



Making life a little easier for families: read practical support volunteer Hugh's story on p8.

Edition 03 | Autumn

Volunteer News

Extraordinary volunteers supporting extraordinary children

Christmas cards

Welcome from Cheryl Baker

I've been a proud supporter of Demelza for over 20 years and have always been in awe of the support volunteers offer to the charity. Whether they are helping in the hospice kitchens or gardens, offering practical support to families in their own homes, lending a helping hand at fundraising events or working tirelessly in the 31 shops that Demelza now has, volunteers are the backbone of Demelza.

Although I have opened both the Tonbridge and Sevenoaks shops in my role as Demelza ambassador, this year is the first time I have volunteered in my local shop in Tonbridge and seen first-hand the effort that goes into processing donations, stocking the shelves and serving customers. I love it! I would recommend anyone with some time to spare to put their name down to volunteer for this fantastic charity that is so close to my heart. And while you're at it, why not pop down to the Demelza shop in Tonbridge and say hello!

Cheryl Baker
Demelza's Celebrity Ambassador



Spread some festive cheer this year with Demelza!

This festive season, bring a smile to your loved ones' faces and support a wonderful cause with our beautiful Christmas cards. Each card you purchase helps Demelza to provide extraordinary care for extraordinary children.

With a range of over 13 different designs, there's something for everyone. Order yours online today to get your favourites!

All cards will come in either packs of 10 or 20 with envelopes included and are fully recyclable.

For more information please scan the QR code or visit bit.ly/3XwiCKI.

Purchase cards here



Impact report

Yet again we've raised a record amount – an incredible

£6,209,264

Trusts: £317,442

Regional: £643,331

Corporate: £898,286

Events: £541,404

Special Events: £303,890

Philanthropy: £676,187

Individual Giving: £585,645

Central: £36,752

Facilitated 492 visits to the hydro pool

492

Over the last year we provided

254 day care sessions.

533 overnight short breaks.

3,489 short break sessions within our community.

114 specialist clinical end of life, step down and symptom management sessions.

59 siblings with support, activities and events.

1,604 children and family members attended family events.

2,797 volunteer driving hours, including taking families to hospital appointments.

454 counselling sessions to 54 children and family members.

Supported 705 children with serious or life-limiting conditions and their families

705

Welcomed 216 new families into our care

216

Our retail shops and outlet served

648,298 customers

and we received

£14,415 additional income

via rounding up transactions at the till

25,600
Lottery players raised
£1.866 million

Have you signed up to our Lottery?

In 2023/24
83p in every £1
donated to Demelza was spent providing care



Celebrity Volunteers

All of our fabulous high-profile supporters give their time, expertise and very often auction prizes for free and this year has already seen a huge number of stars racking up the volunteering hours all in support of Demelza.

From gold-medal Olympian Robin Cousins organising a star-studded musical evening with seasoned West End performer Anna-Jane Casey, where all of the cast gave their time for free – including the glamorous host Velma Celli – to Hollywood star, Daniel Radcliffe, voicing our brand video, our celebrities are a talented and generous bunch!

In April this year, Jayne Torvill, Olympic gold medallist and presenter of ITV's Dancing on Ice, donated over 30 dresses

from her appearance on the hit TV show. She then took time out of her busy filming schedule to launch a sale of the items in our Hailsham shop and spent the morning chatting to colleagues, volunteers and shoppers, signing autographs and posing for selfies.

And our new shop in Orpington, South East London, was opened by former Chelsea and West Ham star, Scott Minto, who brought his mum along for a fabulous shopping experience!

Our long-term supporter and Eurovision winner, Cheryl Baker, is not afraid to get stuck in, donning a Demelza t-shirt and volunteering in her local Demelza shop in Tonbridge whenever she can.



Celebration of Christmas

Old Royal Naval College, Greenwich

Wednesday 4 December | 7.30pm

demelza.org.uk/celebrationofchristmasgreenwich2024

Purchase tickets here



Hugh's story, making life a little easier for families

Meet Hugh, one of our practical support volunteers who has been helping Demelza for the last four years.

Hugh shared why he became a volunteer, saying: "I have always been someone who likes to help people. I get so much from seeing people's faces while I am there and how much they appreciate it. Even when I am doing something that doesn't seem a big deal, it is always very much appreciated."

Hugh helps to deliver extraordinary care through his role as a practical support volunteer. Hugh's support tackling overgrown gardens provides access to an enjoyable green space for families again. By driving families, it means they can get to the hospital and other appointments on time and stress-free.

