



Charity of the Year Partner 2020



Help support innovation and become one of St Elizabeth Hospice's charity of the year partners for 2020

We're needed more than ever before. We first opened our doors over 30 years ago and we're proud of what we have achieved so far.

We have cared for over 28,000 people with terminal illnesses and looked after their families as they struggle to cope with their loss.

Over the years, we've adapted and evolved. But there's more to be done. We've got plans in place to chart a course into the future to meet the sharp increase in demand that await.



From humble beginnings, St Elizabeth Hospice has become part of the fabric of Suffolk for over the last 30 years

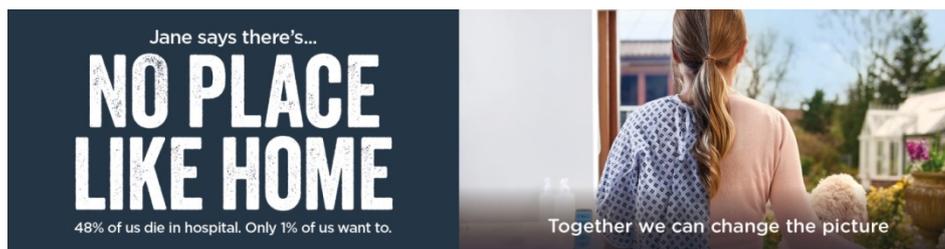
There is no escaping it, death is a reality. It's devastating and heart-breaking but we believe that the real tragedy is life not lived to the full. Here at St Elizabeth Hospice, we are interested in the life people have remaining to them. Our work is about restoring hope, easing pain, giving life purpose and making life liveable.

Since we opened our doors in 1989 we've had the privilege to care for 28,000 patients and we're only just getting started. Now we care for over 2,000 patients a year helping them to live the life they choose, for as long as they can. Every last one of them has received treatment tailored to their specific set of conditions and circumstances.

These are momentous times, we see the possibilities before us, to innovate and seek new ways to develop our care more effectively and to help more people.

And this is how we plan to do it...but we need your support to do it.

No Place Like Home



Dying at home - Joan's story

"A year after her husband died in hospital, Joan was herself terminally ill but adamant that she would not die there. Her children Ian and Carol related her experience of the hospice.

"There was absolutely no question - like dad, mum hated being in hospital and was constantly asking to come home, so it was wonderful to be able to grant this final wish for her.



"It took just a couple of days for all of the required equipment, such as a hospital bed and syringe driver, to be set up in mum's home. And when she arrived in an ambulance on the Friday evening, despite her being non responsive, you could see the physical relief in her face to be back in familiar surroundings.

"The hospice community team were incredible. Mum's care plan ran like clockwork; the nurses visiting four times a day to adjust her medication and provide personal care. With the hospice being specialists in palliative and end of life care, we could rest assured that mum was in safe hands and this enabled us to embrace the little time we had left as a family.

"Being at home was not only beneficial for mum, but for us too. We had the space and freedom to stay by her side as well as be a normal family, without the worry of finding a car parking space or abiding by visiting hours. We felt fully supported by the hospice nurses and they were able to answer any questions that we had. Even when they weren't there, we knew that we could call OneCall if we needed them, which was so reassuring.

"Five days after returning home, on May 16, mum took her last breath with both of us by her side. It was calm, peaceful and dignified. The hospice nurses came over to the house to check that we were okay and to carry out last offices. They made everything feel so much easier. We wish it could have been the same for dad.

"We can't put into words how grateful we are to St Elizabeth Hospice for enabling our mum to die in her own home. The level of care that the hospice community team is able to provide to those with terminal and progressive illnesses is exceptional and having lost both parents within a year, we truly believe that there's no place like home."

Virtually no one needing end of life care wants to die in hospital. You'd have thought that having been admitted, getting discharged would be straightforward, but it's not. At Ipswich hospital, such are the conditions for discharge that in practice it's often very hard to get out. People become stranded and unbelievably all too many of them go on to die there.

In short, the situation is desperate. They didn't even ask to go there; when their conditions became critical, no one knew what else to do so they took them into A&E.

The national picture is hardly more encouraging. Current research shows that most people would choose to die at home or in a care home or a hospice, surrounded by loved ones, but tragically, at this moment, this is not always the case, for a multitude of reasons.

So clearly the current situation isn't working. Too few people with terminal and incurable illnesses in Suffolk die where they say they want to. To compound this, over the next few years we anticipate an increase in both referrals to the hospice and unsought hospital admissions to double current levels.

This has prompted some innovative thinking about the care patients need, our role in providing it and what this means for our vision and mission. We've listened to our patients, looked at the realities and practicalities involved and talked to other care providers in Suffolk. The result: Our 24/7 helpline 'OneCall' was the first service of its kind in East Anglia. The advice line reaches out directly to the general public as well as healthcare professionals on the subject of specialist palliative and supportive care. It provides a central point of contact for information for patients, their families and professionals.

