



Our response to COVID-19 – Embracing Recovery



Page 14
Hospice Run



Page 10
Raffle!



Page 12
Sarah's story

Contents

A word from our CEO	3
Our response to COVID-19	4
Helena's story	6
Apprenticeships	8
Starlight stroll	9
Memory Orchard	9
Raffle	10
Sarah's story	12
Hospice Run	14
Our shops	16
Look at some of what you've done!	18
Coming together	19

Front cover image: Tracey, Nursing Assistant, in the Hospice gardens
Photo credit: Kieran Draper



Hospice in the Weald, Maidstone Road,
Pembury, Tunbridge Wells, Kent TN2 4TA

www.hospiceintheweald.org.uk



Registered Charity No. 280276



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- Adding your email address to the 'sign up to receive our newsletter' link on the homepage of our website hospiceintheweald.org.uk
- Contacting Tor Edwards – Head of Communications, on 01892 820502 or tor.edwards@hospiceintheweald.org.uk

Sending Hospice News by email is more cost effective than posting hard copies, and therefore helps us to achieve one of our core values, to 'make the best possible use of funds to ensure value for money'. It also reduces the number of hard copies we print, therefore reducing our impact on the environment.

We are committed to minimising our impact on the environment and so both Hospice News and the plastic it is delivered in are recyclable.

Beginning our Recovery

Rob Woolley, Chief Executive

Hello – you may recall that Simon Lee the Chairman and I wrote to you back in May to update you about our response to COVID-19. It seems like so long ago. At that time our aim was to help as many local people as possible, and to keep patients, visitors and members of our workforce safe. Thank you to those who got in touch to send us your best wishes.

Now, you can read more about what managing the next phase of COVID-19 looks like on page 4. Needless to say, I am very proud of our doctors, nursing staff and all of our workforce for pulling together to face the past and continued challenges that COVID-19 presents us with.

For many of us, 'lockdown' had a huge impact on the way we live our lives – restrictions on what we were able to do and who we were able to see. You, like so many people, may have found these sudden and enforced changes very hard to come to terms with. You may have understandably felt more anxious and worried by changes that were beyond your control.

Here's something to think about – all of these experiences, along with many more, are the reality for people with a terminal illness, at any point in time. What we experienced, someone with a terminal illness may experience from the moment they receive their diagnosis. A progressive sense of "not being in control". Often, until they are referred to the Hospice, of feeling very alone.

We all experienced the challenges of lockdown restrictions together, as a nation



Rob Woolley, CEO

and as a local community. The restrictions of living with a terminal illness are experienced whilst surrounded by people who are well. Imagine how lonely and isolating that would be.

These are just some of the reasons why good Hospice Palliative Care, and the opportunity to share experiences, is so vital to people living with a terminal illness and their families. With your help, Hospice in the Weald will always be here to help patients celebrate life and adapt to the challenges they face. Nothing could be more important, and your support makes it possible.

As lockdown restrictions slowly ease for most of us and we return to the things we know and love, we regain that part of ourselves – in that relief, I'd urge you not to leave behind those people who will not return to normal. For people living with a terminal illness, many challenges will remain.

As the Hospice fundraising efforts emerge from lockdown and we begin to open our charity shops and hold fundraising events, your support will be more important than ever. Generous support in the past has enabled us to weather the storm of these last few months. I hope this will continue so that we can pull together for the local community.

COVID-19: Embracing Recovery

During the COVID-19 pandemic we have been caring for more patients and those important to them than ever before.

Whilst the demand on our services is still higher than usual, it is important that we move towards the next stage of coping with this crisis. Recovery is important to ensure Hospice Palliative Care is there for all who need it now, and for those who will need it in the future too.

Some of our services were temporarily closed or run differently in the initial response to the pandemic, and part of our recovery is re-establishing these services.

