

# HospiceMatters

AUTUMN/WINTER 2024

NEWS AND STORIES FROM ROWCROFT HOSPICE



## Supporting local care

**INSIDE**  
HOW YOU CAN  
SPONSOR A NURSE  
CARING FOR  
OUR RURAL  
COMMUNITIES

[rowcrofthospice.org.uk](http://rowcrofthospice.org.uk)



rowcroft  
hospice



Registered Charity No: 282723

# Welcome

Welcome to the latest edition of *Hospice Matters* magazine, proudly sharing news and stories from Rowcroft Hospice.

As a nurse here at the hospice, I see the impact of your support every single day. I see how, thanks to you, we're able to provide tailored, specialist care and support to patients and their loved ones.

You may have heard on the news that hospices are going through a really tough time right now. In fact Hospice UK has reported a national £77m funding shortfall across the sector. This deficit is hitting hospices hard – so much so that many are needing to cut services.

*"At Rowcroft we're determined to keep our services running, despite these challenging times."*

Here at the hospice, we need £10 million annually to deliver our care. Only 24% of this comes from the NHS,

so we rely heavily on the incredible generosity of our local community. Your participation – whether through donations, gifts in Wills, supporting our shops and cafés, regular giving, playing our lottery, volunteering or offering other support – makes all the difference.

With our general donations dropping and costs rising, we've launched a 'Sponsor a Nurse' campaign – and we're hoping for your support to keep our nurses caring for our community. Thanks to your kindness, we will continue to ensure that people's last days are the best that they can be.



*Thank you*

**Jo Jacobs**  
Registered Nurse,  
Rowcroft Hospice

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## Keep in touch

✕ @RowcroftHospice

f 'Rowcroft Hospice'

ig @RowcroftHospice

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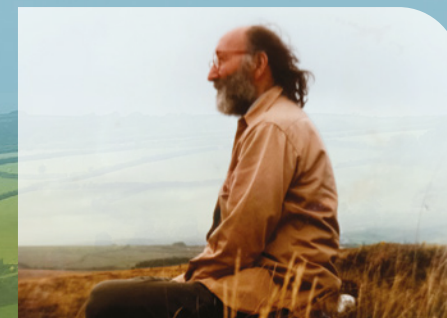
# Caring for our rural communities

At Rowcroft, our care stretches across 300 square miles of South Devon, touching every corner including the most rural and remote areas. Our teams travel far and wide along narrow country lanes and across diverse landscapes including rugged moorland, lush valleys and farmland, to provide exceptional care to everyone who needs it.

One such rural community that we cover is Ashburton, where talented musician and painter Jake Jacobs lived with his wife, Eliza, and their two children. Rowcroft cared for Jake in his final weeks in our Inpatient Unit.

"Jake was diagnosed with an inoperable brain tumour and his condition deteriorated rapidly," says Eliza. "I couldn't cope looking after a three-year-old, a teenager and my very sick husband. Rowcroft came to the rescue, offering Jake a place to be properly cared for. The loving care and support we received was heaven sent."

*"My gratitude and love for the people who cared for him has no bounds, I could never have managed without them."*



"To be able to sit in the lovely gardens looking out over the sea meant so much to us, and the way I was included in his care was incredibly precious. Everyone should have the opportunity to benefit from this type

of care. The security and support, both physical and emotional, given to me and the boys during this time helped me to survive and cope. My love and appreciation for Rowcroft will always be with me."



Over the last year, **1521** patients across South Devon were referred to our Community Services Team

How you can help:



give



support



shop



volunteer



pledge



get involved

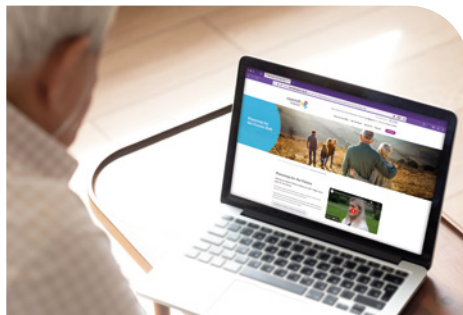


# Hospice news

News in brief from around Rowcroft

## Getting the conversation started

Rowcroft's Education Team has been busy spreading the word about the importance of planning for the future. Through a range of pop-up events, including in Ella's Café Lounges, they've been encouraging people to chat over coffee and cake about future and end-of-life planning. Rowcroft's 'Planning for the future' hub at [www.rowcrofthospice.org.uk/planning](http://www.rowcrofthospice.org.uk/planning) contains useful tips and information on: having conversations, treatment escalation plans, legal decisions and power of attorney,



supporting someone with a learning disability, supporting young people and children, making a Will, organ donation and preparing a funeral.

