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Care for the child, support for the family

Services for Bereaved Children

Wednesday 27th April 2011

Gaining Community Support and Involvement

Registered charity no. 700859

Our three hospices

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support for the family

Your local children's hospice

INVESTOR IN PEOPLE

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640 children

830 families

Care

Your local children's hospice

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We provide:

- Short breaks
- Emergency Support
- End of life care
- Bereavement support
- Community based psychosocial support
- Hospice at Home

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Vision and Strategic Principles

Vision

"Every child and young person with a life limited condition living in our region and their families will receive the care and support they need"

Strategic Principles

- *Focus on vision & values*
- *Living within our means*
- *Ensuring our voice is heeded*
- *Working in partnership*
- *Maximising sustainable funding*

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Cost of Care

- £750 per child per day
- £2m+ per hospice per year
- £6.5m per year is the overall cost of care

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Generating Income

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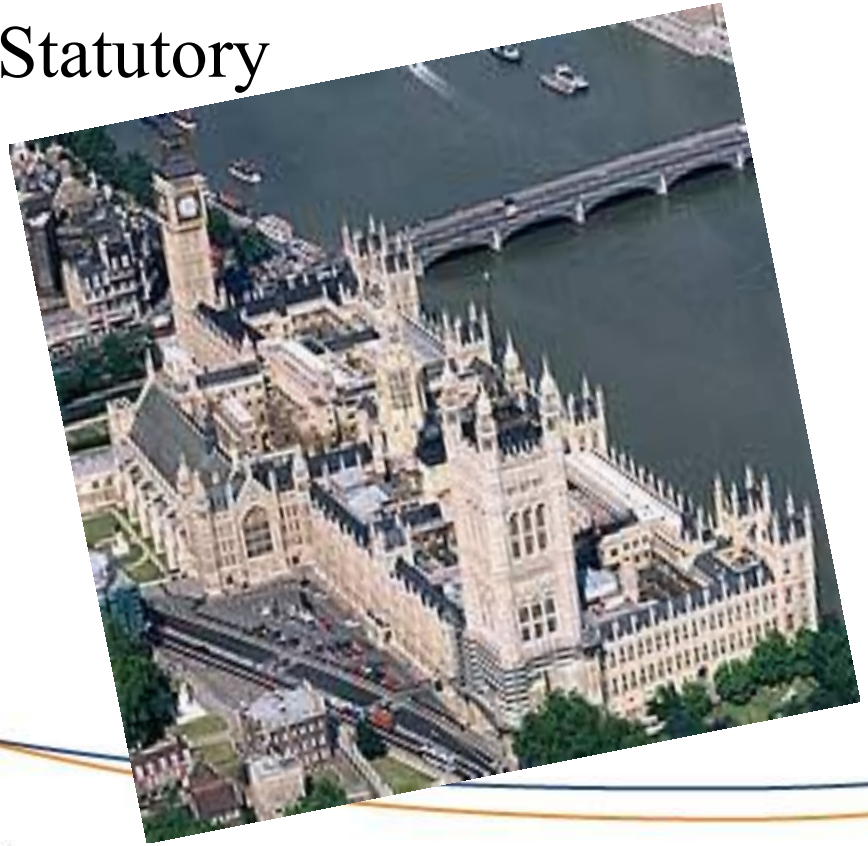
- Fundraising
- Trading
- Statutory



