



Spring/Summer
2011

butterfly brief.

Birmingham St Mary's Hospice Newsletter



life changing.

Birmingham
St Mary's Hospice

Registered charity number: 503456

Starlight Stroll 2011 Launches

See pg 7 for all exciting details!

Volunteer Support Worker Appeal

Like helping people? – see pg 8

New Look Day Hospice Goes Live

Take a look at our refurbished Day
Hospice on pgs 4 & 5

Clare Rose in our new look Day Hospice

Welcome To The Butterfly Brief

Welcome to our first edition of the butterfly brief. We hope you like this new-look and lower-cost newsletter, designed to inform you about what the Hospice does, how we make the most of the vital funds donated to us and how you can help.

It is a briefing that is full of surprises. For instance, not many people know that most of our care is provided in people's own homes, as well as in the Hospice itself.

Many patients are helped to remain independent at home by attending our Day

Hospice once a week where they benefit from care and treatment to return home able to live better with their illness. The Day Hospice also gives social contact with others in similar circumstances and access to a range of life-enhancing therapies and activities.

And through grants and donations we have raised enough money to refurbish our Day Hospice to create a brighter and more up-to-date environment. Inside this brief, we bring you an insight into the difference this makes to patients and families.

Your support is valuable to us - it is life-changing. Please join us and support our fundraising events detailed inside this issue of butterfly brief. There is something for everyone. Raising money by having fun improves so many people's lives.

Best wishes and thank you for all you do!

Tina Swani
CEO



Celebrating Their Graduation

(from left) Erin McCloughlin, Gayle Webster, Sarah Gough and Lyndsey Findon

Our Dedicated Nurses Make The Grade

Four dedicated nurses at Birmingham St Mary's Hospice are ensuring that patients continue to receive the very best care after graduating in a range of degree qualifications. Gayle Webster and Lyndsey Findon have graduated in a BSc in Palliative Care, while Erin McLoughlin has attained a BSc in Cancer Care and Sarah Gough has been awarded a Graduate Certificate in Palliative Care.

The achievements mean the women are in possession of the latest knowledge and skills in end of life care,

greatly enhancing patients' experience at Birmingham St Mary's Hospice, which cares for families coping with life-limiting illness.

Hospice Lead Nurse Nicola Butterfield congratulated the four on the graduation achievements. "I am delighted to hear of these academic successes. The four nurses have completed their studies while working full time in the demanding role of caring for people with life-limiting illnesses. Their achievements are a great source of pride and will help Birmingham St Mary's to continue to provide

the highest standards of patient care," she said.

Nurse Sarah Gough, who was awarded a Graduate Certificate in Palliative Care, said the new qualification meant a great deal to her. "Like all of the nurses at the Hospice, we're absolutely passionate about what we do, so expanding our knowledge and skills has been hugely enjoyable. It will benefit patients, as the qualifications will enhance our knowledge and ability to deliver best quality end of life care," she said.



A Very Special Wedding

While the nation focused on our future King's nuptials, we held a very special wedding ceremony at the Hospice for patient Charlene O'Gorman and Lee Harper. The emotional event really captured the imagination of all at Birmingham St Mary's

New Look Day Hospice Opens to Patients



After months of much-needed refurbishment work, Birmingham St Mary's Day Hospice has now reopened, receiving a big thumbs-up from staff and patients alike.

The Day Hospice now boasts new therapy, consultation and activities rooms. Overall, the facility is much more welcoming and lighter than before. And with a separate reception, patients are afforded much greater dignity as they are no longer on view to all and sundry.

Day Hospice Volunteer

Marlene Jones in the refurbished Day Hospice

There are also new easily-accessible toilets, cutting down on the hike patients faced before. Outside there is a new terraced seating area, offering somewhere for patients to sit and enjoy the fresh air and sunshine.

Day Hospice Manager Kate Palmer said the new centre was already making a huge difference. "We couldn't have asked for anything better and the response we've had from patients has been tremendous. We're confident this modern, new Day Hospice will help us provide the very best care for many years to come."