From 1st October, patients at Cottage Hospice will be cared for by their loved ones, supported by volunteers and nursing staff, as was the case before COVID-19. This makes Cottage Hospice different from our Ward, where the care is provided by nursing staff. When asked, people often say that they would prefer to be at home at the end of their life, cared for by their loved ones. In reality the strain of caring for someone at home means that few achieve this. Cottage

Some of our services were temporarily closed or run differently in the initial response to the pandemic. Part of our recovery is re-establishing these services.

Hospice is the perfect environment for those in that situation; a supportive home-from-home environment where loved ones can spend precious time together. This was the case before COVID-19 and proved to be the right option for many local people and their families at the end of life.

Hospice Day Service was temporarily suspended during lockdown. Now it too will re-open from 1st October, with all the

appropriate social distancing measures in place at that time. Hospice Day Service provides vital support and social contact for many patients, and lockdown in particular has shown just how important this is. We look forward to welcoming patients and those important to them back.

Of course, these changes will not see a return to the previous way of doing things. Infection control measures and social distancing will need to be followed, along with other precautions. Safety has been our focus throughout this crisis, and it will continue to be.

Sadly, lockdown also saw the cancellation of a number of our fundraising events. Generating income is an important part of our recovery. This phase sees the launch of fundraising events and campaigns – some old and well-loved, like our Raffle on page 10, and some with a different take on normal, like the Hospice Run on page 14.

Income is a crucial aspect in the recovery phase to ensure that you and your loved ones always get the Hospice Care they need. For further fundraising inspiration, turn to page 19.

Safety has been our focus throughout this crisis, and it will continue to be.



Blossom, a Hospice Paramedic

Recovery is important to ensure Hospice Palliative Care is there for all who need it now, and for those who will need it in the future too.



Embracing Recovery

As we move towards the next phase of our response to COVID-19, we will:

- Re-establish the family caregiver model at Cottage Hospice
- Welcome patients and those important to them back to Hospice Day Service
- Reopen all of our charity shops
- Welcome supporters to our first socially distanced event, the Starlight Stroll, on 17th October



Helena's story

"I don't think we could have found a better place to be"

When you've always been the one to look after your family, it can be hard to let them help you. After Helena was diagnosed with a terminal illness, she found it frustrating watching her husband, Peter, and children, John and Mary, care for her as her condition worsened. But accepting help from the Hospice was also difficult. John and Mary share their mum's story, with help from their father Peter.

"For Mum, every step of the way, every stage, every new medical professional worried

her, and at first, she wouldn't even speak about the Hospice. She'd always said she didn't want to be looked after by strangers. But in the end, because of Cottage Hospice, she didn't need to be. She had the three of us there, looking after her. And obviously, once she got to know the staff, they weren't strangers anymore either.

The staff and volunteers, without exception, respected and valued Mum as a person and always used her name, which was wonderful for us all. But most importantly, they were

able to talk to Mum in a way that we found too hard. They spent a lot of time with her and brought up things that were too difficult for us to speak about. It just felt like there was a safety net.

I think what was really important for Mum and for Dad, was that they wouldn't be separated. At Cottage Hospice, Dad was able to be with Mum all the time, which was really important for them both."

Peter explains: "We had beds side by side and I couldn't have asked for anything better than that. We had lots of time to talk and we found comfort in each other. I certainly felt at home there, and that was mainly because we could remain close together. In the final stages, I stayed in the room the whole time. To get meals, I would either pop to the kitchen or someone would bring me something, which meant I could be with Helena all day long, which was the only thing I wanted. Those moments were special. It was good to be together, so closely together, all the time.

For me, I felt my control over the situation was strengthened. It was so calm and peaceful. We knew that every morning and every evening someone would come round to see how we were. And we knew that through the night, someone was at hand.

