

Spring – Summer 2018

Hospice matters

News and stories from Rowcroft Hospice

Special edition! Dedicated to Rowcroft's amazing volunteers

Inside
18 facts you never knew about
Rowcroft's volunteers

Behind the scenes at
our Distribution Centre

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I've been volunteering for Rowcroft for seven years now, in a variety of roles, so it gives me great pleasure to introduce this special issue of Hospice Matters, dedicated to the efforts of the hospice's hundreds of volunteers.

I get a huge sense of satisfaction knowing that I'm doing something here that is for somebody else's benefit. I currently volunteer with the Lottery Team once a week, in the Paignton shop two days a week and spend one day a week at the hospice's Retail Distribution Centre. You can read more about all the work that goes on at the vitally important Distribution Centre on page nine of this issue.

I'm just one of 1,208 volunteers who currently donate their time to Rowcroft. I started volunteering because my grandfather was on Torquay Council and helped Ella Rowcroft in many of her endeavours to help the people of Torquay. But people volunteer here for a number of reasons, you can read more about them, and the many ways Rowcroft's volunteers benefit the hospice on page 12.

On behalf of all of Rowcroft's volunteers, I thank you for taking the time to read this issue of Hospice Matters, and for supporting the hospice in your own way.

Judy Giles, Rowcroft Volunteer

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We welcome any views, comments and suggestions for future editions of Hospice Matters. Email communications@rowcroft-hospice.org.uk or call 01803 210800.

Thank you to Majestic Publications Ltd and our advertisers for fully funding this issue of Hospice Matters.

Hospice news

Strength to strength

Thanks to the most incredible efforts of our local community (including amazing people like you!) our financial stability continues to strengthen, and we are continuing to care for the same number of patients as in previous years, despite the restructuring of our services in 2016.

Chief Executive Mark Hawkins is delighted, but warns against complacency: "Our vision is to make every day the best it can be for people living with life-limiting illnesses in South Devon. However, our local population is ageing and facing increasingly complex conditions. Over the coming years, we must continue to build sustainable income streams in order to ensure our services remain free and available for generations to come."

Music to our ears

We are delighted to announce that funding for our much-loved Music Therapy service is once again being provided by the hospice. The service, which is hugely popular with our patients and their loved ones, was cut when we suffered our funding shortfall in 2016.

Music Therapist, David Holmes, sourced external funding for his post while the hospice regained financial stability, and is now delighted the service will once again be funded by donations to Rowcroft. He said: "It is a great relief and very satisfying that we have managed to save the Music Therapy post and its contribution to the holistic care at Rowcroft."

New Reiki Therapist

We have secured a grant from the Sam Buxton Sunflower Healing Trust to fund a dedicated Reiki Therapist. Hilda Kalap will work within our Complementary Therapy team seeing a minimum of six patients and their family members a week. She said: "Reiki aims to bring about balance in mind, body and spirit. Through its profound relaxation effect it can help with pain and nausea, relieve worry and anxiety and treat needle phobias - a lot of the symptoms and situations I expect to come across working with patients and families at Rowcroft."



 New Reiki Therapist Hilda Kalap

The fundraising scoop

New memory tree

A unique new way to remember a loved one has been introduced to the chapel next to our Inpatient Unit. Patients, their family and friends will be able to dedicate a leaf on a new tree to commemorate the life of someone special or mark a special occasion. The dedication of a leaf is open to anyone, not just those touched by Rowcroft's care, and you'll also have the opportunity to make a donation to the hospice. Your chosen leaf will be hand moulded and rest neatly inside a metal plaque, which can be engraved with a special name and meaningful date. For more information, please contact Linda Dickin on 01803 217405.


Corporate support

We are hoping to engage more local businesses with fundraising activity for the hospice and need your help!

Community Fundraising Manager, Rosey Oakes, explained: "We are hoping to increase our level of 'corporate support' and are looking for people who already have a connection with a local business to help us introduce them to our many fundraising opportunities."

If you know of a company that's looking to partner with a well-respected local charity, please get in touch by emailing rosey.oakes@rowcroft-hospice.org.uk.



 Have a baa-rilient night at the 'Fun on the Farm'- themed Rowcroft Sleep Walk 2018!

Sign up for the baa-rilient Sleep Walk!