## Lavender Square and dementia care

With 14,000 people in Devon living with dementia, and with this figure expected to double in the next 30 years, there is an urgent need for local, specialist dementia care. Rowcroft is seeking private funding to build a pioneering 60-bed specialist nursing home, Lavender Square.

**The nursing home will not only care for those living with dementia and other complex needs, but will bring a valuable and sustainable income source to the hospice.**



## Welcome to our international nurses

To address the shortage of local nurses, Rowcroft has successfully recruited nurses from overseas. We're thrilled to welcome Monique Shephard and Zun Kay Khaing who have joined our Inpatient Unit as our first international recruits, from New Zealand and Singapore respectively.



## Our nurses need you

Hospices across the UK are struggling with financial challenges. As a charity, we're grappling with: rising costs, low and stagnating government funding, a drop in charitable donations, and a growing demand for end-of-life care. We're doing all we can to generate income to keep our services running, and we can't thank our loyal community enough for their unwavering support. But now, through these financially challenging times, we need your help again.

## Will you sponsor a nurse through a regular monthly gift?



Your monthly donation will help our nurses and clinical teams continue to care for our local South Devon community – so that your friends, family and neighbours can receive the care and support they need, when they need it. If you can help, please visit [www.rowcrofthospice.org.uk/nurse](http://www.rowcrofthospice.org.uk/nurse)

## 'Click & collect' with Devon Farm Kitchen

Fancy a Lancashire hot pot without getting hot in the kitchen? Why not try Devon Farm Kitchen – the social enterprise that delivers 'deliciously satisfying' frozen meals, saving you time and effort, while generating long-term income for the hospice. When ordering your meals online, you can now choose to 'click & collect'. This means if you just want to try one or two dishes and avoid a delivery fee, or if you're in the area and need to arrange a specific time



to collect your meals, you can now collect from Torquay.

Order now on 01803 217477 or visit: [www.devonfarmkitchen.co.uk](http://www.devonfarmkitchen.co.uk)

# Football star's family raise thousands for hospice



Following the passing of former Torquay United football star Paul Holmes who died at the hospice in May after a diagnosis of bowel cancer, his family has been busy fundraising for Rowcroft so that other local patients and their loved ones can experience our vital care and support.



Ben, Jake and Brooke with Paul and Kate – who also have two other grown-up children, Hollie and Dan.

Paul had received specialist and tailored care at home from Rowcroft's Community Team, before entering Rowcroft's Inpatient Unit.

"I don't know what we'd have done if Rowcroft wasn't here," said Paul's wife Kate. "The care was tailored to all of our needs. They had time to reassure, to alleviate fears, to explain, and they created a bond with us straight away."

Kayleigh Hines was one of Rowcroft's team who supported Paul in the Inpatient Unit.

Paul and Kate on their wedding day. "Paul's aim was to raise as much money as possible to say thank you and give back to this wonderful and much-needed charity who gave him, me and our family so much love, care and support," says Kate. "He intended to do some fundraising challenges himself but sadly time ran out... so donations in his memory will certainly be a way to help him achieve this 'goal'!"



"It was a privilege to care for Paul," says Kayleigh. "Our highly skilled multidisciplinary team was able to provide a range of specialist support that helped Paul and his loved ones through the end of his life, recognising what is important in the context of a family structure."

Paul's memorable football career included two four-year stints at Torquay United between 1988–1992 and 1999–2003 where he played as attacking right-back. He also made 306 more appearances for Doncaster Rovers, Birmingham City, Everton in the Premiership and West Bromwich Albion.

At the time of going to print, the family had raised over £5,000 for the hospice, including £1,000 that was gifted from Everton Football Club to contribute towards the costs of the funeral but the family donated it to

*"Rowcroft's care enabled us as a family to continue to make memories with Paul, to feel safe, feel secure, feel loved, and feel cared for."*

Rowcroft instead. And Paul's three children, Ben, Jake and Brooke signed up for the Torbay Half Marathon to run in memory of their dad.