Thanks to your support, our What a Difference a Day Makes Appeal to pay for the refurbishment of the Day Hospice has been a huge success. It has enabled us to give Day Hospice patients a fantastic new space in which to get medical advice, receive and take part in complementary and creative therapies and meet people in similar situations. However, while the refurbishment work is complete, funds are still very much needed to help run this fantastic facility, so any support you can offer will be gratefully received. For more info contact Fundraising on 0121 472 1191.

Day Hospice Stories – Olive

Olive Collins has been coming to Birmingham St Mary's Day Hospice in Selly Park on and off for around five years.

The 70-year-old cancer patient from Smethwick says without the Hospice her life would be extremely lonely and uncertain.

"The care I get here is absolutely wonderful. Over the five years that I've been coming here I've been able to access counselling, complementary therapy, medical support and friendship. I don't know where I would be without that."

For people like Olive, having regular access to professionals in palliative care is essential, as they are able to monitor any change in condition to ensure the right treatment is given. It gives people with a life-limiting illness the best possible quality of life.

"If I couldn't come to the Day Hospice once a week, it would be another lonely day. I hope people can get the message that it's not a depressing place, because that's absolutely the wrong idea."



Wonderful Care

The Day Hospice has made a huge difference to Olive

Day Hospice Stories – Sharon



Sharon Linger

Dedicated and passionate about her work

Sharon Linger, Day Hospice Staff Nurse, joined Birmingham St Mary's eight months ago from Cambridge University Hospital.

For Sharon, the care she offers to patients at the Hospice is hugely rewarding.

"One of the great things about working at Birmingham St Mary's is that you see people coming to us depressed, lonely and frightened, but within a few weeks of coming here they've completely turned around and are starting to enjoy life again. That is something I find immensely satisfying."

Sharon, aged 32, entered nursing 11 years ago on a

surgical ward, caring for patients undergoing operations. Over time she developed an interest in pain control and symptom management.

Now those skills are proving really useful at Birmingham St Mary's, where she enjoys a role which offers a chance to build a closer relationship with patients.

"I really enjoy working in the Hospice, there is a wonderful sense of community here and having that regular contact with patients really gives you a chance to see the difference you're making to people's lives."

Driving Success – Volunteer Drivers Needed

As part of an effort to reduce costs and improve patient care, we've launched an urgent appeal for new volunteer drivers. The initiative is part of an ongoing review of spending aimed at saving money and ensuring donations go straight to patient care.

We're looking to recruit 10 volunteer drivers, which will help us reduce our reliance on taxis and ambulances, which are costing more than £10,000 annually. And not only would volunteers save thousands of pounds, but in this highly rewarding role they would help improve care as regular volunteer drivers establish a close relationship with patients.

Birmingham St Mary's Hospice Voluntary Services Manager Sharon Harkin said: "Volunteer drivers make a massive contribution to Birmingham St Mary's Hospice. Ferrying

a patient from their home to the Hospice offers much more than a car journey. It gives patients the chance to get out of their homes and see the city, see life, see changes that are happening and make them feel in touch with the community. It is undoubtedly a form of unacknowledged therapy."

The Hospice currently has 18 volunteer drivers, some of whom have been with the organisation for more than 10 years. Between them they are estimated to contribute over 4,000 hours per year, saving £32,365.

Volunteer driver Jenny Buchan, aged 69, from Harborne and a former teacher, has ferried patients to and from Birmingham St Mary's Hospice for 12-and-a-half-years. She said: "I got involved after a friend who had cancer was cared for by the Hospice's home care nurses.

I heard they needed volunteer drivers and decided to sign up – and I really enjoy it."

The volunteer drivers collect patients from their homes in the morning and take them to Birmingham St Mary's Day Hospice in Selly Park. They also take the patients home again at the end of their day at around 3pm.

With people leading such busy lives, the Hospice encourages its volunteers to volunteer when it suits them. Volunteer drivers can also claim a mileage allowance if they use their own vehicle.