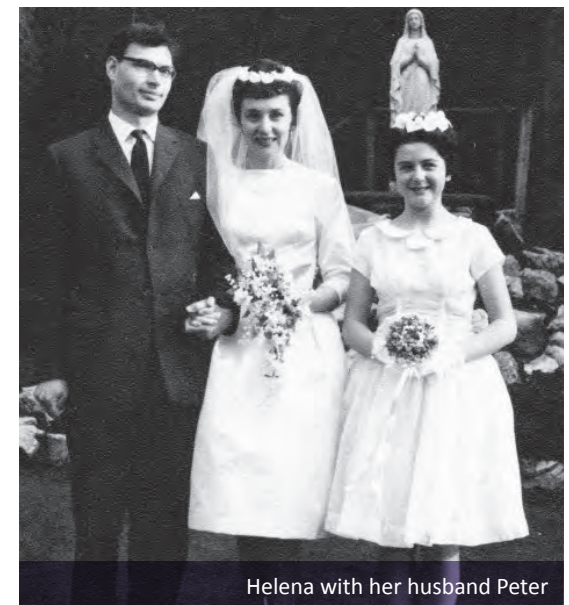
What was really important for Mum and for Dad, was that they wouldn't be separated. At Cottage Hospice, Dad was able to be with Mum all the time, which was really important for them both.

It was very comforting to know that if anything did happen, there would always be someone there who could help, someone who would know what to do. It was very caring without being intrusive."

Mary explains: "In the room Mum was in, there was a view across the garden. There were trees in the distance and beyond that there were fields. It was very relaxing, and Mum appreciated that. She liked birds and spent some time watching out the window. It didn't feel like a medical facility. It was an almost home-like environment. That was very reassuring and made the transition from being at home so much easier than we expected. Once Mum arrived and realised what it was like, all her anxieties slipped away. That made a huge difference to her.

It made it much easier in those final days, for her and for us.

We couldn't have imagined a place like Cottage Hospice could have existed. And really, in the situation, I don't think we could have found a better place to be. It was way beyond anything we could have expected."



Helena with her husband Peter



One of our
values is
learning

Hospice Apprenticeships

As part of our response to COVID-19, we'll be recruiting apprentices to help the Hospice grow and to give young people an opportunity for a real job – at a difficult time in the employment market.

A range of adult apprenticeships will be advertised at the Hospice, welcoming people in different departments and services from Fundraising and Retail to the In-Patient Ward. These jobs are suitable for anyone over 18 wishing to grow their skills and learn at work.

Empowered Learning

At the Hospice we talk about our culture of empowerment. This means all members of the workforce, staff and volunteers, are empowered to make decisions and take ownership of their job or role. It's an important part of people being able to flourish in their role, and everyone working together.

Our values are also a vital part of this culture. One of our values is learning. Recruiting

apprentices is part of embracing this value, and providing real opportunities for people to grow in their jobs.

"We have previously had scores of apprentices at the Hospice and know how much they bring to the organisation. Local people might struggle to start their careers as a result of the pandemic, and we want to support the community in this way."

Rob Woolley, Chief Executive

We will have jobs in Communications, Fundraising, Finance, Healthcare and more coming soon.

Visit our website for more information.

For more information visit hospiceintheweald.org.uk or contact Jemma Clements, Head of HR, on 01892 820546 or jemma.clements@hospiceintheweald.org.uk

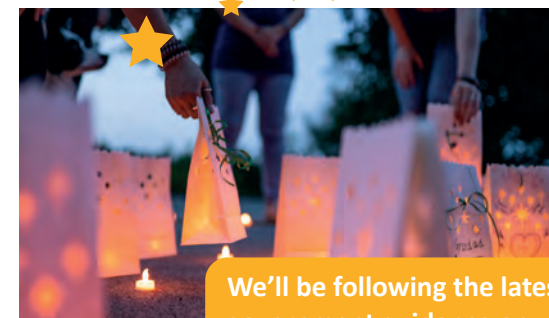
Starlight Stroll

The Hospice Starlight Stroll will be back for a second year!

We are pleased to announce that Starlight Stroll will take place on Saturday 17th October. The beautiful 6 mile route starts and finishes at the Hospice in Pembury.

The Hospice is a special place for so many people. Join us for an evening of reflection, and to come together with others as you walk and remember your loved ones.

The beautiful route through the local countryside is the perfect time to be with your own thoughts and memories. Enjoy the evening with friends or family, or meet new faces to share your experience with and enjoy the support of fellow walkers.