We'd like to thank the family and Torquay United for their support to the hospice. We'd also like to thank competition company Rev Comps for the opportunity of putting Rowcroft's logo on the Torquay United youth kit.

**Leave a legacy for the future**

Leaving a gift to Rowcroft Hospice in your Will helps to support families like Paul and Kate's. Your kindness endures long into the future, ensuring that the hospice can continue to care for our community for generations to come. To learn more, call 01803 217405 or visit: [www.rowcrofthospice.org.uk/legacy](http://www.rowcrofthospice.org.uk/legacy)



# News from Rowcroft's shops



## Brunch, lunch and delicious treats!

Have you visited one of our cafés? Ella's Café Lounges in Chelston, Churston and Preston offer brunch, lunch and delicious homemade treats. They are the perfect places to catch up with friends, family or colleagues while supporting your local hospice.

Caroline Wannell, Head of Retail at Rowcroft, explains: "Our Ella's lounges have become real community hubs and we meet so many wonderful people. We try to create a welcoming atmosphere where everyone feels at home and our



customers often share their appreciation for the fantastic work of Rowcroft. We hope to welcome you for a slice of cake next time you're passing by!"

## Ella's Café Lounge on Just Eat

Ella's Cafe Lounge in Preston has made its delicious offerings even more accessible by joining Just Eat. Whether treating yourself to a scrumptious Ella's English Breakfast on a Saturday morning or a hearty Mac 'n' Cheese for lunch, you can now have them delivered (from Preston café only) right to your doorstep to enjoy from the comfort of your own home.

Our shops and cafés are open Monday to Saturday. Opening hours can be found on our website at [www.rowcrofthospice.org.uk/shops](http://www.rowcrofthospice.org.uk/shops)

## Thank you for your support

We're so thankful to all our amazing customers for supporting our shops and cafés across South Devon. Every penny of profit from your purchase enables the hospice to care for local patients with life-limiting illnesses. Thank you!



## Celebrating our volunteers

### Meet our Volunteering Manager

Clare Tanner, Rowcroft's Volunteering Manager, joined Rowcroft earlier this year to follow her desire "to support people who support other people".

"I realise how incredibly lucky we are to have such a talented and well-established group of volunteers who are always enthusiastic and keen to help us do more for the people we look after," says Clare. "I want to ensure that we take the best care of our volunteers and proactively attract and recruit new people to join us as our services expand and grow. I bring a passion for people, combined with lots of expertise in creating the conditions to ensure people flourish, and I hope to be a trusted resource and partner to our busy volunteer managers."

### Fancy joining our team?

If you have some time to spare and would like to lend a helping hand, we're always on the look-out for new volunteers. We have a range of opportunities across the hospice, including in our shops and cafés, gardens, offices, events, Inpatient Unit, bereavement team, Devon Farm Kitchen and complementary therapy team. Please get in touch with Clare for an informal chat about what role might suit you. Telephone: 01803 210852 or email: [volunteering@rowcrofthospice.org.uk](mailto:volunteering@rowcrofthospice.org.uk)



▲ Volunteer receptionist Ann



# Shining a light in Sue's memory

In 2023, just after celebrating her 61st birthday on holiday with her husband Peter, Sue Bradshaw received a devastating diagnosis: an inoperable and untreatable tumour. Peter shares how the exceptional support they received both at home and at the hospice, along with the care he received after Sue's passing, made a profound difference in their lives.



"We were put in touch with Rowcroft and assigned Vernon, a Clinical Nurse Specialist, who visited us at home. He helped with the early discussions and looked after Sue's medication, but he didn't come and just check her meds, it was much more holistic. We had long, thoughtful conversations and he was tremendously supportive. Vernon and the Hospice at Home team also made things much easier by dovetailing with other local support services.

"As well as receiving support from the Hospice at Home team, Sue spent time at the hospice after being admitted with an infection. The staff on the wards were amazing; you get this sense of a really strong team of people working together. They're so caring and nothing's a problem. It's a lovely

▼ Peter and Sue on holiday



*"It's hard to explain Rowcroft - it's like a combination of an umbrella above you and a big fluffy cushion underneath you."*

setting full of dignity, grace, care and passion. We felt hugely honoured and privileged to be able to be there.