For further information about becoming a volunteer driver at Birmingham St Mary's Hospice please telephone Voluntary Services on 0121 472 1191 or email volunteers@bsmh.org.uk, or go to website: www.bsmh.org.uk

Offering Door-to-Door Service

(from left) Graham Butler, Judy Brookfield and Jenny Buchan



Strolling Stars

Karen Henry (left) and her team gear up for Starlight Stroll 2011

Look at the Stars – Look How They Shine for You

Spring has sprung and with it our campaign to recruit as many ladies as possible for Starlight Stroll 2011. Last year more than 400 took part in the event, raising over £50,000 for Birmingham St Mary's Hospice.

This year, we'd like to double that and attract 1,000 women! Can you put together a team of female family, friends or colleagues? It's our key fundraising event of the year, and those who have taken

part in the past will tell you what a fantastic night out it is.

To make registration much simpler this year, we're delighted to announce online sign-up. Simply go to www.bsmh.org.uk/starlightstroll.

Additionally, for 2011 we've shortened the route slightly to eight miles and taken it away from some of the high street areas, which a few participants found slightly intimidating late at night.

Dozens have already signed up - including a 30-strong team who will be dressed as bumble bees - but we'd love to see you there as well. So join us on Saturday, July 2, to remember, celebrate, party.

For further information telephone Jayne Bevan-Rabone on 0121 4721191 or email jayne.bevan-rabone@bsmh.org.uk. You can also follow Starlight Stroll on Facebook at <http://on.fb.me/gbolMH>.

Half Marathon Runners Needed



It might be months away but the EDF Birmingham Half Marathon will soon be upon us – and we're calling on you to join our crack team of pavement pounders for this fantastic event.

Last year we had a team of more than 40 runners, who all had a great time raising much-needed

funds for people with life-limiting illnesses and their families.

So if you're thinking of taking part on Sunday, October 23, why not run in aid of your local Hospice? For more information telephone Jayne Bevan-Rabone on 0121 472 1191 or email jayne.bevan-rabone@bsmh.org.uk.



News in Brief

A big thanks must surely go to the Clements family of Bournville who have raised over £5,000 for Birmingham St Mary's Hospice this year, through activities ranging from fire walking to staging a dance and an online poker tournament.

Their inspiration has been son Bob, who is a patient at Birmingham St Mary's. Bob hit the headlines a few months ago after he was admitted to the Inpatient Unit, from where he kept himself busy by writing letters to prospective donors of prizes for charity auctions and raffles.

Donations so far have ranged from theatre tickets to signed footballs. Well done Bob, you're an inspiration to us all.

Another team of amazing supporters of the Hospice this year has been former Central news reader Llewela Bailey and her daughter Jess (pictured with personal trainer Danny



Sulway), who successfully completed the London Marathon in April.

Running in memory of Llewela's late husband Martin Jenkins, who was cared for by the Hospice, the pair have raised well over £3,000 with funds still coming in. In addition to a

gruelling training programme, busy mum Llewela wrote a weekly column in the Birmingham Mail about her running exploits, doing an incredible job of raising our profile around the city

Dancing fans from across Birmingham and the Black Country are on course to raise £7,000 for the Hospice after they sweated it out at our first Sponsored Zumbathon at Gatecrasher in Broad Street in March.

Our volunteers are indispensable in enabling us to offer the best care to patients living with life-limiting illness, their families and carers. The help, kindness and support that patients receive from volunteers often profoundly changes their experience. National Volunteers Week on June 1-7 is about inspiration and celebration. To find out more call Voluntary Services on 0121 472 1191.

Finally, there are so many other supporters who have made an amazing contribution to the Hospice, be it through fundraising or volunteering. There are too many to list here, but we would like to say a heartfelt thank you to you all. In the next issue, we hope to introduce a chart tracking donations across the city.

Like Helping People? Become a Volunteer Support Worker

Relatives experiencing the loss of a loved one at Birmingham St Mary's Hospice will soon have an extra arm of support, thanks to a unique service being launched by the charity this year. A team of up to 10 Volunteer Support Workers is being recruited to help more isolated people during their bereavement by being there for them in a variety of everyday situations.

A VSW will visit bereaved relatives for up to a year to help them relearn tasks which may have been performed for many years by their deceased partner. It could be something as simple as getting to grips with doing the laundry or as

potentially daunting as going out and making new friends.

Volunteer Support Workers will not perform the role of a home help or care worker, however, as the intention is to enable people to perform tasks for themselves and build confidence.