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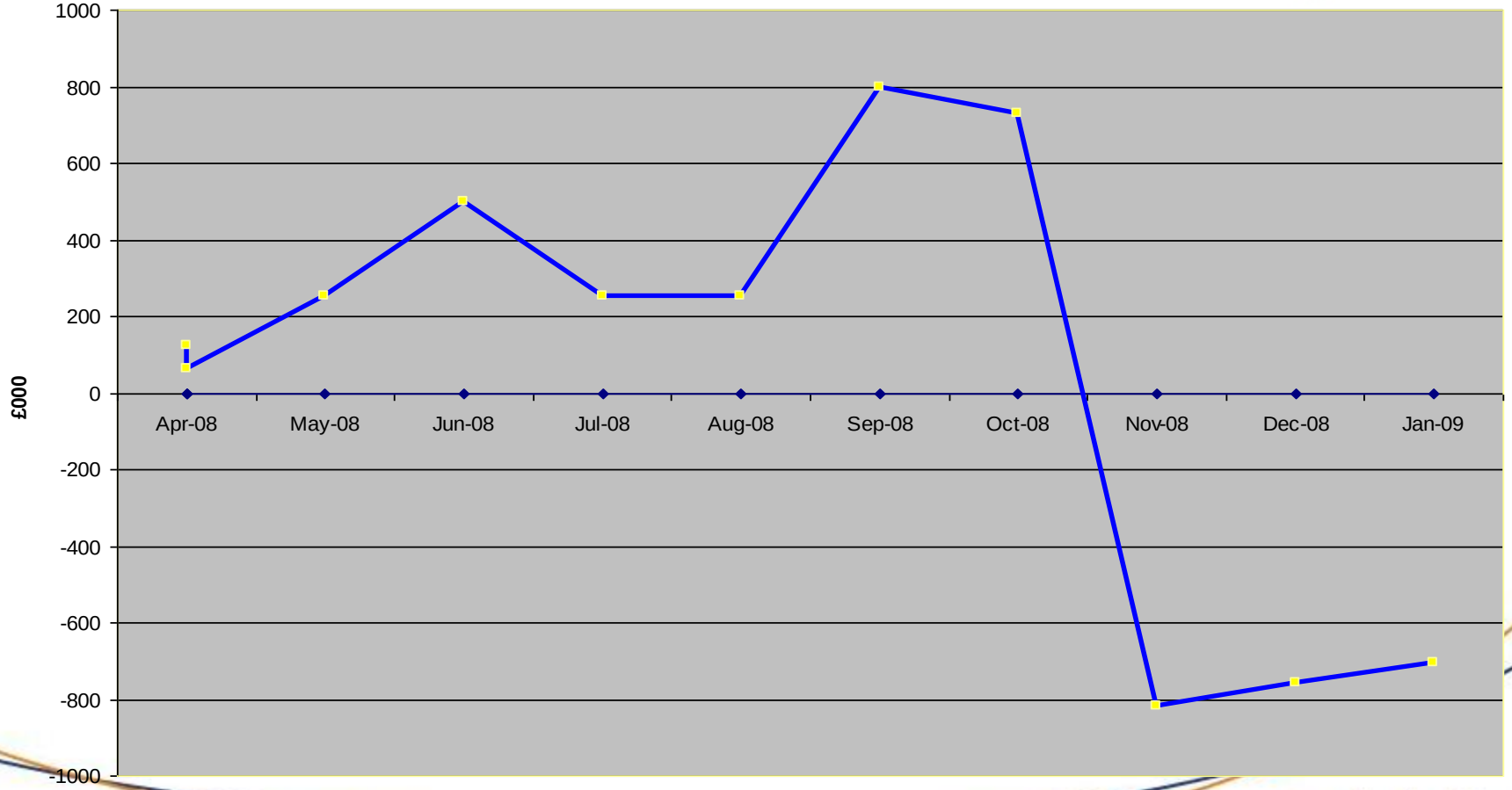
Acorns Cashflow Forecast Surpus/Deficit 1Apr08 -31 Jan09



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So what might we have done to rectify the situation by gaining community support and involvement?

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The Strategy

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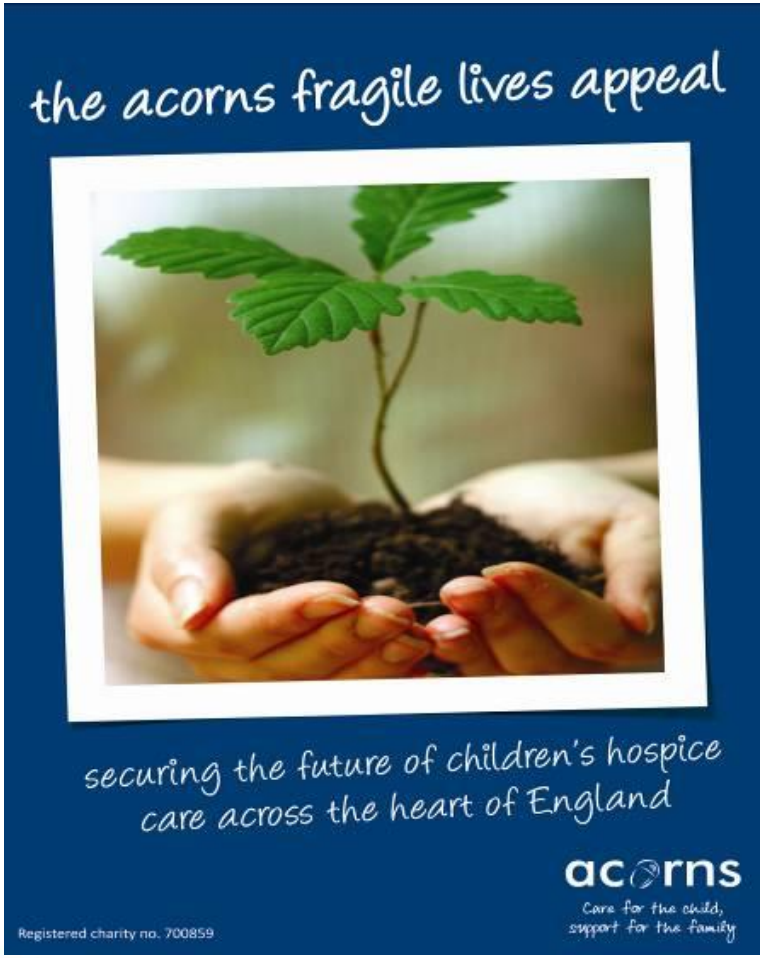