"After Sue passed away, I accessed the bereavement support service. They were amazing, caring, experienced and they listened - for me this was an invaluable help and felt like a safety net.

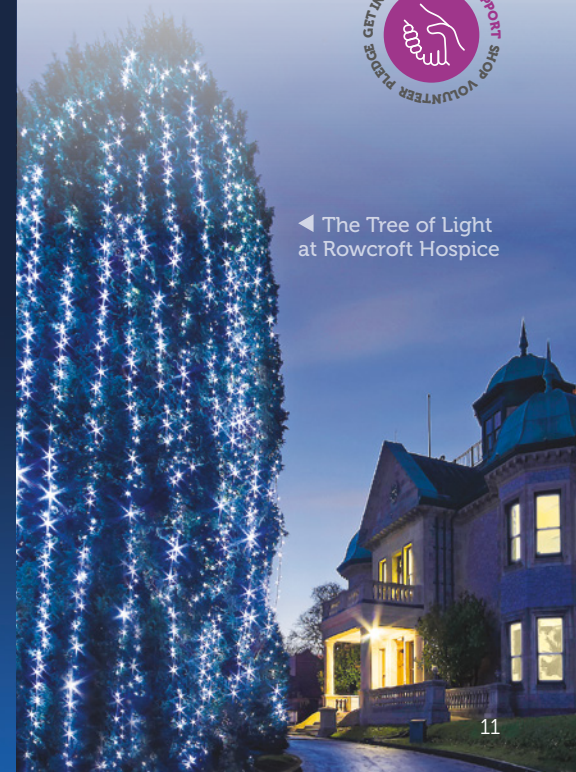
"I cannot thank the incredible people at Rowcroft enough. This service should be available to everybody, so that families like ours can access their services when they need it most. The hospice has helped me and my family in many ways and that's why I wanted to tell our story and support the Light up a Life campaign 2024 to ensure Sue's light continues to shine."

## Light up a Life this Christmas

Bereavement and grief touch us all, especially at Christmas-time. That's why every festive season, Rowcroft holds a 'Light up a Life' celebration, inviting you to honour those you love and miss by dedicating a light on our 'Tree of Light'. Everyone who makes a dedication is invited to join us on Sunday 1 December at 4pm in the grounds of the hospice, where the Tree of Light will be illuminated to remember and celebrate the lives of our loved ones. Dedicate your light at [www.rowcrofthospice.org.uk/light](http://www.rowcrofthospice.org.uk/light) or call 01803 217642.



◀ The Tree of Light at Rowcroft Hospice





# WHAT WOULD YOU DO IN MEMORY?

By Debbi Shotton,  
Rowcroft's  
Community  
Fundraiser



What makes people get up from their comfy sofa and take action to raise funds for Rowcroft? Whether it's jumping out of a plane at 15,000 feet or baking cakes for a coffee morning, every action counts and makes a massive difference in helping us to care for our patients and families.

For many, they do these amazing things in memory of a loved one. Having experienced the wonderful, kind and compassionate care provided by Rowcroft Hospice to their friend or family member, they want to fundraise in their name, and ensure that Rowcroft can be there for others in the future, as they were for them.

Here are some of the inspiring things our supporters have undertaken recently, in memory of someone very special. Please do get in touch if you have an idea of your own: 01803 210833 or email [debbi.shotton@rowcrofthospice.org.uk](mailto:debbi.shotton@rowcrofthospice.org.uk)



Krystal, a self-confessed non-runner, pushed herself out of her comfort zone to run a mile a day in May to raise **£548** in memory of her mum, Tina.



Chris Pye took on the Manchester Marathon, raising **£2253** in memory of his dad, James, who was cared for by our Hospice at Home team. Chris also applied to his workplace Man Group for match funding, and they donated a further **£1000**

In June, Jade Hudson and her friends travelled to Yorkshire to take on The Three Peaks Challenge in memory of Jade's dad, who was cared for in our Inpatient Unit. Together, they raised **£2043**.



Sue Cooper wanted to do something to raise funds for the hospice, to ensure that others can receive the same care and support that she and her husband, Andrew, experienced. So, she signed up for a skydiving challenge, and raised over **£1,670** for Rowcroft. She is now thinking about taking on a wingwalk for us!



