



Spring 2012

newsletter



**We hope you like
our new look.**

**See inside for
details about how
our new brand
was developed,
what it represents
and some initial
feedback ...**



Josh Levine has a head for heights

I did it!

People support St. Gemma's Hospice for all different reasons. Sometimes people want to take on a personal challenge, conquer a fear, or raise money in memory of someone special. Schoolboy Josh Levine, aged 14, recently told us why he chose to support St. Gemma's Hospice last summer.

"Last October, my dad, David Swirsky, came to St. Gemma's. The Hospice team cared for him until he died in January. I really wanted to do something positive and raise money so that other people could have the same care and support as dad and the rest of us had.

I don't know where the idea came from – but one day I thought that I'd like to try and climb a mountain. I talked it through with my mum and some friends and decided to climb Snowdon, the highest mountain in Wales. I asked my friend Dean if he'd climb with me. We picked a day in July and set off. Me and Dean camped near the bottom of Snowdon overnight but missed the train in the morning so we had to walk an extra couple of miles just to reach the start of the walk. Luckily it was a dry day. I looked up and remember thinking, 'I'm never

going to make it up there!' It was quite steep in parts but not too bad, although my legs did get tired the closer we got to the top! I liked it when we got close to the clouds and I couldn't believe how high we were getting. As we reached the summit, around 3,500 feet, the clouds lifted and you could see for miles. It was amazing. It took about 5 hours and I did feel really tired but I loved looking down and seeing what we'd just climbed. It felt really good, and I really thought a lot about Dad that day.

We stopped for snacks along the way and when we'd finished we went swimming in a river. That was good.

I got a sponsorship form from St. Gemma's and my friends and family were really generous. I managed to raise £300 for the Hospice, again, so that other people can have the same support as we did with Dad. I'd like to thank everyone who sponsored me."

Thank you and well done, Josh. Your dad would be very proud of you.

MA-gnificent news!

Well done to our Director of Nursing, Cath Miller, who graduated with a MA in Hospice Leadership in December.

Cath said, "I feel very privileged to have been supported by Towergate, Help the Hospices and St. Gemma's Hospice to complete the Masters in Hospice Leadership at Lancaster University School of Management and the End of Life Care Observatory. I commenced the course when newly appointed to St. Gemma's. At times I (and my family) did wonder what I had taken on with a new job and a Masters all at once! The course ran over two and half years, and I finally graduated in December 2011. It has been hard work but it has brought many rewards.

The course provided me with a great opportunity to meet with Hospice leaders from across the country and also overseas with one member being from Zambia, Africa. The programme was intense, varied and challenging. The programme took me out of the areas I knew best, clinical care, into finance and strategic management, as well as research and service improvement, broadening my knowledge of leadership and management. This has enhanced my ability to fulfil my role as Director of Nursing at St. Gemma's, helping us to face the changing and competitive times ahead."



Cath Miller MA



Dr Rosemary Macdonald (left) with Sara Rogers

New Deputy Chair of Trustees

St. Gemma's Hospice has elected Sara Rogers as deputy chair of its Board of Trustees. Sara, a partner at law firm Clarion, has been a Trustee of the Hospice for six years and has had links with St. Gemma's since 1997, working as a volunteer to help organise fundraising events such as the annual celebrity sports dinner and quiz which has now been running for more than ten years.

In her new role, Sara will be more involved with the work of the Board and its relationship with the Hospice Leadership Team which deals with the day to day management of the Hospice as well as supporting the chair, Dr Rosemary Macdonald.

"I have enjoyed a long-standing relationship with St. Gemma's and it is a real honour to be elected as deputy chair," commented Sara. "The work the Hospice carries out is truly inspiring and it's no exaggeration to say that the exceptional care provided by the Hospice team is vital to the lives of patients and their families. I find my involvement enormously rewarding and it is a truly brilliant place – not sad and miserable, but very uplifting."

Dr Rosemary Macdonald comments, "I am delighted to have Sara as a deputy and value the attributes and experience she brings. The Board at St. Gemma's requires a multiplicity of talents and experience and it is good that a legal firm will give time for a colleague to carry out Board duties. I hope it encourages more professionals within UK organisations to become involved in the third sector in this way."

