBE



“ Thank you as **always**  
for your fantastic support. ”

Since becoming Chairman of Naomi House and Jacksplace in September 2013, I have felt very privileged to be joining the charity at such an exciting stage in its development. I have greatly enjoyed meeting many of our wonderful supporters already and I look forward to meeting more of you in the coming months. It is so heartening to hear that many of you have supported the hospice from even before it was first built in 1997 all the way through to today.

In the years since 1997 there have been major developments in medical technology and in the care of children with life-threatening and life-limiting conditions. As a result, the care floor of Naomi House now feels outdated and cramped even though we continue to provide very high quality care. We all want Naomi House to be the very best children's hospice that it can be. That is why we must now seize the challenge together to update and improve our facilities to ensure that the care environment we offer is second to none.

Together I know that we can bring the hospice building and facilities right up to date. This will ensure that we can care for any child, at any time, in a spacious environment of an exemplary standard.

I am sure that I can count on people from across the communities we serve to help us raise the £4million needed to realise our vision for a truly exceptional service for southern England. Please help us to create something very special; a hospice that meets all the diverse and challenging needs of life-limited and life-threatened children for a great many years to come.



“

A big thank you from the children, families,  
volunteers and staff at Naomi House and Jacksplace.

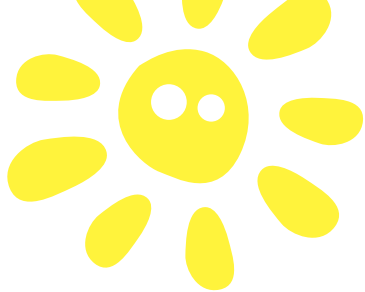
**We couldn't do this without you!**

”









# A message from our Chief Executive



“ Everything **changes**,  
all the time. ”

I welcome you to the 2013/14 Annual Review at a very exciting time. As I write this I can see from my office window the building works at Naomi House. We are now deep into the refurbishment that will once again make Naomi House a state of the art children's hospice. Our whole team has entered into this huge project with good spirit and the housing of both our children's and young adult services all together in Jackspace is going very well.

It is not just on the building front that we are entering new waters – we have relaunched our community service helping families in their own homes and elsewhere in the community, expanded our family support team, reviewed our whole service offer for the over 16s, restructured our excellent fundraising team, improved the efficiency of our finance and IT systems and also managed to find ourselves an excellent new chairman, David Holmes, along the way!

For a year I am covering the role of CEO at Helen & Douglas House in Oxford as well as CEO here. The main driver for this is to allow me to lead a strategic review into whether

the two charities should collaborate more up to and including a full merger. This is an exciting prospect and we have open minds as to what the best path in the future should be. We will all be directed by what is best for the life-limited children, young people and their families that we serve. We will have a really good look at what is the best way to provide the best and most sustainable care that we can.

We remain determined, however, that whatever the big changes are here, they will be changes for the better and I trust this annual review shows you that in practice.



# That's our story for 2013/2014



In 2013/2014 we were able to support **266** children, young people and their families from across central southern England. Helping them in the difficult times to do the normal things in life that you and I take for granted.

*If you would like to get involved, please contact:*



01962 760060



supporterteam@naomihouse.org.uk

*Donate online at:*



[www.naomihouse.org.uk](http://www.naomihouse.org.uk)



[www.caterpillarappeal.org.uk](http://www.caterpillarappeal.org.uk)







## Chair

David Holmes CBE

## Trustees

David Holmes

Nick Allen

Judy Gillow

Jonny Grew

Justin Hely

Neil Kinghan

Jeremy Lear

David Livermore

Steve Radjen

Faith Ramsay

David Schapira

Liz Wallace



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