



Zest Q&A

- **Who/What is Zest?**
- Zest is part of the St Elizabeth Hospice family. It is a brand that has been created to increase knowledge about what the hospice provides for young adults. It is also about engaging with young adults in general hoping to create additional support for the hospice through increased young adult volunteering and donations. Zest has also been created to help the hospice achieve its ambition of expanding our current services to young adults living with progressive and terminal illnesses in our locality and beyond.

- **Why has Zest been developed?**
- Zest has been created to engage young adults with hospice care in general and in particular with the much needed development of hospice care for young adults.

To put it bluntly due to medical advances there is a generation of young adults that previously wouldn't have lived beyond teenage years. We already look after this group but the need is growing and we know we need to do so much more.

The needs of these individuals are complex and not totally understood because in many cases the challenges their care presents are new.

We not only want to support this new generation, medically and socially, but engage with others of a similar age who can fundraise and help support their peers. We recognise that we need to recruit younger members of our community to a wide range of volunteering roles and therefore we need to be seen as the charity of choice among young people. We appreciate that the hospice name might not do this but the Zest name will.

Through Zest our aim is to support a young adult service that:

- Reflects the new needs of this generation.
- Recognises that like any young person jobs, fun and friends are important.
- Recognises young people have a lifetime of goals to achieve – but just a shorter time-span to do them.

- Is inviting, meaningful, engaging and socially appealing.
 - Motivates the person to want to engage with their care plan.
 - Addresses social needs and mental well-being.
 - Always offers choice and appropriate care.
 - Provides for aspirations for independent living.
- **Where does Zest operate/what area do you cover?**
 - Zest covers the whole region. We aim to secure support for the care of young adults across the east of England and that is why we are reaching out beyond our core hospice territory to engage with others who want to help and those who need our support. The care we aim to develop, such as short-break respite care, will be delivered at St Elizabeth Hospice in Ipswich.
- **Why are you opening shops/running events outside of St Elizabeth Hospice's normal service area?**
 - We aim to secure support for the care of young adults across the east of England and that is why we are reaching out beyond our core hospice territory to engage with others who want to help and those who need our support. The services we are looking to provide are not being delivered elsewhere in the region for this age group. The care we aim to develop, such as short-break respite care, will be delivered at St Elizabeth Hospice in Ipswich but will be open to young adults from further afield.
- **Who does Zest help?**
 - Zest will help young adults become involved in the hospice movement and through doing so help those who need hospice care including supporting our vision to increase the care we are directly able to offer to young adults in our region.
- **When do you plan to start delivering these expanded services?**
 - The trustees of St Elizabeth Hospice have committed, subject to finances allowing, to begin delivering short break services from 2019/2020.
- **If I donate or fundraise for Zest, where does my money go?**
 - Any funds raised through Zest come to St Elizabeth Hospice to support our work caring for those living with progressive and terminal illnesses. These people currently include young adults from the age of 14 and it is our ambition, with the support of Zest, to increase the level of services we are able to offer to this group wherever they live in the region.
- **How much money needs to be raised through Zest?**
 - It would be fair to say there is no limit to what we would like to raise through Zest as we know the need for hospice care will continue to grow, both in young adults and the older population.

With regard to our young adult service our first aspiration is to be able to offer supported respite care for young adults in our region. We know this will cost an additional £250,000 per year and we need to secure two years funding in order to be able to recruit people to support the care.

- **How does my fundraising help?**

- St Elizabeth Hospice is a charity and over 75% of our funding comes from generous people like you. Without your fundraising we cannot offer the care that is desperately needed. The money you raise will directly benefit members of your local community and help us offer care and support desperately needed by young adults in the east of England.

- **How can I get involved with Zest?**

- There are many ways you can help Zest. We will be looking for volunteers to work in our Zest shops, attend events and help the young adults we care for. You can donate goods, fundraise, take part in sponsored events, create your own events or become an ambassador helping us to spread our message. Whatever your passion be it fashion, photography music or any other way you can help we're confident we can find a role for you.

- **Is Zest a separate entity or part of St Elizabeth Hospice?**

- Zest is a brand used by St Elizabeth Hospice. It is part of the St Elizabeth Hospice family.

- **Is the Zest service the same as the X-Change group?**

- No it isn't. The X-Change group is a group of young people who need our support at the point of transition from children's hospice care to adult care. They meet at the hospice on the first Tuesday of each month. The group enables our young adults to experience some independence as their families and carers leave them in the hands of capable staff and volunteers to enjoy playing inclusive sports, joining in with creative and sensory activities, music or playing quizzes and games.

This also enables their families to have some respite or perhaps enjoy some complementary therapy.

Zest isn't a service it is a brand for us to engage with younger adults to help us provide hospice services. The X-Change group is one of these services.

- **What is the need for young adult services – where is the gap?**

- See why has Zest been developed

- **Where will I see Zest?**

- The Zest brand will be visible at events where we believe we will be able to speak to/meet potential supporters. You will also see Zest on the high street as we will be opening retail shops across the region. We currently have retail shops in Ipswich and Colchester.