Lottery 'rolling' towards £12,000

One sunny day in May last year, Sir Jimmy Saville launched a new Rollover prize for our Lottery. The prize which grows by £250 a week can rise up to £12,000 when it becomes a guaranteed prize and one player will walk away with the lot!

Since it was launched, the prize has still to be won and at the time of going to print, the rollover prize stood at over £10,000!

The prize could be won any week so, by the time you read this, there is a chance some one has already won. However, if no one has won the prize, then it could be you who for a £1 ticket walks away with up to £12,000 in the next few weeks.

If you would like to know if the prize is still to be won and to buy tickets for the weekly lottery you can call the lottery office on **0113 278 1500** or you can buy them online at www.hospicelottery.co.uk

The lottery gives away **£2000, £200, £50 and 100 £5's** each and every week so there is always a chance for you to win some great cash prizes.



1978 to 2000



2000 to 2012



A new look for St. Gemma's Hospice

As you will see, we have a new look and were proud to launch our new logo in February. We felt our previous logo had become dated and had started to lack prominence so we decided to develop a new brand last summer. Our aim was to develop a logo that gives a more accurate reflection of our values, creates a more memorable image and stands out from the crowd. We contacted a variety of brand professionals to seek advice and we chose to work with Principles Agency. We were impressed with their creative, consultative and sensitive approach towards the project. You can imagine our delight when Principles told us that they would undertake the whole rebranding project for free. We were overwhelmed by their generosity. Therefore this has enabled us to develop a professional, new brand at no cost to St. Gemma's. The new logo will be phased in as budgets allow, keeping costs to a minimum.

What does the new brand represent ?

The process involved an in-depth research and consultation process that involved sourcing opinions and views from key stakeholders including the spiritual care and administration teams, consultants, fundraisers, social workers, senior nurses, trustees and volunteers. Their thoughts were subsequently reflected in the chosen design and within the core brand values of care, compassion, love, nurture, community and history. The final design was tested amongst a sample of staff, volunteers, patients and members of the public.

- The image of a tree was chosen as it symbolises foundations, community, shelter and growth.
- The image of the heart was used to reflect care, kindness and love.
- The three leaves are significant for various reasons: they represent the three main strategic aims of St. Gemma's – to provide care to patients, support to their families and education to professionals. They also represent the three main elements to St. Gemma's care: In-Patient care, community care and day care. The three leaves have religious significance representing the divine trinity, reflecting our religious foundation. They also acknowledge three important groups at the heart of St. Gemma's care – patients/carers, staff/volunteers and the community/supporters.
- The colours were carefully chosen and are seen as a sign of quality and pride. They are different from many other charities and organisations and stand out from the competition.

- The strapline 'Always Caring' reinforces one of the Hospice's main values.

We've already had some really positive feedback on our new look :

John Ebo – Leeds City Centre Management and St. Gemma's Trustee: 'A logo represents more than just a name. I am so delighted that our new St. Gemma's logo captures our strong and proud reputation in an equally strong and bold design that is simply beautifully crafted...I just love it!'

Sr Brigid Murphy – Former St. Gemma's Chief Executive and Director of Spiritual Care: 'I am impressed with the new logo as it holds the heart at the centre and the tree has always been rather special as a way of telling the story but also holding out hope (in its seasonal changes) as well as shelter and openness to all. I think it captures the essence of the Hospice well. I also love the colours and I am sure it will serve the Hospice well.'

Chris Goodwin – Managing Director of Principles Agency: 'It's been fantastic to work with St. Gemma's on this important milestone. The new brand reflects the evolving nature of the Hospice, yet fundamentally remains true to its ethos of meeting the physical, emotional and spiritual needs of patients and carers. We have a history of working closely with St. Gemma's and hope that our latest branding work will help the Hospice to achieve greater standout and make a positive difference to the local community.'

Denise Gavins – St. Gemma's Healthcare Assistant: 'I think the heart design is really nice. I loved our previous logo but now I've seen the new one, it feels much brighter and more modern for today.'

We would like to thank everyone at Principles agency for donating their expertise and time throughout our rebranding process.

We hope you like our new look too. Feel free to email feedback to: logo@st-gemma.co.uk.



John Ebo



Sr Brigid Murphy



Chris Goodwin



Denise Gavins

'Awesome' Day to Remember



The St. Gemma's Young People's service works with children, young people and their families when someone is seriously ill or after someone has died.