Over the winter period, Hugh helps with delivering presents, while spreading some festive fun to Demelza families. He remembers one little boy being particularly excited: "The look on the child's face, he got so excited and so happy that I was standing there with a bag of presents and dressed up as an elf! I must admit, I did have a bit of a moment after I got out of the home because it was a very emotional time. They couldn't be nicer or more appreciative."

As a practical support volunteer Hugh has given lots to others, but volunteering has also been beneficial to him too:



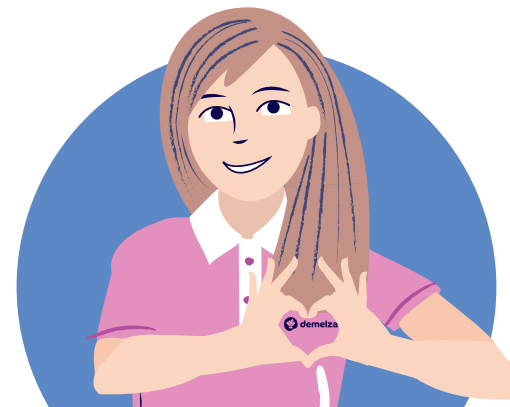
Volunteering with Demelza has given me a lot of satisfaction".



"It has improved my people skills. I am a quiet, introverted kind of person but I have found I am more open and can talk to people more easily now," he said.

"Volunteering with Demelza has given me a lot of satisfaction. If you like helping people, then there is probably not a better place to volunteer – everything you do makes a big difference."

If you would like the opportunity to take some of the stress out of the lives of families caring for a child with a serious or life-limiting illness, see our website to find out more about our practical support volunteering roles. You can make a huge difference, as well as learn new skills and make new friends.



Morrisons and Together for Short Lives

For the past three-years, Morrisons has been supporting Demelza via the partnership with Together for Short Lives, the UK's leading charity for Children's Palliative Care supporting the 54 children's hospices in the UK. 22 Morrisons stores across the South East have been regularly fundraising with monthly focus weeks, at which many of our wonderful Demelza volunteers have been present bucket collecting, selling raffle tickets and running tombolas.

The three-year partnership will finish at the end of October 2024 and in that time Morrisons colleagues, Demelza volunteers and customers have raised over £250,000 for Demelza. Each store has a Community Champion who has been the driving force behind the fundraising. They have all visited their local Demelza site to see the services and activities we offer. Many have also been on site to volunteer. They've set up secondhand book sales in their stores, organised fundraising walks from their store to the hospice, taken part in skydives, organised fundraising football matches, swam in the sea in December, crafted well into



the night to have products to sell to customers and spent hours on static bikes and treadmills in store to raise awareness.

means that Demelza are still able to bucket collect in stores. A massive thank you to all of our volunteers who supported this partnership over the last few years and made this relationship possible. The Community Champions really appreciated your fundraising support and your outstanding representation of Demelza in their communities.

Throughout the partnership Demelza has also been applying to the Making Memories grant scheme. This scheme has a pot of money provided by Morrisons as the result of Every Pack Gives Back promotions in store. Demelza has applied to receive grants to fund events and activities such as our New Year party for families, our festive wishes grottos and festive light trails as well as Christmas parties.

If you'd like to volunteer in your local store between 7-20 October, Morrisons stores will be holding a Partnership Party to celebrate all that we have achieved together. Please contact Katie Fielder on katie.fielder@demelza.org.uk for more information.

The strong relationships built with the Community Champions throughout the partnership



Siblings residential trip

Demelza's sibling weekend at Carrotty Woods was a huge success this year, with 20 siblings staying overnight together and taking part in lots of fun activities!

This trip was specifically designed to build confidence and resilience in children and young people as they face new challenges – many needing teamwork and problem-solving to overcome. It was also a fantastic opportunity for the children to meet other individuals in similar situations, offering peer support and the chance to make new friends.



Your fundraising activities

South East London

Derek Phillips, Demelza's founder president, sadly passed away earlier this year. Family friend, Daniel Wright, along with friends and family, completed an incredible 54km bike ride at Goodwood to mark his 54th birthday! This sponsored ride managed to raise £2,222 for Demelza.



East Sussex

Our fantastic East Sussex volunteers have been running the car park for a two-day antiques fair at King John's Nursery. They hope to have raised around £800 for Demelza!



Kent

A massive thank you to Chatham Fire Station who raised an incredible £1,266 at their charity car wash! Over 50 vehicles were cleaned in just three hours, including high-end models such as an Audi R8 and a Porsche Cayman. The proceeds were equally distributed between the Fire Fighters Charity and Demelza.





Make your donation go further

3 October is Gift Aid Awareness Day!

If you are a UK taxpayer, Demelza can claim Gift Aid on the proceeds from the sale of your donated items. This helps us to generate additional income at no extra cost to you. For every £1 of your donated goods sold, you are also contributing an additional 25p under the Government's Gift Aid scheme.