We'll be following the latest government guidance on social distancing for the Starlight Stroll. Find out more on our website.

Each step towards the beautiful Dunorlan Park will be illuminated. Returning to the Hospice gardens, you can set down your lantern in the Labrynth and spend time in the warmth and light from the lanterns of your fellow walkers, and the togetherness of the Starlight Stroll.

A truly magical evening to stroll, share and remember.

For more information or to sign up and join us at the Starlight Stroll this year please contact Jenny, Relationship Fundraising Manager, at jenny.connolly@hospiceintheweald.org.uk or call 01892 820527

Memory Orchard

At Hospice in the Weald, we know the importance of making precious memories with our loved ones. But we also know that remembering the happy times you shared together after they've gone is just as important.

Recently, many of us haven't been able to visit our loved ones as much as we'd have liked. You also might not have had the chance to remember your loved one in the way you'd have chosen.



At the Hospice, there's lots of ways you can remember your loved one. A leaf on the Memory Orchard tree is just one of them.

We'd love to hear how you are remembering your loved ones during this time. Phone Rachael on 01892 820533 to find out more about the Memory Orchard, or email rachael.heath@hospiceintheweald.org.uk

Yes! I would like to support my local Hospice this Summer

Step 1: Type of Donation

Regular Gift via Direct Debit

I would like to make a ☐ monthly ☐ quarterly ☐ yearly

donation of: ☐ £5 ☐ £10 ☒ £20 ☐ Other

Paying by Direct Debit helps to keep our costs down and means more of your money goes directly to the Hospice.



Please complete these details

Instruction to your bank or building society to pay by Direct Debit

8 3 9 5 4 2

To the Manager (Bank/building society)

Address

Postcode

Name of account holder

Sort code Bank/building society account number

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Instructions to your bank or building society

Please pay Hospice in the Weald Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Hospice in the Weald and, if so, details will be passed electronically to my bank/building society.

Signature(s) Date

Banks and building societies may not accept Direct Debit instructions from some types of account

One-off gift

I wish to make a gift of ☐ £20 ☐ £35 ☐ £50 ☐ Other from my debit/credit card

Type of card

Name on card

Card number

Start date Expiry date

Issue number Security code

(if applicable)

(this is the last 3 digits printed on the back of the card on the signature strip)

Cheque

I enclose a cheque for

Please make payable to Hospice in the Weald and attach to this completed form and post to: Fundraising Team, Hospice in the Weald, Maidstone Road, Pembury, Kent, TN2 4TA

Sarah's story



Sarah's story

Sarah is a familiar face around the Hospice. Having forged a career as a Clinical Exercise Specialist, she is perfectly suited to supporting our physiotherapists and volunteers with patients every week.

“Over the years, I’ve done a lot of fundraising for the Hospice, but I never really felt like it was enough. Now I am using my skills to help people facing terminal illness, which pulls all the threads together. It is a really important part of my life.”

15 years ago, when Sarah first stepped through the Hospice doors, she didn’t know what to expect. “When Dad was admitted, we were facing a really challenging time. He had been very unwell and we didn’t know if the Hospice was the right place. But as soon as we arrived, I remember him turning to me and saying he felt safe. For me, that was important – to know he was comfortable. The Hospice was what he needed.

Even now, people ask me how I cope working at the Hospice – like it’s this dark, scary place.

But it’s the opposite. It’s so calm, gentle and quiet. When Dad was here, my Mum and I were able to stay, so we were here all the time. It was Spring and we spent a lot of time in the gardens. Dad loved all the flowers. Having watched him in situations where he hadn’t received the care he needed, being here, where we knew care was at our beck and call, gave me peace of mind.

Dad was so passionate about my career, and I know he would have loved to see the work I am doing here. On the day of my final exam for my Sports Science degree, he was having open heart surgery. Halfway through the exam, they came to tell me he had made it through. There’s always been a connection with what he was going through and my career. I know that he would be so proud to see what we’re doing here to help patients,

Sarah's story

who are in very similar positions to the one he was in.