Cock-a-doodle-doo! Registration is now open for The Rowcroft Sleep Walk 2018, South Devon's baa-rilient ladies-only night walk! This year the walk has a 'Fun on the Farm' theme and will start and finish at Torbay Leisure Centre on Saturday 7 July. Get the girls together, choose whether to walk five or ten miles and sign up today at www.rowcroftsleeppwalk.org.uk!

Retail round-up

Love Coffee @ Rowcroft

We have opened a new takeaway coffee shop at our Teignmouth Road Furniture Outlet in Torquay! Love Coffee @ Rowcroft is open from 8am – 2.30pm Monday to Saturday selling a selection of hot and cold drinks alongside breakfast baguettes, jacket potatoes and gourmet burgers. Caroline Wannell, Rowcroft's Head of Retail, said: "If you're nearby please pop in to say hello and try our delicious selection of locally sourced food and drinks."



Gourmet burgers will be on the menu at the new Love Coffee @ Rowcroft takeaway

New Chelston shop

We have recently secured the lease for a new shop in Walnut Road, Chelston. Plans are underway to transform the premises into a destination for the local community and holiday makers alike. Head of Retail Caroline Wannell explained: "This new premises will follow the successful model of our Churston shop, selling a selection of high quality second hand clothing, accessories, books and bric-a-brac alongside a café serving delicious savoury food, cakes and hot and cold drinks." The new Chelston shop will cater for twice the number of people as Churston and will have an alcohol licence. Caroline added: "We want the shop to become a hub for the local community; perfect for working lunches, lazy catch ups or even an after work tipple."

Sustainable thinking

We are looking to introduce a number of measures to make our shops more environmentally friendly.

Costs are currently being acquired for more sustainable sources of packaging, paper bags, and re-usable cups to stock for sale in our coffee shops.

Rowcroft's Retail Area Manager, Leigh Hanley, explained: "We feel a sense of responsibility to reduce our environmental impact and source more sustainable alternatives for current practices. Such measures haven't been widely adopted by the charity retail sector so far, but we feel very optimistic about this opportunity."



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Centre of attention

Every year our Distribution Centre in Newton Abbot sorts more than 650 tonnes of donations, processing and allocating them to our 16 shops across South Devon. Since opening, it has seen profits across Rowcroft's retail department rise by 85% to more than £500,000 in 2017. Now's your chance to find out what really goes on behind the scenes, and meet one of our dedicated sorting volunteers.

Rowcroft's Distribution Centre is located on Brunel Industrial Estate, Newton Abbot. Housed within its walls is an average of 12 tonnes of weekly donations including electrical goods, clothes, furniture... even mobility scooters. "We are incredibly fortunate that the biggest challenge we face," explains the centre's manager, Paul O'Callaghan, "is the large volume of donations we receive on a daily basis, and how to process all the stock with the manpower we have."

At the centre, a team of staff and volunteers sort donations of clothing and bric-a-brac and PAT test electrical items. "In 2017/2018 sales of our electrical items alone generated £95,000 for the hospice," says Paul.



 Staff and volunteers sort more than 650 tonnes of donations every year

Once processed, all donated items are sent out to different shops, based on each shop's customer profiles and stock requirements. Paul explains: "In a nutshell, we send the right stock to the right shops so we can get the best price for our donations." Rowcroft's shops are also able to order stock from the Distribution Centre, "We send out around 600 boxes of stock every week," explains Paul.

As well as sorting, processing and delivering stock, the Distribution Centre also takes responsibility for selling on any excess stock to other charities or rag merchants, which generates around



 Rowcroft's Distribution Centre is located on Brunel Industrial Estate, Newton Abbot

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£78,000 per year. Meanwhile sorters identify certain niche and collectable items that are sent to the hospice's Ebay department, generating around £90,000 in sales.



 Van drivers based at Distribution Centre made more than 3,000 visits to Rowcroft's shops last year

The Centre is also home to one of Rowcroft's three Furniture Outlets, which last year generated more than £120,000, and is a base for six van drivers, who collect large donations of furniture from properties across South Devon.

Caroline Wannell, Rowcroft's Head of Retail, said: "Our Distribution Centre has become an integral part of the functioning of Rowcroft's expanding retail department; we currently estimate that 60% of sales in all of Rowcroft's shops have come from the centre. In the years to come we hope it will drive an even greater income from the sale of people's generous donations, and help many more families benefit from Rowcroft's services."