In 2023/24:

6,523

new Gift Aid donors signed up

667,879

Gift Aid donated items were processed to go onto the shop floor

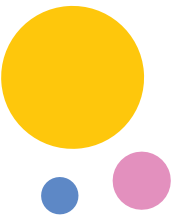
26%

of our donated sales were Gift Aided items

Find out more



Scan the QR code or visit our website to find out more about Gift Aid.
demelza.org.uk/shop/retail-gift-aid



Be part of the magic for families with Demelza!

Event helpers needed for family events

Volunteers must have a completed DBS check to support these events. If you are unsure if you have completed one, please contact practicalsupport@demelza.org.uk

Pumpkin Parties (help needed 10am - 4pm)

East Sussex - Tuesday 29 October

South East London - Wednesday 30 October

Kent - Thursday 31 October and Friday 1 November

Autumn Sibling Activity Days (help needed 10am - 4pm)

East Sussex - Saturday 19 October

South East London - Saturday 9 November

Kent - Sunday 10 November

Festive Wishes Events

Demelza East Sussex Festive Party and Grotto

Saturday 30 November (help needed 9am - 4pm)

Demelza Kent Festive Wonderland and Grotto

Saturday 7 December and Sunday 8 December (all day)

Demelza SEL Festive Wonderland and Grotto

Friday 13 November (afternoon and evening)

Saturday 14 December (all day)

Event helpers needed for fundraising event

Volunteers do not need a DBS check to support this event. Please contact eventbookings@demelza.org.uk for more info.

Elf Hunt and Christmas Market

Kent - Sunday 15 December (help needed 1pm - 7pm)





Demelza Colleagues' Festive Lights Trail

This event is exclusive to Demelza employees and volunteers, and accompanied family members.

Dates: Tuesday 10 December and Thursday 12 December
Times: 5.15pm – 6pm | 6pm – 6.45pm
RSVP deadline: Monday 2 December

How to request a place:
 Go to bit.ly/3B6H8ux or scan the QR code.

Join us at our Kent hospice for a stroll along our festive lights trail throughout our hospice gardens. Places are limited.

Find out more



festive cafés

All employees and volunteers are welcome at our festive cafés!
 Join us for a hot drink, mince pie or a slice of cake and have a natter.

Kent
 Tuesday 3 December
 2pm-3pm
 Demelza Kent, Rook Lane, Bobbing, Sittingbourne, ME9 8DZ

South East London
 Thursday 5 December
 11:30am - 12:30pm
 Demelza SEL, 5 Wensley Close, Eltham, SE9 5AB

Distribution Centre
 Friday 13 December
 2pm - 3pm
 Larkfield Distribution Centre, Sheldon Way, Larkfield, ME20 6SE

East Sussex
 Tuesday 17 December
 11am - 12pm
 Demelza East Sussex, St Leonards on Sea, TN38 8BL

I would like to attend:

RSVP via this form:
bit.ly/3TvV9lu or scan the QR code.
 Please include any dietary or accessibility needs.

Find out more



My Voice Cafés

Join our senior leadership team to share your thoughts, ideas and feedback over tea, coffee and cake. All employees and volunteers are welcome.

Don't forget, you can also message your thoughts and ideas at any time to myvoice@demelza.org.uk

SEL My Voice Café | 29 October

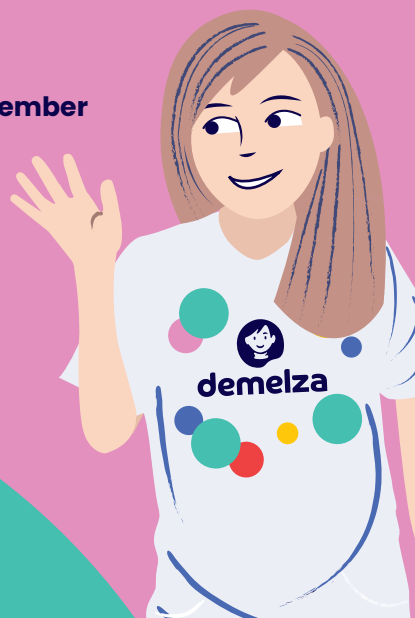
2 – 3pm, Training Room

Demelza SEL, 5 Wensley Close, Eltham, SE9 5AB

Distribution Centre My Voice Café | 12 November

2 – 3pm, Larkfield Distribution Centre,

Sheldon Way, Larkfield, ME20 6SE



Update your contact details by emailing volunteering@demelza.org.uk or calling on **01795 845170**