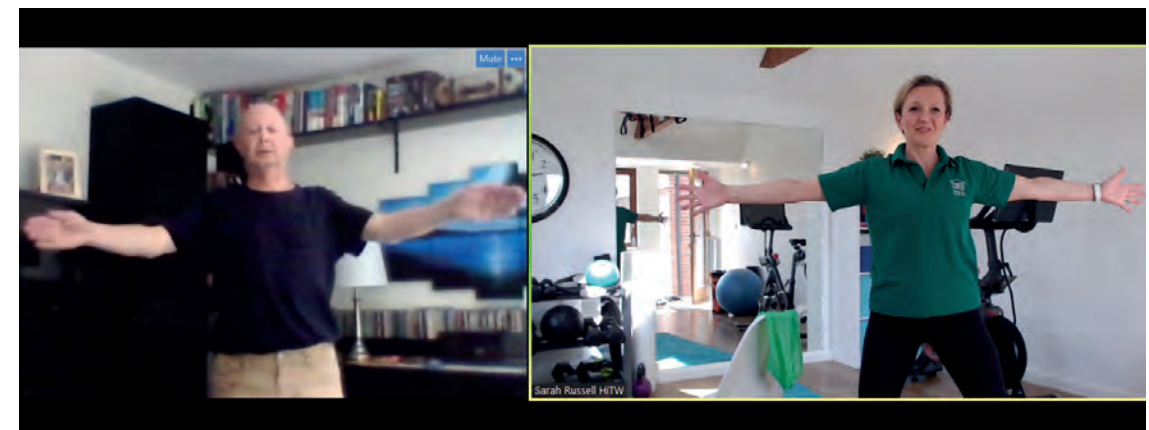
I think it’s because of Dad that I build such strong relationships with the patients I work with. There’s one man especially, Robert, who I have a real connection with. When Robert first started coming in, he had a stick and couldn’t walk unaided. He’d looked terrified. Within a few weeks, he’d left the stick behind. But whilst this was amazing, the biggest change I’ve seen with him is his mental health. He’s so positive now, and I love being a part of that, and helping make his life that little bit better.

When I first started volunteering, I thought I might have felt upset coming back here, but actually, I feel more connected to Dad. I feel like my work here celebrates his life, because it is something he would have benefitted from. That’s the best celebration of his life that I can have.”

Sarah has continued volunteering throughout the pandemic. “Initially I was worried that there would be nothing for me to do, but the physio team quickly took everything online. I’ve been delivering 1:1 and group exercise sessions via video to people in their homes and it’s been a lifeline for them. For people who are shielding or isolating, keeping active is vital. And we have a giggle too. My dogs often make an appearance on camera. The patients love to see them!

It’s been an absolute privilege to be able to do this for patients and for the Hospice. In years to come, I’ll look back on this time and be proud of what we were able to do for people at a time that’s been very hard for them. Just knowing I’ve been able to do a tiny thing to help has been wonderful and has made me feel useful and needed.”

I’ve been delivering 1:1 and group exercise sessions via video to people in their homes and it’s been a lifeline for them. For people who are shielding or isolating, keeping active is vital. And we have a giggle too.



Hospice Run goes virtual

Join the hundreds of people who have already signed up to our virtual Hospice Run. Come together as a community in response to these challenging times.



Sign
up at

Helen, Medical Director, is completing her 10K as part of a team triathlon.

hospiceintheweald.org.uk

For more information please contact Jenny, Relationship Fundraising Manager, at jenny.connolly@hospiceintheweald.org.uk or call 01892 820527.

The much-anticipated Hospice Run is back this September and whilst the run we know and love will look a little different this year, we're still very excited to welcome you to the team.

Due to current restrictions, we sadly can't all be together on 20th September 2020. But together, we can still achieve something special.

Show your support and join friends, family and hundreds of Hospice supporters on the virtual start line on 1st September. From then, you'll have 40 days to run 10K your way.