Meet Distribution Centre Volunteer Helen

How long have you volunteered at Rowcroft's Distribution Centre?

Since November 2014. My father had spent three weeks at Rowcroft back in 2007 and I wanted to give something back. I like the idea of recycling, re-using and reducing waste, which is what Rowcroft's Distribution Centre is all about.

Can you describe your role?

I sort all the donations of bedlinen, curtains, towels, vintage linen and lace, table linen, covers and throws, and the cushions. I take pride in the responsibility I have been given, plus I know that it is all making money for the hospice.

What do you enjoy about being a volunteer?

Volunteering is flexible, and gives me experience in a different field to what I do in the rest of my life.



18 things you never knew about Rowcroft's volunteers

Rowcroft's volunteers are firmly at the heart of everything we do. Without their 44,000 hours of freely donated time every year, we simply would not be able to provide our services. Discover how this incredible army of people help and support the hospice, and meet just four of the hundreds who generously give up their time to support local people facing the most challenging days of their lives...

The most popular reason for volunteering at Rowcroft is to give something back to the hospice for the care provided for a loved one. Many others volunteer to gain work experience or because of the hospice's good reputation

786 volunteers provide help and support at fundraising events, including The Rowcroft Sleep Walk, Colour Rush and Ride for Rowcroft



Our youngest shop volunteer is **14-years-old**, the youngest at the hospice is **16-years-old**

228 volunteers work across our **17** shops

24 of our volunteers are still at school

Our volunteers save us **£405,411** every year

Leonard, **90**, is our oldest volunteer



The **39** volunteer receptionists answering our phones take **205** calls a week – that's **10,660** per year



Our volunteers

Every year **12** complementary therapy volunteers make **178** home visits, offering therapies including Reiki, Aromatherapy, Reflexology, Shiatsu, Massage and Bowen Technique to help our patients and their families relax, just for a moment



Every year sorters at our Distribution Centre process **650** tonnes of donations

Our ward volunteers spend **260** hours sitting and talking to our patients

11 volunteers help to keep Rowcroft's grounds looking neat, tidy and full of beautiful colour

Last year our volunteers helped our shops to generate more than **£500,000**



Every year our **72** hospitality volunteers serve **29,200** cups of tea on our Inpatient Unit

In total we have **1,208** volunteers



Our **nine** flower arranging volunteers assemble around **3,000** bouquets of flowers to brighten our Inpatient Unit every year

21 volunteers travel to people's homes to provide emotional support to individuals and families who are soon-to-be, or have recently been bereaved



One Pets as Therapy (PAT) dog and his owner provide voluntary therapy on our Inpatient Unit





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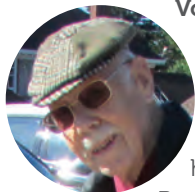
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Meet our volunteers

Shop and Estates



Volunteer – Leonard

"My wife Laura used to volunteer in Rowcroft's Torquay shop. She died of cancer and the at-home care we had from

Rowcroft was amazing. I took some of her things to the Torquay shop one day and mentioned I might like to give something back to the hospice, so was asked to start volunteering there. I also volunteer in the Rowcroft gardens, pruning and using my topiary skills to create shapes with the hedges and bushes. At 90 years old I am Rowcroft's oldest volunteer; I'm sure Laura's proud of me."

Hospitality Volunteer – Sophie



"I decided to have a gap year between school and university but instead of going travelling I thought I'd stay and get some experience in the caring profession – as that's

what I'd like to go into. I am a Hospitality Volunteer. Every Friday lunchtime, and fourth Saturday of the month, I help serve drinks, lunch and then tea and coffee to patients on Rowcroft's Inpatient Unit. It's been an invaluable experience for me. I've always been quite shy but now I get to talk to everyone and it's really helped my confidence.

Communications Team



Volunteer – Tom

"I run Captivate Visuals based in Newton Abbot. I've taken on a lot of voluntary filming and editing projects for

Rowcroft; filming with patients and their families and helping to promote Rowcroft's fundraising efforts. The experience has really changed me as a person and my outlook on life; I have had the pleasure of meeting and filming with some inspiring people, making a difference and helping such an amazing charity stay active in our local area. I will do everything I can to ensure I continue to volunteer my services for as long as possible."

