

40th Anniversary Special

News

Summer 2018

For St Gemma's supporters
www.st-gemma.co.uk



St Gemma's patient stars in Big Four-0 campaign



“St Gemma's is a place some go to die, It is also a place for you and I. When loved ones are ill and in need of care, we are lucky they can be taken there.



The nursing staff are beyond compare, They always take the time to care. From reception to cleaner the love is there, for everyone in need of care.

Whatever your thoughts on charity, Let me give you some clarity. Without St Gemma's and the like, the world as we would like to see would be a poorer place for you and me.”

An extract from a poem written by Kim Whitley in 2016. Kim's wife was cared for by the Hospice in 2015.



Kim's words beautifully capture how important the work of St Gemma's is to everyone in need of hospice care.

The support of the Leeds community helped to open our doors 40 years ago. Help us be here for 'everyone in need of care' today and for the next 40 years by making a donation to the 40 Years Together Appeal using the form overleaf...

St Gemma's unveiled its eye-catching new awareness campaign recently, developed to acknowledge 40 years of caring for the people of Leeds.

The advertising campaign, called The Big Four-0, made quite an impact as it was launched across Leeds on buses, 25 billboard sites, Heart radio and in newspapers and magazines.

The five different images featured a group of real-life 'Hospice heroes' all highlighting why St Gemma's is such a special place.

The initial adverts included a fabulous lady called Karen, a St Gemma's patient who kindly agreed to take part in the campaign, and told us that she actually secretly loved all the attention! Sadly Karen died a few days after her photo was taken but her family kindly agreed that we could use her beautiful images for the Hospice campaign. We are so grateful to them.

Other 'heroes' included Belinda from our hospitality team who enjoys indulging patients with a 'little glass of prosecco or their favourite treat'; Christine, an amazing volunteer and

baker who industriously creates dozens of cakes and buns for fundraising events; Tony who by day analyses numbers and statistics but has a desire to wing-walk in honour of his dad; and Curtis, a nine year old supporter who swims miles every week in memory of his beloved grandad. Curtis even starred in a special radio advert that aired across Yorkshire during May! Let's just say he made quite a splash.

Thanks to Principles advertising agency in Leeds for creating this amazing campaign free of charge.





Providing care, compassion and dignity to local people for 40 years

St Gemma's has been part of the Leeds community since 1978. We are marking the year with a series of events and activities to acknowledge this important milestone in our history. Here's an update on our special year so far...

For more details of 40th Anniversary events and activities for the rest of the year, please visit www.st-gemma.co.uk/40

A Night to Remember

Thank you to everyone who was part of 'A Night to Remember' at Leeds Town Hall in March. It was a wonderful chance to reflect on 40 years of caring for patients and a very memorable way to remember our loved ones. There were beautiful and moving performances from Leeds Symphony Orchestra, Dance School Leeds and a Hospice Choir made up of staff and volunteers.

Mass of Thanksgiving

In recognition of our Catholic roots, we held a special Anniversary Mass in May. The Right Reverend Marcus Stock, Bishop of Leeds and Patron of St Gemma's Hospice, led this special service. Thank you to all who attended including many of the Sisters who have been involved with the Hospice for many years. We also recognised the long service of three volunteers who have been giving their time since the Hospice opened in 1978.

Big Four-O Fundraising Campaign

What will you do for your Big Four-O? The Big Four-O campaign is all about getting together and doing something for St Gemma's in our 40th year. Take part by organising your own fundraiser together with your family, in your neighbourhood or at work. You could take on a challenge, organise a fancy dress day or go all-out and organise a Big Do. You can do whatever you want for your Big Four-O but rest assured that every penny you raise will help local patients to get the vital care they need.

We've made it even easier with our free fundraising pack, which is full of top tips, posters, stickers, bunting, our brand new Gemma Giraffe collection box and much more to make your fundraising a success.

Order yours today or for more ideas visit www.st-gemma.co.uk/Big40 or call Maria on 0113 218 5196.

Forever Flowers

This year we have commissioned a limited number of handcrafted iron flowers. The beautiful handmade Forever Flowers have been specially created for St Gemma's by the talented team at the British Ironwork Centre. A Forever Flower can be yours for a suggested minimum donation of £25 – a lovely, colourful keepsake for our 40th Anniversary year and a wonderful way to celebrate the memory of a loved one.

Your Forever Flower will be part of a very special display in our Hospice gardens this summer, so that patients and their families can enjoy them too. At the end of summer your Forever Flower will be made available for you to take home and treasure along with a celebration card bearing the name of your loved ones.

To order your Forever Flower visit: www.st-gemma.co.uk/foreverflowers or call 0113 218 5555.