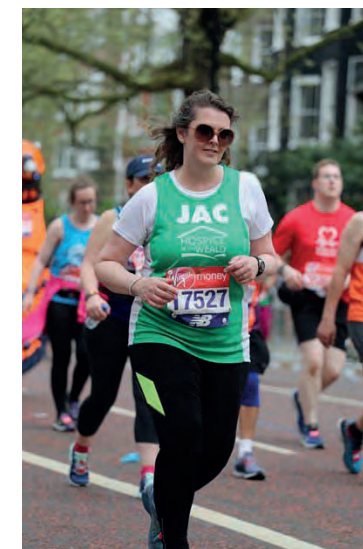
So whether you want to run 1k every day for the first 10 days, 10k every day for 40 days or complete the route in fancy dress, there's something for you. And if it's your first 10k, don't worry – you can find training plans and advice on our website.

As we mark 40 years of care, help us raise £40,000 so we can be here for the next 40 years and beyond. Let's run so that more patients and their loved ones can receive the care they deserve.

Together in tough times

You might choose to run alone, with friends or family (maintaining social distancing where necessary) but we'll all be united in our efforts. Find the Hospice Run on facebook to hear the stories of other runners, and sign up today to join the team.

As we mark 40 years of care, help us raise £40,000 so we can be here for the next 40 years and beyond.



How it works



Sign up at hospiceintheweald.org.uk, commit to raising £40 to receive an exclusive Hospice Run running vest



Set up your JustGiving page to let your friends and family know about your challenge



Run 10K (or more!) for the Hospice in 40 days, and gather sponsorship as you go



Celebrate your success! Once you've completed your 10K let us know via the website to receive your medal



Don't forget to send **share photo with us on social media** so we can celebrate your running success #virtualhospicerun

Sign up or find out more at hospiceintheweald.org.uk

A welcome return

After our shops being closed during lockdown, almost all are now back in action.



Catherine, shop manager at Rusthall, who has just returned from covering Housekeeping duties at Cottage Hospice during lockdown.



We reopened shops in a phased manner to make sure that we could put measures in place to keep our customers and workforce safe. Almost all of the shops on our high streets look very different to life before lockdown and ours are no exception. There is lots of signage around each shop to help maintain social distancing guidance, as well as other changes like Perspex guards at tills, and strict cleaning measures.

During lockdown everyone has been busy sorting out their wardrobes and tidying their homes. We've benefitted hugely from the generosity of people's donations and our shops are full of amazing items, many of which are nearly new and looking for a new home.

We've had such a great response from our community that we've even set up donation stations to help us manage the flow of donations and ensure that our loyal

Thank you to those of you who have shopped and donated thus far. Generating income is essential to our recovery, and to ensuring we are still here for all who need us in the future.

customers and supporters can donate items safely to their local Hospice. These have been a great success and we've taken in lots of new donations that we would otherwise not have had room for.

Our charity shops are an important source of income for Hospice in the Weald and we generate more money through our 27 shops than we receive in funding from the

government. Having to close our doors for months has resulted in a loss of this vital income, and we were extremely grateful to open our doors and start to recover.

Thank you to those of you who have shopped and donated thus far. Generating income is essential to our recovery, and to ensuring we are still here for all who need us in the future.

Looking forwards

We will continue to operate our shops and accept donations, unless any sort of local lockdown makes this impossible. The standard of donations is incredibly high at the moment and we are looking forward to being able to celebrate this in our shops in the coming months.

Many people have made the decision to shop more locally whilst in lockdown, or to try to be more eco-friendly. Our shops are the perfect answer to both of these wishes and we hope to see more of you shopping soon.

Christmas Cards

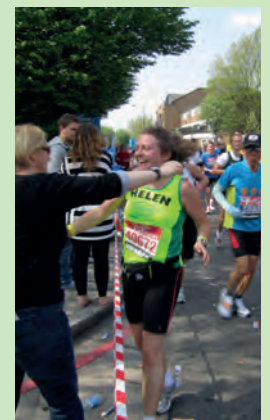
It seems very early to talk about Christmas with Summer still very much here. But, our Christmas Cards will soon be hitting our shelves. And you'll be able to get your hands on them from the 1st September. Support your local Hospice and help us to continue to provide vital Hospice care to patients with a terminal illness and those important to them.