St. Gemma's Social Work Manager, Sophie Tweed, recently helped with the Day to Remember and she tells us about her experience. "It was a great privilege to participate in the Children's Day. The day began with introductions and badge-making. All the young people present had been bereaved, either losing a parent, grand-parent, uncle or aunt. The morning activities included cartoon-making and 'memory bottles'. This was followed by the 'Doctors Questions' slot in which a Doctor answers questions anonymously posted in a sealed box. One of these questions was 'What causes cancer?' Doctors can answer some of these questions by using a felt body costume with moveable organs which the children can wear.

After a "healthy" lunch of pizza and chips, the afternoon activities involved physical exercise, cake decorating and more arts and craft work. Late afternoon there was a sensitively managed memory session during which children shared pictures or belongings of the person they had lost. They talked a bit about the person, how they felt about them and their feelings of loss. When family and relatives arrived they were invited in and given an overview of what the children had been doing throughout the day. They were then all invited to light a candle and join in a mutual sharing of information and support.

I am pleased to have been involved in such a special day – a day that joined young people with shared experiences and encouraged them to participate in activities which enabled and allowed time for reflection; but also gave young people and their families a fun packed day to remember.

It was a hugely positive and inspiring experience for everyone involved and reiterated for me the crucial role that St. Gemma's plays in the lives of its community. As one of the children said, "It was awesome!"



Praise from the inspectors

The team at St. Gemma's Hospice are justifiably proud after winning praise from the Care Quality Commission (CQC) after a random spot-check. *

A report published after the visit also acknowledged the good quality of food and said staff were 'properly trained and supervised.' The report said, 'We spoke to people using the service. They told us they were very happy with the care and treatment they received at St. Gemma's. They said they were involved in decisions about their care and treatment. People told us all the staff were kind and attentive; they said when they called for help, staff responded quickly. People said the food was very good, the menu was varied and they were able to have their meals at times that suited them. They said the environment and facilities were good and it was always clean.'

The report continued, 'When we looked around we saw that the environment was clean and free of unpleasant odours. The recent refurbishment had improved infection control measures. During the visit we looked at medical records and found them well organised and generally up to date.'

Director of Nursing, Cath Miller said, 'The inspector was clearly impressed with the care delivered by the teams both clinical and non-clinical. She said that if all services were like this, she would be out of a job! This is a credit to all who work for St. Gemma's Hospice, staff and volunteers.'



Donate don't waste

We are desperately short of stock in our shops at the moment. Please have a spring clean and donate your unwanted items to us. For a list of all our branches, please visit www.st-gemma.co.uk, or contact Stacey on 0113 218 5576. Thank you.

* The commission is the independent regulator of all health and social care services in England, ensuring that care provided by hospices, hospitals, care homes and even services in people's own homes, meet Government standards of safety and quality.

Corporate Connections

Make it work!

Would you like to support St. Gemma's through your place of work? We are very keen to hear from companies of all shapes and sizes who would like to get involved in supporting the Hospice, from Charity of the Year adoptions to one off fundraising initiatives. We can help you to help us! For further information please contact Katie on 0113 218 5575 or katieb@st-gemma.co.uk.

Something for everyone

What better way for you and your colleagues/friends to raise money for St. Gemma's than by taking part in one of our fabulous events. We have something for everyone. Are you oar-some, a brain-box, a knockout or a swinger?!

If you are a Brain-Box ... The Biz Quiz - 19th April & 28th June

Join us for this fun evening and compete against teams from other companies with 8 rounds of questions, picture rounds, double bubble bonus questions plus a tasty two course supper and drinks. Contact Tracie on 0113 218 5296 or tracieh@st-gemma.co.uk.

If you are Oar-some ...

The Windermere Row

- 2nd & 3rd or 9th & 10th June

Join us for the 31st Windermere Row and row, row, row your boat in teams of 2, 4, 6, 7 or 8 on stunning Lake Windermere. Rowers can row 10 miles from Ambleside to Bowness and back on any of the dates above, subject to availability. We welcome teams in fancy dress and even award a prize for the best outfits! Contact Kairen on 0113 218 5537 or kairenb@st-gemma.co.uk.



If you are a Knockout ...

