

Winter 2018

Hospice matters

News and stories from Rowcroft Hospice

*Join us in
remembering
a loved one*

Inside

- Keeping well this winter
- Find out how Rowcroft supports friends and relatives

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“The lead up to the festive season can be both a time of great joy and also quiet reflection. For those of us experiencing feelings of grief this may also create mixed feelings. Many people in this situation dread “the firsts” – the first Christmas or anniversary without their loved one, but our experience shows that the day itself often turns out to be much better than anticipated.



“The grief journey is unique to each individual: there will be good days and bad days (perhaps even good and bad hours within a day); and that feeling exhausted and mentally ‘foggy’ is a perfectly normal symptom of the grieving process. Find out more about special ways to remember loved ones at Christmas on page 7.

Find out more in our Winter Wellness article on page 15.

“At this time of year, I think it is important for all of us to take care of ourselves, to do the things that nourish us and to be kind to ourselves. The focus of this issue is ‘wellness’ and I would encourage you to spend at least a little time every day practising some all-important self-care.

“At Rowcroft, our Bereavement Service is dedicated to the support and care of our patients’ emotional needs. If you feel that you would benefit from extra support, do get in touch with us.

“Please remember to take good care of yourself over the festive season. Thank you for supporting your local hospice.”

Jenny Hall,
Bereavement Service Co-ordinator

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Hospice news

Foreword from Mark Hawkins, CEO



"I am so proud of the way everyone is getting behind our new five-year strategy which will enable us to care for more patients, irrespective of diagnosis or circumstance. It is early days in executing our plan but I know with everyone's support we can continue to deliver the highest possible standards of care for our community for generations to come.

"We want to make every day the best it can be for all our patients and their families living with life-limiting illnesses in South Devon, and the plans we have in place are already delivering to this vision.

"Thank you so much to all those already supporting us on our journey and to those who would like to support please do contact us."

Heart failure project

Did you know that more than half a million people in the UK are living with heart failure? National studies have shown that patients with this condition are less likely to be referred to a hospice, even though they could really benefit from the personalised care hospices can provide to help improve their quality of life.

Last year we were thrilled to be awarded funding to help develop specialist care for patients with end stage heart failure, to help make end of life care more accessible to these patients. We have been working in partnership with both the Heart Failure and Palliative Care teams at Torbay Hospital and we are pleased to share that so far this year referrals to Rowcroft have doubled. This marks a really positive step in supporting patients with these complex needs in our community and helping them make the most of every moment with their loved ones.

Celebrating success at the Care Awards



June was a time to celebrate as we achieved the community support award at the Outstanding Care Awards for Devon and Cornwall and Dr George Walker, Consultant in Palliative Medicine received the bronze award for end of life care excellence. This is such an honour for the hospice and we are incredibly proud of the hard work of all of our clinical teams.

The fundraising scoop

Equipment appeal thank you

We would like to say a huge thank you to everyone who contributed to our equipment appeal. The incredible efforts of our community raised over £24,000. Among the amazing fundraising efforts, the Newton Abbot Hospital League of Friends donated a wonderful £10,000. The generosity shown in the appeal has

helped fund vital equipment needed to provide comfort to our patients and their families. With your help, we exceeded our target of £11,000, which now means we are able to ring-fence money to purchase equipment over the next couple of months as part of our Inpatient Unit Rolling Replacement Programme. Thank you!

An event-full year in 2018

It's been another action-packed year of events here at Rowcroft. In March our events kicked off with more than 70 people taking on the 150 foot crane and going 'Over the Edge'. May saw the Colour Rush, Devon's brightest 5k, return to Teignmouth and more than 800 people enjoyed a multi-coloured run/walk.



In July almost 1,400 women walked either five or ten miles along Torbay's beautiful coast as part of the 2018 Sleepwalk. It was another amazing event which has raised more than £120,000 so far, which will be such a huge help to us in caring for more than 2,000 people each year.

Later that month we opened up much of the 22-acre grounds of the hospice for the Garden Party. Seven hundred mums, dads, children and grandparents enjoyed live music, entertainment and craft stalls and raised a fantastic £6,000. Thank you to all who joined us.

As we go to print with this issue of Hospice Matters, hundreds of you are getting ready to put power to the pedals for Ride for Rowcroft. Whether you are getting together for a family Sunday cycle, or you are taking on the challenge of the Haytor Hillclimb, thank you for supporting your local hospice.



Retail round-up

Hidden treasures

We have received some amazing donations this year including a pearl necklace and diamond ring with a joint estimated value of over £5,000. These items were revealed in a donation to our Distribution Centre in Newton Abbot. What a wonderful gift!