The team will be part of the Hospice's Bereavement Service and will be co-ordinated by Zoe Mather, who has 12 years' experience in social care services with older people. Zoe said: "When a person's partner has died the one left behind often feels that they have 'lost their other half'. They suddenly have to start managing on

their own at a time when they are really upset, they don't feel able to make decisions and sometimes don't know where to go for help.

"It can be very difficult for them to cope with even straightforward everyday jobs and they can often become isolated and ill. At Birmingham St Mary's we realise that many people can be affected like this after a death in the family and we want to be able to offer support to people in this situation."

Zoe added that the initiative had been made possible thanks to a grant of £31,000 from the Department of

Health Volunteering Fund for Health and Social Care.

In 2010, the Hospice's Bereavement Service supported more than 900 people, all of whom had a loved one who had received care through the Hospice. Staff at Birmingham St Mary's say that Volunteer Support Workers could offer valuable help when people need it most, soon after bereavement.

If you would like to become a Volunteer Support Worker at Birmingham St Mary's Hospice, please telephone Zoe Mather or Daphne Welch on 0121 472 1191. You can also find all the details on <http://bit.ly/m5FNAH>

Join Us for a Right Royal Appeal



We'd like women across Birmingham and Sandwell to continue the Royal Wedding celebrations this month by donating their wedding dress to Birmingham St Mary's.

We're appealing for donations of wedding garments for its Heeley Road shop in Selly Oak to help it transform its small selection of matrimonial outfits into a complete bridal salon.

To kick off the appeal BBC Midlands Today news presenter Suzanne Virdee donated a bridesmaid's outfit while Julie Ward, who used to own Precious Collections, a former city centre wedding boutique, gifted a range of stock. Julie is also a member of the Hospice's Ladies

Committee of fundraisers, who have thrown their support behind the appeal.

Suzanne said: "The wedding dress appeal is a really meaningful way of marking the Royal Wedding, as donations will make a huge difference to local families coping with terminal illness. With all the charity work the Royal family does, I'm sure they'd be very supportive of this idea."

Donations, which can be of dresses, veils, tiaras, shoes or any other wedding items, will be coordinated by Hospice Retail Manager Pam Stanley.

To donate a wedding dress or bridal outfit to Birmingham St Mary's, please contact the Heeley Road shop on 0121 472 1500.

Launching Our Wedding Dress Appeal

Ladies Committee Member Judi Gilbert and Suzanne Virdee

Events

Thursday, May 26
General Knowledge Quiz
Stirchley

Saturday, May 28 and Sunday, May 29
Open Garden
Wythall

Friday, June 3
Blackwell Golf Day
Bromsgrove

Saturday, June 18
Summer Fete
Birmingham St Mary's Hospice

Wednesday, June 22
The craft groups Coffee and Cake Evening
Birmingham St Mary's Hospice

Saturday, July 2
Starlight Stroll 2011
Birmingham

Saturday, July 2
Midland Fretted Orchestra & Selly Park Singers Concert
St Francis' Church, Bournville

Saturday, July 9
South Birmingham Sinfonia Summer Concerts
St Francis' Church, Bournville

Saturday, July 16
South Birmingham Sinfonia Summer Concerts
Shirley Methodist Church

Sunday, September 25
Charity Football Match
Aston Villa Old Stars Vs Birmingham St Mary's
Aston Villa Stadium

If you would like further information or would like to come to one of our events, please contact the Fundraising Team on 0121 472 1191 or email: bevan-rabone@bsmh.org.uk.

Golfers Invited to Tee Up for Birmingham St Mary's



Our next Golf Day will take place on Tuesday, September 13, and is at Little Aston Golf Club in Sutton Coldfield. Both men's and women's teams are welcome to take part in the popular events, which this year are being organised

by former Edgbaston golfing professional Neil Selwyn-Smith. If you would like to come along, please contact Jayne Bevan-Rabone on 0121 472 1191 or email: jayne.bevan-rabone@bsmh.org.uk.

Is Your Business Up For a Challenge?