'It's A Knockout' - Sunday 15 July

Remember 'It's A Knockout' on TV? Stuart Hall's mad laugh and teams dressed in silly outfits jumping over foam covered inflatable obstacles? Now you can take part in It's A Knockout for a fabulous day of fun, frolics, laughter and lots of foam and water! Professional presenters provide an entertaining commentary and spectators are welcome. Teams are 8-10 members and the venue is Roundhegians Rugby Club, Moortown where food and drinks will be available throughout the day. Spectators are very welcome. Contact Tracie, details above.



For the Swingers ... Annual Golf Day - Wednesday 20 June

Our annual Golf Day will take place at Moor Allerton Golf Club. After soup and sandwiches in the club house you'll play 18 holes on this stunning championship course - one of the best in the area. After the golf it's back to the Club House for dinner and presentation of the prizes to the winning teams. Teams are for 4 players. Contact Katie, details above.

www.st-gemma.co.uk

Shops News

This spring we are delighted to announce that our temporary furniture shop in Chapel Allerton is now permanent. It has done a roaring trade in the past year, raising over £100,000 for the Hospice and we are delighted and grateful to the local community for their support.

Our charity shop in Ilkley is going from strength to strength. Shop Manager, Hannah Metcalf graduated with a Foundation Degree in Retail and she is currently studying for a final year to gain a degree in Business. Hannah also participated in the Mary Portas training for retailers run by the retail academy and successfully completed a course in Marketing for more customers and Creating desire. The shop entered the Ilkley Parish Council Christmas Window competition and successfully won the award for the third year in a row.

Thanks to everyone who supports our growing chain of shops. And special thanks to donors who sign up for Gift Aid so we can claim money back on your sold items. Collectively you have helped us to raise more than £100,000 extra towards the work of the Hospice.

We are looking to open a new shop later this year so watch this space for more details.

Volunteering

Do you have a spare couple of hours per week or even a day? Would you be interested in joining our team of volunteers? We are currently looking for store collectors to help collect and deliver collection boxes in the community. We also need volunteers handy with a sewing machine to replace zips on donated clothes. For more details visit the volunteering section of our website or phone 0113 218 5573.



Congratulations!

It is becoming more and more popular to ask for a donation to charity instead of gifts for birthdays, weddings and anniversaries. We can provide bespoke cards, envelopes and thank you notes to help you to raise money for us at your big celebration.

Pauline Woolf recently celebrated a special birthday and asked friends and family to make donations to St. Gemma's rather than giving her presents, raising a phenomenal £800 for the Hospice.

Pauline said, "Over the past few years, several close friends have been in the care of St. Gemma's and have felt so well looked after by the team there. A relative of mine asked for donations to St. Gemma's when she celebrated her special birthday, which gave me the idea that I could do the same. My friends and family all thought it was a marvellous idea. When you reach my age, you don't need lots of presents and I have received much more satisfaction from getting everyone together and feeling I am supporting the Hospice." **Contact Nicki** for more info.



Pauline Woolf

How you can help us ...

Spring gifts to sell

Would your school, shop, pub or group like to support St. Gemma's by selling a box of our spring cuddly gifts? Items can be supplied on a sale or return basis and each gift costs only £1 to buy! To order please **contact Jenny**.



Open your garden for St. Gemma's Hospice

Do you love gardening and want to share your passion? Do you have a garden with interest or character you would like to share with others? Would you like the opportunity to show off your garden whilst raising funds for your local Hospice? Then why not hold your own Open Garden and be included in our special 2012 Open Gardens booklet? We are looking for gardens of all shapes and sizes to open this Summer and can provide you with all the support you need for your opening. To take part or for further information please **contact Jenny**.

St. Gemma's will also once again be opening their Gold award winning garden this Summer for our popular Open Garden event. Look out for further details in the Summer newsletter and on our website.

Thinking of choosing St. Gemma's as your charity of the year?

We would love to come along and talk to your group, school, church or club about the work we do and how the money you raise is put to good use for local families. **Contact Nicki**.

Jubilee and Olympics

Raise a glass to the Queen in support of St. Gemma's Hospice. If you are interested in fundraising around the Jubilee celebrations, we'd be thrilled to hear from you. This could involve organising a street party with collections, raffles and tombola, Dress up at work (instead of down!) or any other ideas you may have. To let us know your plans or for further ideas, please **contact Nicki**.