Celebrating success

As most of you will be aware, it has been a very tough year on the high street. However, we are thrilled to report that our retail outlets are bucking the trend, with a staggering 11% growth in revenue over the last year. Our shops now generate enough income to fund the running of our Hospice at Home service providing end of life care in patients' homes across the community. This is an incredible result and we would like to thank everyone who supports Rowcroft by donating and visiting our shops.

Linens, decor and so much more



From light Italian linens to nautical-inspired home decor, our range of carefully selected new goods has been flying off the shelves! This new

retail venture may only represent 5% of our total retail sales but still provides a vital source of revenue to support patients and families. Since launching in April, we have raised additional funds of over £30,000. In terms of patient care, this income could allow us to care for an additional 30 patients in their own home. This will make a significant difference to so many people in our community. The new autumn range of new goods is available now across all Rowcroft shops.

2018 highlights

A special highlight of this year was celebrating the first birthday of our



Dartmouth Boutique which has raised a fantastic £140,000 in its first year of trading. Thank you to everyone in Dartmouth for supporting us. Our Brixham shop team had a wonderful day at our annual Fish Quay Sale, generating £1,134, and we held our first 'Sparkling High Tea' event at our Churston shop, which raised a glittering £961. And we are thrilled to announce that the

Christmas Sparkling High Tea will be returning to Churston on Sunday 2 December – tickets are now on sale in the shop.



Remembering loved ones at Christmas

For some of us, our experiences of grief can feel even more poignant during the festive season. Irrespective of when the loss of a loved one occurred, their absence may be felt stronger at Christmas because of memories and family traditions.

At Rowcroft, our team of Social Workers help to create personal ways for families and loved ones to capture treasured moments for reflection and comfort. Community Social Worker Emily Madsen explains some of the special ways Rowcroft provides this support through specialised memory work.

“Through the support of memory work we help patients and families to go beyond what is currently happening around them in the physical sense and focus on valuing relationships, personal history and family. Children, in particular, can benefit from individualised memory objects/messages that offer an ongoing relationship with the person who has died. Memory boxes, love cards, letters, journals, life stories and video recordings are just some of the ways that we support people to capture the memory of

their loved one to continue to cherish.



“Love cards are simple and incredibly personal to a child and their loved one. The cards provide prompts for family members to complete together capturing special messages like: You are special because... ; I feel so proud when... ; I love you because... ; You shine when...



“A memory box might include photos, some favourite music, letters or a recorded message. These special objects and messages can help remind a child or loved ones of happy times they spent together and offer some comfort and continue



bonds after a loved one has died. They help to remind people about a favourite day at the beach, a funny jumper they wore at Christmas and most of all, the love that they shared and will continue to share. Nobody completely dies as long as they are remembered.”

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Out of the shadows and into the light

Winter can be a difficult time for some of us – long dark nights, inclement weather and the expectations of the festive season can be really challenging even without the addition of loss and grief in the mix.



Bereavement is a feeling which most people experience at some time in their lives and each person reacts to it in different ways. For some people experiencing the loss of a loved one, Christmas can be a particularly challenging time. Rowcroft offers a Bereavement Support Service to care for the emotional needs of a relative at such a critical time. Lynne Kenderdine has been a bereavement volunteer for two years now and explains why she chooses to donate her time to this service:

"A deep heartfelt desire to help other people through their grief process is what motivated me to become a Bereavement Volunteer. This might be one of the darkest times of their lives and I wanted to help make a difference to people.

"Having lost people close to me, I know how devastating loss can be. Grief and loss are very underrated and hidden emotions in our society, yet they are entirely natural and normal feelings. When our feelings of loss are repressed or not acknowledged, they can have devastating impacts on our health and wellbeing. You can't prevent

someone's suffering, but the action of 'being there', providing one-to-one support and a listening, sympathetic ear can be enormously healing."

Last year Rowcroft's Bereavement service provided support for 144 members of our community. John Balment received bereavement support following the death of his beloved wife: *"I owe so much to Rowcroft Hospice and its Outpatient Bereavement Support Service, without whom and the help of an exceptional friend, whom I call my guardian angel, I don't know where I would be today. The care the hospice gave my wife, both in respite and during her final days was exceptional. Little did I know that two and a half years later I would suffer a reaction to losing my lovely wife which literally knocked me for six. But with the untiring help of a Bereavement Counsellor at Rowcroft and my friend, I came through a very dark period escaping out of a tunnel and into the daylight. Rowcroft is an amazing place and, like its bereavement support service, must never be allowed to fade away."*

If you wish to speak about bereavement support, please leave a message on the 24-hour answerphone service with your name and contact details. We will call you as soon as we can: 01803 217403.