For more information on our Charity shops visit hospiceintheweald.org.uk

What's coming up

Event	Date
Hospice Run	Tuesday 1st September – Saturday 10th October
Postponed 2020 London Marathon	Sunday 4th October
Hospice Raffle deadline for returning ticket	Saturday 31st October
Hospice Raffle will be drawn	Friday 6th November
Starlight Stroll	Saturday 17th October
Light Up a Life	Saturday 5th December



Look at some of what you've done!

So many of you have come together with your own incredible fundraising ideas during lockdown. Sorry we can't thank you all – here's some of them.



Thank you to everyone who created #HeartsForMyHospice. We've been so touched by the beautiful hearts we have seen, and grateful to you all for helping us raise over £3,000.

Thank you to our hardworking and **dedicated workforce** who have pulled together to continue providing vital Hospice care to patients and those important to them.

To the heroic supporters who braved the shave during lockdown for us, thank you. **Emma, Madison, George, Claire, Neve** and **Flo** raised over £9,000 – a staggering amount!

Thank you **Crowborough Hockey Club** members for taking part in a virtual Hockeython and raising over £1,800.

Thank you to **East Sussex MG Club**, who raised £1,427, despite their Classic Car Rally being cancelled.



Thank you **Ellie** for making cakes to sell to your neighbours in memory of your Daddy, Simon.



Thank you to everyone who took part in the **#TwoPointSixChallenge** for us. Special mention must go to Mike's Mighty Milers, who took on an ironman with 26 members of Mike's family and loved ones over 26 hours and raised over £5,000 – an amazing amount!

Thank you to **East Peckham village** who raised £1,200 from their fundraising extravaganza, which included cake baking, flower arranging, skipping, walking, running and cycling.



Thank you to **Jasper** for making a picnic table for his hens and offering the eggs to passers-by in return for a donation – a fantastic idea!

Although our Knit-a-Chick campaign didn't hatch entirely to plan, we want to thank our amazing supporters who didn't let it stop them. **Julie** knitted a large coup and managed to sell 100 chicks raising £200!



Thank you **Natalie** for raising £245 from your online, virtual escape room. Such a creative idea!

A big thank you to the **Uckfield Rotary Club** who held a silent auction to raise funds.

Thank you **Chloe** for taking doorstep photos and asking people donate as a way of thanks – your photos are beautiful and we are so touched by your support.



Thank you to the **Mount Lodge Young Farmers Club** who celebrated their 5th birthday earlier in the year and raised a massive £1,000.

Thanks to **Yeomans** in East Peckham who sold VE Day bunting and donated the money raised.

Thank you to **Chloe and Kayla** who raised over £200 from selling plants that they've grown from seeds in memory of their Grandad, Malcolm and good friend Simon.



Tunbridge Wells RFC deserve a huge thank you for smashing their Six Nations Lockdown Challenge, covering a distance of over 7000 miles and raising over £3,300.

Coming together

We have been truly blown away by you, our incredible community of supporters during the last few months.

You have baked goodies, held virtual auctions, shaved heads and joined forces across gardens and across the community to show your support at this time.

In the midst of lockdown, you have raised an amazing amount of money to support Hospice in the Weald. Thank you to you all – our wonderful community of supporters!

You have all helped patients with a terminal illness and their loved ones receive

outstanding care at Hospice in the Weald. Thank you.



Have you been inspired by these community superhero fundraisers? We certainly have!

In fact, we've been so inspired by the creative ways our supporters have raised funds in 2020 so far that we've updated our Fundraising guide with some of their amazing ideas!

Visit our website to find out more.

For more information about organising your own fundraising contact Kathryn Cracknell on **01892 820 496** or email **Kathryn.cracknell@hospiceintheweald.org.uk**.