- Communicating the crisis – a three level approach
- Government emergency grant to continue
- Intensive and ongoing negotiations with PCTs and LAs

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Fundraising

- Individual giving
- Legacies
- Corporates
- Events & Treks
- Trusts & sponsorship
- Digital marketing
- Volunteering

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Trading

- Rebrand
- Extend Network 36 – 48 shops
- EPOS
- Increase Volunteering
- Community based donating
- £1M – 1.1M net profit in each of last two years

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Ongoing issues

- 30% statutory funding
- Raising voluntary income in a tough fundraising climate
- Partnerships, statutory, & corporate
- Campaigning & advocacy

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The Results

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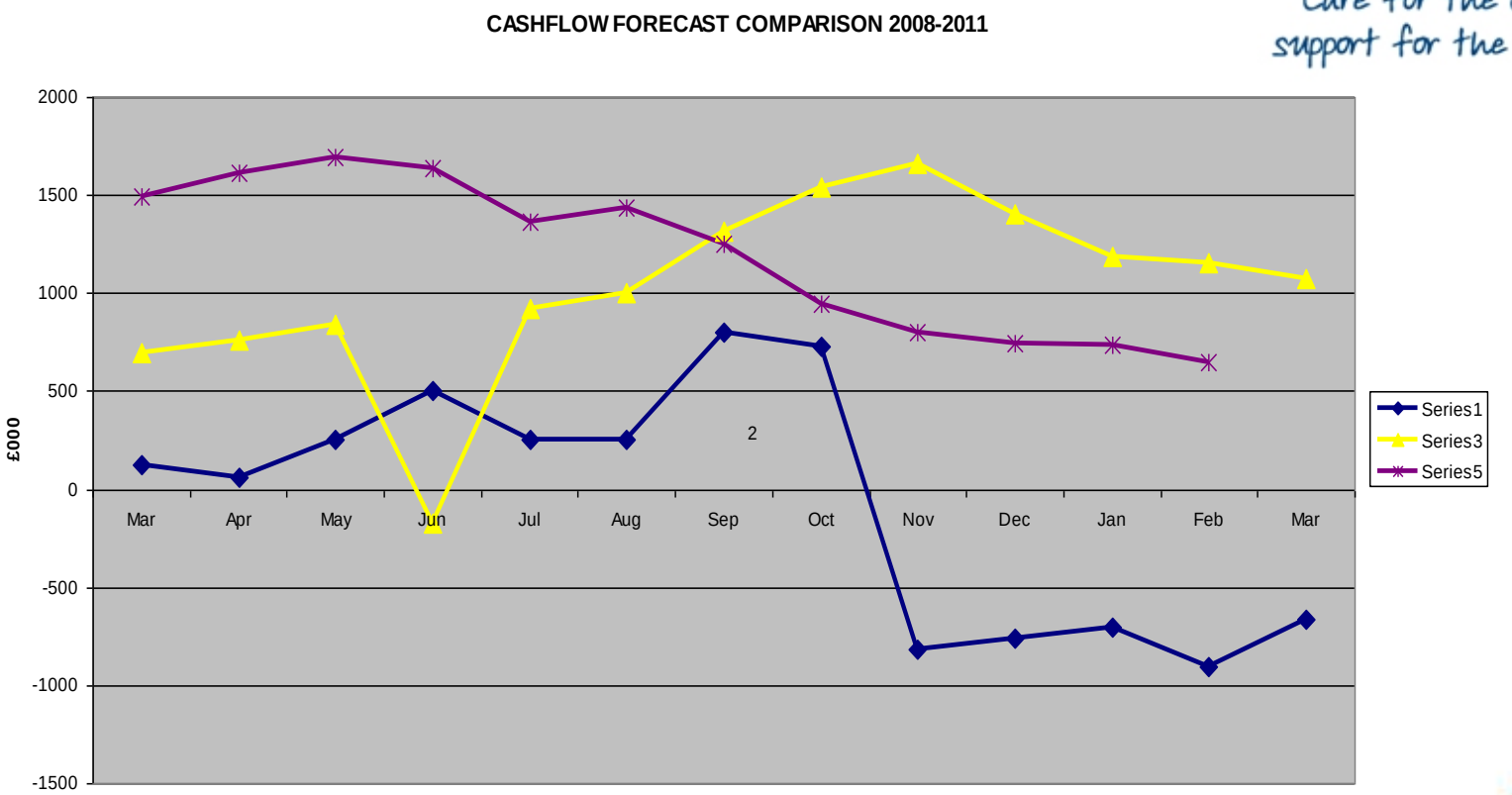

2008-09

2009-10

2010-11

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