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Thank you Rowcroft Lottery players

The £5million raised over the past 14 years, by the Rowcroft lottery players has funded the care for over 1,130 Rowcroft inpatients. This simply would have not been possible without your kindness and generosity.

"This is an incredible achievement for the hospice and is thanks to the regular support from the community of South Devon which has made this possible.

"Rowcroft Lottery is a local lottery for local people. It's a fun way to support the hospice whilst providing our special care to patients and their families in South Devon.

"The Lottery has been running for over 14 years and has grown in popularity. As well as helping to fund the care of thousands of patients and families across South Devon, this regular and reliable income also plays a crucial part in enabling Rowcroft to plan and develop our services for the future as we strive to meet the growing needs of the communities we serve.

"We are truly grateful for all of your support!"

Julie Fletcher, Lottery Co-ordinator



If you are currently a Rowcroft Lottery Player why not introduce a friend and receive a £10 gift voucher? Call 01803 210842 to request a form.

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Not only will you be in with the chance of winning cash prizes each week you play, you'll also be supporting your local hospice at the same time. What's not to like?



Ann Harrington is a reception volunteer on the Inpatient Unit and has been playing the lottery for over eight years now. "It's a small amount to give and you

know where the money is going and you

can see how it is being spent. I have also had two wins which feels very gratifying!"

Janet Edwards from Brixham was thrilled to be a first time lucky winner in July. "I have supported Rowcroft by doing *The Sleepwalk* for the last two years and I decided to sign up to the lottery as well because it's for such a good local cause and supports people in our community. I was so surprised when I won £1,000 in my first draw, I felt completely overjoyed and very lucky to be a winner!"

The Rowcroft Lottery is a great way of supporting the hospice. It's simple to sign up, fun to play and every week winners enjoy cash prizes! Complete the application form, sign up online at www.rowcrofthospice.org.uk/lottery or call 01803 210842.

Did you know?

You have a **1 in 5** chance of winning a prize each week



30 people have won the **£1,000** jackpot twice

You can take part in the Rowcroft Lottery for as little as **£1** a week.



Playing the lottery with **two** numbers a week for a year could pay for four complementary therapy sessions for patients and family members.



Playing the lottery with **one** number a week for a year could pay for a visit to a patient's home by a Hospice at Home nurse.



Lottery Application form

Title: Date of birth: I confirm I am over 16 (please tick)

First name: Surname:

Address:

Postcode:

Telephone:

Email:

(If you would like confirmation via email, please provide us with details of your email account)

Payment amount – each entry costs £1 per week

For 1 weekly entry

- £4.34 monthly
- £13 quarterly
- £26 half yearly
- £52 annually

For 2 weekly entries

- £8.68 monthly
- £26 quarterly
- £52 half yearly
- £104 annually

For 3 weekly entries

- £13.02 monthly
- £39 quarterly
- £78 half yearly
- £156 annually

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Signature(s):

Date:

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Please complete the form and return to: **Freepost RTKK-UJRJ-XBKS, Rowcroft Hospice Lottery, Avenue Road, Torquay, TQ2 5LS**

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Winter wellness

The winter months can feel difficult for some of us which is why it is important to make time to nurture our own wellbeing. Julie Milton, who is responsible for co-ordinating Rowcroft's Complementary Therapy Services, explains how we can all benefit from self-care this winter:



"As winter approaches and the nights begin to draw in, sometimes we feel like hibernating. We can make all sorts of excuses for giving up on social activities, exercising or taking a walk outside. This can really affect our mood and sense of wellbeing.

"We need to look after ourselves on many levels including our mind, body and spirit. It is good to find an activity that is enjoyable and makes us smile. Although it may be extremely tempting to stay warm and cosy indoors, just getting outside among nature or breathing in the fresh air can have a really positive impact on our overall wellbeing.

"Being active outdoors is a great way to boost someone's mood. Or, if braving the

cold is too much, checking out which classes are running at the local leisure centre may be worthwhile. This can be a great way to pick up a new hobby, make new friends and stay active as we leap into the new year.

"Alongside this, accessing complementary therapies such as aromatherapy, reflexology, massage or reiki can really help us to relax and feel good. We can use essential oils such as lavender and mandarin to help lift our mood. Listening to a relaxation CD can restore a sense of calmness and balance.

"Gifting ourselves the time to support our wellbeing is a great investment in our own health."



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Studies have shown that the act of volunteering can have a really positive impact on personal wellbeing. The feelings of giving, learning new skills and making friends can help to grow our self-esteem.