There's still time for companies across Birmingham and Sandwell to sign up for Birmingham St Mary's Hospice's exciting 15-week Accumulator Challenge, which kicked off in May. Enterprises from across banking, retail, law, manufacturing, insurance, property, recruitment, transport, marketing, finance, IT and education are invited to join the thrilling competition.

Smart-thinking participants are given a £50 stake to use to accumulate as much money as they can by fundraising legally and ethically in just 15 weeks.

Hospice Head of Fundraising and Marketing Caroline Taylor said: "Birmingham St Mary's is committed to developing strong partnerships with companies in Birmingham

and Sandwell, and the Accumulator Challenge is part of that commitment.

"Additionally, an association with one of region's most cherished local charities is a great way to build your brand. So I would like to lay down the gauntlet to companies across Birmingham and Sandwell to see who can become our first ever Accumulator Challenge Champion."

The challenge provides a chance to: boost staff morale; encourage teambuilding; raise your company profile; network with other businesses across Birmingham and Sandwell; generate a buzz through local publicity; and compete against some of your business rivals in a fun and friendly way while demonstrating some of your CSR objectives.

Birmingham St Mary's Hospice, needs to raise more than £2 million a year in addition to NHS funding and serves a population of 1.4 million in Birmingham and Sandwell. Annually we care for around 1,000 people with life-limiting illnesses such as cancer, motor neurone disease and multiple sclerosis.

These common illnesses are likely to affect staff, suppliers and customers of your business at some point in their lives.

If you think your team is capable of meeting the challenge, Theresa Meek would love to hear from you on 0121 472 1191 or email theresa.meek@bsmh.org.uk.



Bloomin' Lovely

Whether you're a budding gardener or a veteran greenfingers we'd love you to take part in our annual Open Gardens Scheme, which is a fantastic way to show off your blooming borders and support your local Hospice.

The scheme has only been running for two years, and like all good things in your garden will take a few years to grow into something beautiful.

There are no set rules to the scheme. Participating gardens may be of all shapes and sizes and it's up to the owner of the garden how their open day works. For example, you might

want to charge for entry, or run a tombola or plant sale. Or, if you're really confident, why not give a talk about how you developed your garden into the colourful gem it is today?

This year, the scheme is sponsored by Plants&Shrubs2go. Direct to your door suppliers, the company is offering a 10 percent discount on all plants, shrubs and horticultural products to people who open their gardens in aid of Birmingham St Mary's Hospice this summer. For further information go to www.plantsandshrubs2go.co.uk or call 01384 420453.



Open Gardeners

Jo Proudler (right) pictured with open gardeners Jean Noake and Petrina Muscroft

For further information about participating in our Open Gardens Scheme 2011, please call Joanne Proudler on 0121 472 1191, or email joanne.proudler@bsmh.org.uk.

We Need Your Help – Please Support Us Today

Name:.....
 Address:.....
 Postcode:..... Telephone:.....
 Mobile:.....
 Email:.....

I would like to make a difference every month!

Please send me a form to give on a regular basis.

Gift Aid it! Using the Gift Aid Scheme means that for every £1 you give we get an extra 25p from the Inland Revenue, helping your donation go further. To enable the Hospice to reclaim the tax on your donation please tick one of the boxes below:

I want all donations I have made within the last four years and all donations in the future to be treated as Gift Aid until I notify you otherwise.

I am not a tax payer.

Signature:.....

Date: / /

I would like to make a difference today!

Please find my gift of £.....
 (made payable to Birmingham St Mary's Hospice)

or
 Please charge my Visa / Electron / Mastercard / Maestro / CAF charity card (delete as appropriate)

Card No:

Start Date: / / Expiry Date: / /

Issue No: Security No: 3 digits on reverse

Name on Credit Card:.....

Signature:.....

Receipt required? No Yes

- I want to get involved and help raise funds
- I want to volunteer at Birmingham St Mary's Hospice
- I want to join the TLC lottery which helps support three local charities including Birmingham St Mary's Hospice
- I want to leave a final gift in my will
- I want information on where the Hospice shops are located
- I don't want to receive correspondence from Birmingham St Mary's Hospice

Please return your form to: Birmingham St Mary's Hospice, 176 Raddlebarn Road, Selly Park, B29 7DA.