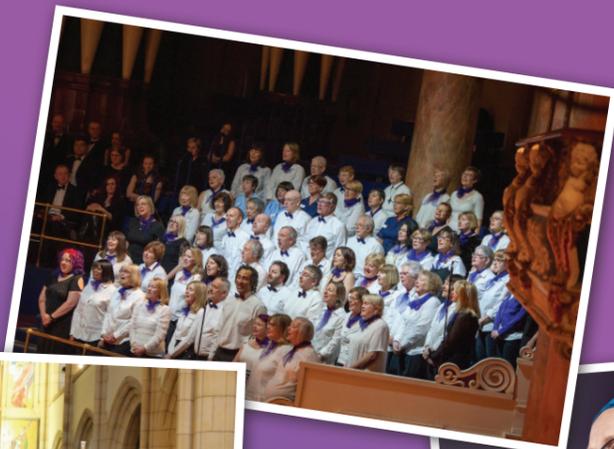
'40 Faces of St Gemma's Hospice' Exhibition

A beautiful and poignant new portrait exhibition featuring 40 people representing St Gemma's Hospice opens in June in Leeds City Museum. The series, photographed by Olivia Hemingway, features patients, families, volunteers, staff and supporters involved with the Hospice. During our 40th Anniversary Year this project aims to reveal the surprising truth about hospice care.

The portraits show strong feelings of hope, love, happiness, humour and bravery. Alongside each photograph you can read the powerful stories of the people involved.

You can view the full exhibition from Tuesday 26 June – Sunday 23 September in the 'Community Corridor'. Or drop in to the Exhibition Fair on Saturday 7 July from 10am – 4pm in the Brodrick Hall at Leeds City Museum to hear more about the project and enjoy performances, talks, tea and cake.

Find out more at www.st-gemma.co.uk/40Faces or call Emily on 0113 218 5550.



Raising funds to support patient care...

Contact Details

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Other ways to support us...

40 Faces of St Gemma's Hospice Exhibition Fair Saturday 7 July - Leeds City Museum

Drop into the Brodrick Hall between 10am-4pm to discover more about this fascinating project, enjoy performances, talks, tea and cake. See more details in the centrefold of this newsletter or **contact Emily**.

Summer Fête Sunday 8 July, 11am-4pm - St Gemma's Hospice

Celebrate the sunshine with a glass of Pimms while the family enjoy a visit from Gemma the Giraffe and taste the delicious food from our BBQ. There's live music, games, a treasure hunt and loads of stalls and fun for all ages. **Contact Niamh**.

G Fest Saturday 21 July, 11am-9pm - Glebelands Playing Field, Garforth

Brand new for 2018! Join us for a day of outdoor family fun, food, drink and live music! Tickets are £10 for adults, £5 for children and £25 for families. See the full line-up and book your tickets now through our website or **contact Gail**.

Classic Car Show and Family Fun Day Saturday 18 August, 10am-4pm - Temple Newsam

Fasten your seat belts and get geared up for one of our biggest summer fundraising events. Leeds MG Classic Car club will join us at Temple Newsam to display hundreds of vintage vehicles. There will be plenty to keep you entertained with a variety of performances, as well as bouncy castles, slides, birds of prey, face painting and hot food and drinks. Entry is by donation. **Contact Alice**.

Leeds Midnight Walk Saturday 8 September, 10pm start

Join hundreds of supporters for our popular sponsored walk, with brand new routes from Leeds Beckett University (Headingley Campus.) Bright colours are a must at this neon-themed event suitable for both men and women. Sign up now for a colourful night out with a difference with friends and family! **Contact Alice**.

Great North Run Sunday 9 September

Do you fancy challenging yourself to run in this iconic half marathon? To join #TeamStGemmas please **contact Maddy**.

Yorkshire 3 Peaks Saturday 15 September

Challenge yourself to complete all 3 famous peaks in less than 12 hours. You'll walk with a team of enthusiastic St Gemma's supporters to keep you motivated and be led by professional guides. This is the perfect challenge to take on with a group of friends, family or colleagues. Registration is £35 and we ask that you aim to raise £200 in sponsorship. **Contact Maria**.

40th Anniversary Art Festival Tuesday 24 to Sunday 28 October - Grammar School at Leeds

The Festival will feature an Art & Photography Sale, 'The Secret Art Project' and the '40 Faces of St Gemma's Hospice' Exhibition. Come along and browse, buy and have a bite to eat. **Contact Gail**.

'Questions of Sport' Celebrity Quiz & Dinner Thursday 15 November at LUFC

We are thrilled to bring back one of our best loved corporate dinners especially for our 40th Anniversary - 'Questions of Sport'. Hosted by ITV's Duncan Wood, this star spangled event sees teams competing in a fantastic interactive quiz, with questions being asked by sporting heroes and celebrities. Held in the Norman Hunter suite at Leeds United, the evening also includes a drinks reception, 4-course meal, prize draw and auction of sporting memorabilia. £550 for a table of 10. For more information **contact Catherine**.