Gilli Pattie, Voluntary Services Co-ordinator explains: "A study carried out by Exeter University showed that people who volunteer benefit from various improvements in mental health, were less likely to suffer from depression, plus they had higher levels of life satisfaction and wellbeing. At Rowcroft there are lots of opportunities to volunteer and become involved in all areas of hospice life from events, gardening, retail and fundraising."

June Secker has volunteered in the Inpatient Unit for four years, serving lunches and teas and coffees to patients and families.

"I started volunteering to say thank you to Rowcroft for all the excellent care my husband received. When I first came here, I found all the staff friendly and welcoming which made me look forward to volunteering every week. I have made so many friends which now extend beyond the hospice and I enjoy meeting the patients and families. I don't think of volunteering as doing a job because it gives me so much pleasure!"

Visit our website to find more information about becoming a Rowcroft Volunteer.



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Love lasts longer than a lifetime

One in five people are cared for thanks to the generosity of people who leave gifts to Rowcroft in their Will. Once your loved ones have been provided for, please consider leaving a gift to Rowcroft Hospice in your Will to ensure that more patients and their families can benefit from our services in the future.

Louise Adams explains why she decided to leave a legacy to Rowcroft:

"We had decided to update our Will and felt it was a good time to do it when our local solicitor participated in Rowcroft's 'Make a Will Week' back in May. During this week, the firm donated their entire fee for Will-making directly to Rowcroft.

"Deciding to leave a legacy to Rowcroft was such an easy decision. My dear dad, Peter, was admitted to the hospice in its early days in autumn of 1983 and was made very comfortable in his final days. In addition to this, my mum eventually became a

volunteer in reception, contributing to the life at the hospice for 27 years! A few friends have also had the benefit of Rowcroft's caring experience during their precious last days.

While we won't be around to see our legacy being used, we know the difference it will make to the lives of all those who continue to pass through Rowcroft's doors."

If you have any further questions, or would like to discuss leaving a gift to Rowcroft in your Will, please call Family and Friends Fundraising Manager Daniela on 01803 217642.



Get involved!



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

November & December

Light up a Life

During the festive season, take time to remember and celebrate the life of someone who won't be with you this year. Dedicate a light on Rowcroft's Tree of Light or make a dedication in the Book of Light. Visit our website to find more details of Light up a Life celebrations in your area.



November & December

Festive Fridays

Get into the spirit of Christmas this December by wearing your favourite festive jumper, Santa socks or reindeer ears for a £2 donation! Select any Friday in December and choose how to make the most of your fundraising – add a mince pie sale, a door decorating competition or even introduce a card-free Christmas!



2 December

Christmas Sparkling High Tea

High tea with a touch of festive fizz will be coming to our Churston shop. Please purchase tickets prior to the event in store.



March

Meadow of Memories



In March we prepare to sow the most beautiful wildflower meadow in South Devon, and to

celebrate the lives of those we've loved and still love dearly by dedicating a flower in their memory. Celebrations will be held in July when the meadow is in full bloom.

26 April

Jail or Bail

Lighthearted fundraising for local businesses. Nominated "jail birds" will be held in mock jail until they can raise bail to be released. All the funds raised go towards delivering our services in the community.



13 – 17 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.



New event for 2019

We are thrilled to announce that 2019 will see the launch of our new men only event! Keep an eye out on our social media channels for further updates.

Donate in memory

Remembering with Rowcroft

A dedication of a leaf on Rowcroft's Memory Tree and taking part in Light up a Life are lovely ways to celebrate the memory of a loved one during the festive season.

Memory Tree

Situated in Rowcroft's Chapel at the hospice, the Memory Tree displays dedications in the form of personal glass leaves. Each leaf, individually hand moulded by Teign Valley Glass, is neatly secured to the tree by a stainless steel plaque, marked with a loved one's name and a meaningful date, such as a birthday or an anniversary. For any enquiries, please contact Penny on 01803 217450.



Light Up a Life

During the festive season, remember and celebrate the life of someone who won't be with you this year as part of Light up a Life. This celebration is open to everyone – not only for patients and families we have cared for and supported. There are several ways to take part in Light up a Life this year:

Light up a Life Celebration – join us at one of the celebrations taking place across South Devon in December.

Tree of Light – a light will be dedicated on the 'Tree of Light' in the grounds of Rowcroft Hospice.

Book of Light – your loved one's name can be inscribed into the Book of Light, which will be on display all year round at venues across South Devon.

Visit www.rowcrofthospice.org.uk/light for more details about your local Light up a Life celebration and how to make a dedication and donation to Rowcroft Hospice.



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