A gift in your Will

Please remember St. Gemma's Hospice by leaving a gift in your Will.

Every penny will make a difference to the lives of our patients.

For further information about how to leave a gift in your Will please call Gail on **0113 218 5506** or visit our website **www.st-gemma.co.uk**

www.st-gemma.co.uk

Contact Numbers: (Area Code 0113)

Fran 218 5505 or francines@st-gemma.co.uk

Jenny 218 5565 or jennym@st-gemma.co.uk

Kairen 218 5537 or kairenb@st-gemma.co.uk

Katie 218 5575 or katieb@st-gemma.co.uk

Michelle 218 5570 or michelleb@st-gemma.co.uk

Nicki 218 5565 or nickib@st-gemma.co.uk

Tracie 218 5296 or tracieh@st-gemma.co.uk

General Fundraising enquiries
– 218 5555 or fundraising@st-gemma.co.uk

Registered Charity No. 1015941

Coming up ...

Spring Fair – Saturday 31 March 10am until 3pm

Our ever popular spring fair has everything you need for a nice family day out. Delicious food, lots of stalls selling a whole host of gifts such as make-up, bags, skin care, accessories, cards and homeware. There will also be activities to keep the little ones entertained. The fair will be held at St. Gemma's. *Contact Michelle.*

Indoor Car boot Sales – Various dates

Come along to one of our sales where there is always a huge range of items on sale including; home wares, clothes, toys, jewellery, DVDs and music, plants and many other hidden treasures. We have sales organised for 24th March, 26th May, 23rd June, 29th September and 17th November. The sales will be held at St. Gemma's and are open to the public from 10am to 1pm. *Contact Jenny.*

Visit Skipton Castle – Good Friday 6th April

For the 26th successive year, Skipton Castle are donating the proceeds of their Good Friday admissions to charity, half of which comes to St. Gemma's Hospice. Why not take your family for a fabulous day out and visit this 900 year old castle. *Contact Tracie.*

Parachute Jump – 6th April or 17th June

Enjoy the freedom of the skies and take in the view from a few miles above the earth. Take on the most exhilarating challenge of a lifetime and book one of our parachute jumps. Taking place at Brigg in North Lincolnshire all you need to do is raise £395 for St. Gemma's Hospice and your jump is free! *Contact Michelle.*

Collection at Leeds United – 28th April

As part of the Hospice's charity partnership with Leeds United FC we have been given the opportunity to collect on match day Saturday 28th April. To make the most of this fantastic opportunity we will need as many volunteers collecting as possible. *Contact Jenny.*

Kebabeesh Charity Dinner – 8th May

Award winning Asian cuisine restaurant, 'Kebabeesh', are holding their 4th charity dinner. An evening of excellent food, entertainment and the chance to win great prizes. Tickets are £20 available from *Tracie.*

Leeds Midnight Walk – Saturday 12th May

See advert on back page or visit www.leedsmidnightwalk.co.uk

Leeds Half Marathon – 13th May

We are pleased to announce that we are now a charity partner for this prestigious event; one of the most popular half marathons in the country. Taking in 13 miles of Leeds centre, experienced racers, charity runners and first-timers all tackling the course will find the Leeds Half Marathon offers the ideal route for those looking for more of a challenge. *Contact Michelle.*

Vintage Fair – Saturday 19th and 20th May

Join us for our award-winning Vintage Fair at the Hospice. We will be selling all of the antique, vintage and retro goods that have been donated to St. Gemma's charity shops, as well as playing host to a wide range of stallholders. Now a date in any vintage or retro enthusiast's calendar, you don't want to miss out on the bargains to be had! *Contact Michelle.*

Windermere Row – 2nd & 3rd or 9th & 10th June

See Corporate Connections.

The Great Yorkshire Book Sale

– Sunday 17th June, 10am – 4pm, at St. Gemma's

A "novel" treat for all ages. Thousands of books on sale at bargain prices, discussion groups, children's corner, story-telling, literary stalls, cakes and lots more. Entry by donation on the door. The bistro will be serving hot and cold refreshments throughout. Please keep checking our website for updates on this exciting new event. *Contact Nicki.*

Leeds 10k Run For All – Sunday 8th July

We have a limited number of fundraising places available for our supporters. This event is increasingly popular amongst people of all ages and abilities. You can run, jog, or walk and the event is also open to wheelchair users. We supply all of our entrants with the fundraising materials and advice that you will need to help raise vital funds for St. Gemma's Hospice. Places cost just £26. *Contact Michelle.*

It's A Knockout – Sunday 15th July

See Corporate Connections.