Winter Ball Saturday 24 November at LUFC Kindly Supported by Lawcris



A night of glitz, glamour and spectacular entertainment, our annual Winter Ball includes a fizz reception, 4-course meal, live band, DJ, and a whole host of activities such as a live auction and raffle. Tickets are £50. **Contact Freya**.



Dates for your Diary!

- 6 October Autumn Fair St Gemma's Hospice
- End of October The Secret Art Project
- 24 November City Centre Takeover

London to Paris Cycle - June, July and September 19

Have you been inspired by Tour de Yorkshire? This cycling challenge takes you to two amazing cities, 299 miles in four days! Whether you're new to the sport or are a regular rider, this cycle challenge is suitable for people of all abilities. You will be fully supported throughout the whole journey, including a dedicated St Gemma's fundraiser and a specialist cycling support crew. **Contact Fay**.

Great Wall of China Trek - September/October 2019

Take on this challenge of a lifetime and conquer the twists, turns, steps and slopes of the formidable fortification that is the famous Great Wall of China. This 9-day walking adventure takes you along the iconic Wonder of the World, climbing Heavenly Ladder and helping rebuild part of the Wall. You will also have the opportunity to explore Beijing. You will be fully supported throughout the whole journey. **Contact Fay**.

Skydives

Embrace your wild side whilst raising vital funds for St Gemma's Hospice! Sign up today to experience the thrill of a lifetime. "I'd always fancied doing a skydive but have never been brave enough. When my mum was diagnosed with terminal cancer and spent her final days in St Gemma's Hospice I thought it would be a brilliant way to repay them for the care and dignity they gave mum in her final days. I wanted to be brave for my mum and do this in her honour". - St Gemma's Skydiver 2016. **Contact Alice**.

Wing Walking

Like Hospice hero Tony, take to the skies, twisting and flying at up to 130mph, standing on the wings of a bi-plane. **Contact Freya**.

Support St Gemma's at work

Support us at work and help raise vital funds for patient care. We have some fantastic events and campaigns you can get involved with, whilst boosting your own PR and brand, team spirit and staff morale. For further details, **contact Becky**.

events.st-gemma.co.uk

We're an Ebay Top Seller!

eBay
Top-rated
seller

Did you know that St Gemma's sells dozens of donated items on eBay each month, all raising money for the Hospice? Our popular eBay shop page has just achieved 'top-rated seller' status which means that we have consistently met eBay seller performance standards in the UK. We now receive a few extra benefits when we list our items and potential donors will see a special badge to show that we are a credible and trustworthy seller. Have a browse at our eBay shop today. You never know what you'll find! <http://stores.ebay.co.uk/stgemmashospiceshop>

Gifts in Wills - Myth Buster

St Gemma's Hospice has been caring for local patients and families at the most difficult time in their lives for over 40 years. Without the support of the local community and gifts left in Wills this would not have been possible.

There are many myths about leaving a gift in your Will to charity:

Only the rich and famous leave money to charity when they die

Untrue. One in five of St Gemma's patients are funded by gifts left in Wills from people like you. Gifts of any size make a big difference. A gift of £450 would cover the cost of care for a Hospice In-Patient for a day, covering everything from expert care, to meals and medicines.

I can only give a fixed sum of money in my Will

You can choose to leave a specific item, fixed sum of money or a percentage of your estate to St Gemma's. A gift of just 1% of your estate can really make a big difference.

I will have to rewrite my whole Will if I leave a gift to charity

This is not the case; if you already have a Will, your solicitor can simply amend it using a codicil form, which lists all changes to your Will.

Having a Will written is very complicated and will cost hundreds of pounds

It's easier than you think. You may need to choose a solicitor (the Law Society are useful if you need help, visit: www.lawsociety.org.uk or 020 7242 1222.) Or you can have your Will written in exchange for a donation to the Hospice during our Make a Will Month in October. We work with over 20 local solicitors during the month so it's a great opportunity to put your affairs in order, whilst supporting an amazing cause. Visit events.st-gemma.co.uk/make-a-will-month to register to receive more details.

Support St Gemma's care for the next 40 years and beyond by leaving a gift in your Will.

For details please call Tara on 0113 218 5506 or email tarab@st-gemma.co.uk

What next for the future...

We are really pleased to launch St Gemma's new Strategy which sets out our ambitions for the next ten years. Chief Executive Kerry Jackson said: 'The major focus of our future plans is continuing to provide high quality care to patients and families, through direct care, research and teaching, making better connections with other providers and influencing improvements in care provided across the city.' For more information about St Gemma's – the next 10 years please visit: www.st-gemma.co.uk/next10years



We believe in being open, honest and transparent with our supporters. We want you to feel comfortable about how we communicate with you now and in the future. You can change how we communicate with you at any time. Contact us by ringing 0113 218 5555, emailing supportercare@st-gemma.co.uk or visit www.st-gemma.co.uk/mydata. We will never sell your personal information. For further information on how we use and store your details, please visit www.st-gemma.co.uk/privacy. **Thank you for your support.**



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