Beauty Therapy Volunteer – Sara



"My role at Rowcroft is volunteering as a Beauty Therapist on the Inpatient Unit. I do manicures, file nails, give hand and arm massages, re-apply a little make-up, and

just spend some time with the patients, making them feel better. I think it's such a nice thing to be able to give something back to the hospice after the amazing care they provided for my Mum. To begin with I thought I'd leave a shift here feeling sad but I don't, I feel really uplifted and proud of myself. It's nice to be able to help and make a little bit of difference."

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Work life

Rowcroft's Ambassadors are a team of volunteers who have a passion for raising funds and awareness of the work that we do here at the hospice. They attend functions and network within their community, flying the flag for Rowcroft wherever they go. Ambassador Carolyn Williams explains more...

I was inspired to become an Ambassador for Rowcroft because I lost my husband to cancer a few years ago. I wanted to share my passion for Rowcroft with supporters, to help ensure Rowcroft's free care is available to others in the future.

My own family experienced Rowcroft's Community, Inpatient and Hospice at Home services; they helped the whole family get the very best out of an awful period and I wanted to give something back. As an Ambassador I attend cheque presentations and give talks at events. I also volunteer at Rowcroft's big events and support my local Friends of Rowcroft group. I also try to encourage people or groups known to me to raise funds for Rowcroft.

The feedback from talks I give highlights that there are still aspects of Rowcroft's services and funding that are unknown or misunderstood. Being an Accountant, I love facts and figures and sharing these with audiences, together with my personal experience, does seem to have an impact.

I have loved meeting a wide range of people who are interested in supporting Rowcroft. It is very satisfying to know I can spread more awareness and help fundraising.

When I'm not acting as an Ambassador I like to relax by spending time gardening and flower arranging. I also play tennis, enjoy walking and spending time with my family.



We are currently on the hunt for Ambassadors to help raise awareness and funds for Rowcroft among the local, South Devon community. If you're interested in finding out more, get in touch with Community Fundraising Officer Debbi by emailing debbi.shotton@rowcroft-hospice.org.uk or calling 01803 210833.

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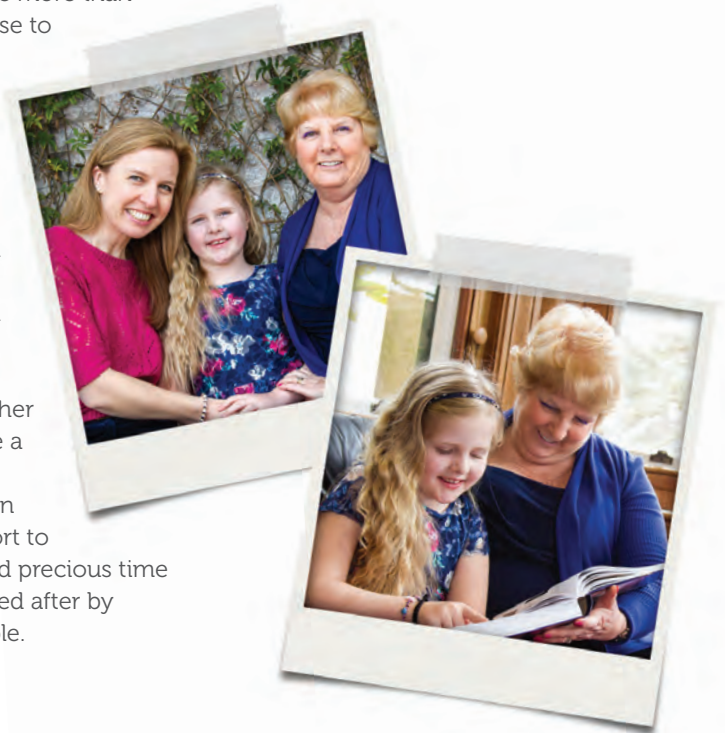
Rowcroft's Make a Will Week, from 14 - 18 May, is your opportunity to make or update your Will with a local, participating solicitor who will give your entire donation directly to Rowcroft.