Great North Run

– Sunday 16th September

We have secured highly sought after places in the Great North Run 2012 so if you want to be part of the world's most iconic half marathon book your place now. All runners are asked commit to raising a minimum of £300 in sponsorship for our patients. We have a designated charity marquee on the day of the race so when your tired feet cross the finish line you can come and see us for some much deserved refreshments and a massage from one of our fully trained physios to ease the aches. *Contact Michelle.*



Everest Base Camp

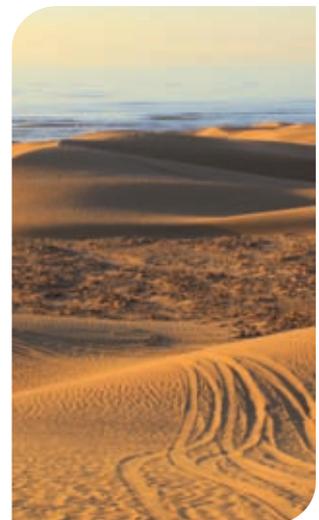
– 28th September or 26th November

This outstanding trek to the base camp of the world's highest mountain will take you through the lush valleys of Sagarmatha National Park, with time to explore its villages and monasteries. Eight of the world's fourteen peaks that exceed 8,000m in height are situated in the Nepalese Himalayas. The highest of them all, standing at 8,848m, is Mt. Everest. *Contact Michelle.*



Sahara Trek – 6th to 13th October

Embark on a trip of a lifetime: a trek across the Sahara Desert as well as the opportunity to help out at a hospice near Marrakech. On this trip, you will experience the immense Sahara desert on a 3-day trek, learning about the lives of the Berber people as you go. When the trek is finished, you will be assisting the staff at a nearby hospice by helping to refurbish, paint, do the gardening and helping with other tasks to improve the grounds. A great challenge for a group of friends or colleagues looking to mark an occasion, or set themselves a charitable goal. It may also appeal to those who have had experience of hospice care in the UK, who would like the opportunity to contribute to a hospice overseas. *Contact Michelle.*



Application Form

Title: Mrs Miss Ms Mr Dr Rev

Name: _____

Address: _____

Postcode: _____

Home Tel: _____

Mobile: _____

E-mail: (Our preferred method of contact)

Date of birth: _____

I will walk: 7 miles 10 miles (please circle)

T-shirt size: S M L XL (please circle)

I know someone who can volunteer on the night, please contact me with details

I enclose my entry fee of £15 (non refundable)

All cheques made payable to **St. Gemma's Hospice**

Signed: _____

Please complete and return this form along with your payment to:

St. Gemma's Hospice, 329 Harrogate Road, Moortown, Leeds, LS17 6QD

Photocopies are accepted

Midnight Walk 2012

kindly sponsored by:



A girls' night out with a difference

The **Midnight Walk** is one of Leeds' most popular charity events. It's a ladies only sponsored walk where you can choose between a distance of **7 or 10 miles** and pound the streets of the city raising money for St. Gemma's Hospice.

Starting at **Xercise 4 Less on Saturday 12 May**, you will walk through to Horsforth or West Park (depending on your chosen distance) and then back to the venue following well lit and safe streets.

Entry is £15 which includes a **Midnight Walk t-shirt** for you to wear on the night. St. Gemma's also provides food and drink both during and after the walk. **Entertainment and registration will commence at the venue at 8pm.** There will be a real party atmosphere to get all the participants in good spirits and ready for their challenge with music, stalls, body art and much more. A firework display at 10pm will mark the start of the walk where all 1,000 ladies will set off together.

We ask each participant to raise sponsorship for this event. Every penny raised will support patients in our care and provide support for their families. Take part in the 2012 Leeds Midnight Walk and know you have done your bit to care for those that really need it. To sign up, visit www.leedsmidnightwalk.co.uk, email francines@st-gemma.co.uk or call 0113 218 5505.

Together, we can make a difference