Sue Bradshaw fundraised during her illness by crocheting blankets for donations to Rowcroft. Sue's husband, Peter, and Totnes Boating Club have been fundraising throughout this year in memory of Sue, and there have been many other events and fundraisers organised in her name, collectively raising well over **£6,000**.



We're thrilled to be celebrating **20 years of the Rowcroft Lottery**, marking two decades of community support and generosity.

Since its inception in 2004, the Rowcroft Lottery has created over 33,000 prize winners, including over 1,000 winners of the £1,000 prize,

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and has raised over £8.4 million – enough funds to support the charity's entire Hospice at Home service for nine years.

By joining the Rowcroft Lottery, participants support a vital local charity where funds go directly into caring for local people. They also have the chance to win £1,000 or other cash prizes every Friday.

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To sign up or find out more, visit:  
[www.rowcrofthospice.org.uk/lottery](http://www.rowcrofthospice.org.uk/lottery)  
or call: 01803 210842



Happy 20th  
Birthday to the  
**Rowcroft  
Lottery**



# GET INVOLVED!

We're delighted to offer a fabulous choice of fundraising events listed here, or if you have your own ideas, then we'd love to hear from you.



## All year

### BIG BAKE

Whether you're a baking novice or the next Mary Berry, here's your chance to get creative in the kitchen and whip up your very own Big Bake event. Whether it's a party, cake sale or coffee morning, it's all about raising dough for Rowcroft and 'baking a difference'!



## December

### RUDOLPH RUN

This December, children from primary schools across South Devon are donning their antlers and jingling all the way in a festive fun-filled sponsored run or walk for the hospice.



### 1 DECEMBER LIGHT UP A LIFE

Dedicate a light on the 'Tree of Light' in memory of someone special, and join us at our wonderful Light up a Life celebration on Sunday 1 December at 4pm in the grounds of the hospice, where we'll be honouring and remembering loved ones lost. For further information, see: [www.rowcrofthospice.org.uk/light](http://www.rowcrofthospice.org.uk/light)



### RECYCLE YOUR CHRISTMAS TREE FOR ROWCROFT

Rowcroft's Christmas Tree Collection Service invites South Devon residents in specific postcodes to recycle their Christmas trees by having them collected from their homes in return for a small donation to the hospice. Bookings are open from 1 December.

## March

### 15 MARCH THE BIG TACKLE

Starting at Torquay Rugby Club, our fantastic fundraisers will take on an eight-mile walk around Torquay before returning to the club for a pint and a pasty and the screening of The Six Nations rugby – England v Wales.



## April

### OPEN GARDENS

Our generous fundraising community will be hosting a wonderful season of beautiful Open Gardens to enjoy throughout spring and summer 2025. If you'd like to open your garden to the public to raise funds for Rowcroft, then please get in touch.

## May

### 17 MAY STRICTLY ROWCROFT

Put your best foot forward and apply to join our Strictly style event. Training with Danceworks Devon will start in January 2025, with the live performance at the Princess Theatre in May 2025. Go on, put a little cha-cha-cha into our charity! Find out more at [rowcrofthospice.org.uk/strictly](http://rowcrofthospice.org.uk/strictly)



## July

### 13 JULY MEADOW OF MEMORIES

Each year, a beautiful wildflower meadow is sown in the grounds of the hospice to celebrate the lives of the people we love and miss. Visit: [www.rowcrofthospice.org.uk/meadow](http://www.rowcrofthospice.org.uk/meadow) in the new year to dedicate a flower in memory of a loved one in 2025.



## Dates throughout 2025

### WINGWALK

Get sponsored and take to the skies on the wings of a 1940s Boeing Stearman biplane for an experience of a lifetime.



### SKYDIVE

Experience the exhilarating thrill of skydiving as you soar through the skies on a ten-minute ride.

## 2026

### MOUNT KILIMANJARO TREK

Take on the ultimate challenge in 2026 and trek up the highest mountain in Africa! Register your interest now by emailing: [hayley.townsend@rowcrofthospice.org.uk](mailto:hayley.townsend@rowcrofthospice.org.uk)



To get involved or to find out more, contact our Fundraising Team today:

Tel: **01803 217450**

Email: [fundraising@rowcrofthospice.org.uk](mailto:fundraising@rowcrofthospice.org.uk)  
[www.rowcrofthospice.org.uk](http://www.rowcrofthospice.org.uk)



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their important end-  
of-life care on behalf  
of our community



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