Simply book an appointment with your chosen solicitor and mention Rowcroft's Make a Will Week. The suggested donation is £175 for a single Will or £225 for mirror Wills. Though there is no obligation to do so, you may wish to donate more than the suggested fee, or choose to leave a gift to Rowcroft in your Will.

Your donation will help families like Josephine's to face the most challenging days of their lives: "It was a tremendous relief to know that my sister Verna would be referred to Rowcroft, where she passed away peacefully, surrounded by her family. I remember it to be a sad time, but the care she received couldn't have been better. It was such a comfort to know that she would spend precious time in this peaceful place, looked after by caring and dedicated people.

"Rowcroft is somewhere that feels like home and I want to ensure more patients and their families are able to benefit from the hospice's services in the future. This is why I decided to leave a gift in my Will to the hospice".

For more information about Make a Will Week, and a full list of local participating solicitors, visit www.rowcrofthospice.org.uk/will-week.



Diary

Get involved!



Every pound you raise helps local families living with life-limiting illnesses to share precious time together; enabling them to share laughs, tears and make unforgettable memories - thank you. For more information on how to get involved with any of the campaigns and events listed below, simply call our Fundraising Team today on 01803 217450 or visit www.rowcrofthospice.org.uk.

14 – 18 May

Make a Will Week

Make or update your Will with one of our local supporting solicitors who waive 100% of their fee in return for a donation to Rowcroft, from 14-18 May.

24 June

Torbay Half Marathon

Would you like to run for Rowcroft? This traffic-free two lap route starts and finishes on Paignton seafront, taking in stunning coastal views across Torbay.

June

The Big Bake

With a dusting of sugar, a pinch of salt or a splash of milk - showcase your baking talents (or nip to the supermarket) and raise 'dough' for Rowcroft throughout the month of June.



7 July

The Rowcroft Sleep Walk

Join Babs the Sheep and her farmyard friends for a night of baa-rilant fun at the 'Fun on the Farm' themed Rowcroft Sleep Walk! Choose from five or ten mile routes starting and finishing at Torbay Leisure Centre.



22 July

Rowcroft's Summer Garden Party



Rowcroft will once again open up its grounds to the public for a day of fun, food, live music and stalls at our annual Garden Party. Join us on Sunday 22 July as we celebrate all that's good about our community.

25 – 29 July

London to Paris Cycle – Tour de France Edition

Challenge yourself with a 300-mile cycle ride; the pièce de résistance is the final push up the Champs Elysées to the Arc de Triomphe, following in the tyre tracks of the cycling greats!

15 August

Legacy Cream Tea

Would you like to know more about leaving a legacy to Rowcroft? Have you already included a legacy to Rowcroft? We'd love to hear from you! Each year we hold an informal event at the hospice to share information about the importance of gifts in Wills to Rowcroft. For more information please get in touch using the details on page 20.

22 September

Skydive

Want to raise money for Rowcroft in a really dramatic way? For an adrenaline rush like no other, skydiving is an unforgettable experience, providing you with a thrilling opportunity to conquer your fears!



14 October

Ride for Rowcroft

Saddle up and crank your fundraising into the highest gear possible by taking on Rowcroft's popular cycling event, Ride for Rowcroft.



Urgent equipment appeal

We need your support to help fund urgently needed specialist medical equipment for our patients. Please, can you help?



My name is Sue Harvey and I am the Manager of the Inpatient Unit here at Rowcroft Hospice. My team's job is to help make every day the best it can

possibly be for the patients on our Inpatient Unit, while providing support to their families and friends.

Funding the equipment we need to provide this level of care is a constant challenge. We only buy what we absolutely need but even so, the cost of funding vital equipment is £11,000.

With 12 beds on our Inpatient Unit, equipment is in constant use. We currently need to replace the following items:

- a mattress costing £2,000
- a syringe driver costing £1,000
- four reclining chairs costing £2,000 each

As you can imagine, every day and night is precious for our patients and their families, and we want to ensure that when they come into our Inpatient Unit they receive the best care possible with the equipment we, and they need.

Please support this Urgent Equipment Appeal and be a part of bringing comfort and care to Rowcroft's patients. For more information call our Fundraising Team on 01803 217416 or make a donation at www.rowcrofthospice.org.uk/make-a-donation and cite 'Urgent Equipment Appeal' as the reason for your donation.

Thank you.

Sue Harvey



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