OneCall is the backbone of all our services. It is a reactive service, offering specialist support over the phone for patients and their families. It enables us to signpost patients to one of our services or to an external agency, to organise a visit from a nurse or healthcare assistant, or to get advice from a palliative care consultant 24/7.



Since the No Place Like Home project began, the OneCall service has become so much more than an advice line. It has grown to become the coordination centre for the project. Employing nine Care Coordinators, it enables us to quickly and effectively organise a discharge from hospital or the hospice for a patient who wishes to die at home. The clinical team may have a small window of time.

"So many people had been involved with dad's care but when at home, with him so poorly, we didn't know who to call. We felt so isolated.

"Having OneCall was great. To have just one number to call any time or day or night is indeed a comfort blanket and eases one little piece of worry and anxiety when you truly don't know what to do or where to turn.

"This amazing service is a lifeline. It allowed us to have quality time with dad, knowing in the background we had support on the end of the phone from such a professional and caring team." Whether it is a patient facing a new symptom, a carer worried about giving the correct dosage of pain relief or a doctor with a query, OneCall is there to support everyone in the Hospice's catchment area.

Verity Jolly, St Elizabeth Hospice's director of patient services, said:

"Some people feel desperate when they make the calls and can be quite distressed. We get a lot of calls in the middle of the night when people may feel alone and have nowhere to turn. Families want advice around symptoms and we are able to advise them and often put their minds at rest.

"Our OneCall advice line is a very successful service and it has grown beyond expectation, and with more people wishing to be cared for at home, I'm sure the service and the number of calls we receive will continue to grow over the years to come."

The total cost of
this project to
the hospice is
£3m
over the next 3
years.



Celebrating over 30 years of progress and innovation



In 2020, we are inviting businesses to partner with us to aim to raise a minimum £3,000 each and become a Charity of the Year Business Partner to support our mission.

We will offer you the opportunity to create a bespoke partnership to meet the aims and objectives of both your business and your staff development. You will work closely with an account executive to make sure these objectives are met.

Benefits will include but are not limited to

- Brand enhancement and positive PR through social media channels, newsletters and news coverage as well as various publications and the website
- Increase in staff morale and development
- Recognition around the hospice to recognise you as a 2020 Charity of the Year Business Partner
- Invites to special events such as panel discussions and suppers with the CEO
- Invites to exclusive networking events with anniversary partners

Raising £3,000 can be through a variety of initiatives which could include

- In-house fundraising- bake sales, dress down days, quiz nights
- Take part in our corporate events such as our Woolly Pully Week or Ridefest
- Sponsor one of our events or campaigns

There are also opportunities to take part in activities such as

- Employer supported volunteering e.g. a charity shop take over – pit your team against other local businesses and see who can boost the earnings of one of our stores the most. How would you increase footfall and sales for the day?
- Donating to our stores through a donation station
- Recycling – phones, ink cartridges, coins and stamps

£3,000

would ensure that our
OneCall service can
operate for the
weekend

£5,000

would ensure that our
Health Care Assistants
can deliver 100 hours
of care

£7,500

would ensure that our
Community Health Nurse
Specialists can carry out 25
new assessment visits, and
fund laptops for the entire
team.

£10,000

would ensure that our
OneCall service can
operate for a week

Jeff says there's

NO PLACE LIKE HOME

48% of us die in hospital.
Only 1% of us want to.

You can help us
care for Suffolk's
terminally ill
at home.

For over 30 years we have cared for our local
community.

We continue to step up as the experts in end of
life and palliative care in Ipswich and Great
Yarmouth and Waveney, leading the way in
innovation and filling the gaps in care.

But we cannot do this alone. We need your help.

Together we can change the picture.

Quotes from 30th anniversary charity of the year businesses



“As a small family run business in the heart of the town we try to focus on being part of our local community, getting involved with local events and getting to know our customers well is important to us as we feel it helps to build lasting relationships. We wanted to be part of the 30th Anniversary fund raising for St Elizabeth’s Hospice because we felt it would be the perfect way of giving something back to the local community, they do such amazing work and the fund raising team are so passionate and dedicated to the work they do it makes us very proud to get involved and support them however we can.” - **Jacey's Coffee Shop**.



Curtis Banks are proud supporters of the St Elizabeth Hospice and the Elmer campaign. We have supported St Elizabeth Hospice many times over the years, as the Hospice’s care and support has been invaluable to the families of some of our staff, and we’re determined to make our partnership this year a real success to help benefit such a worthwhile cause. We’re very grateful to have been supported by the brilliant team at St Elizabeth Hospice with a variety of fun fundraising activities which have raised significant funds for the Hospice so far this year.”



At **Nationwide Stowmarket** we chose to support St Elizabeth Hospice because of the great work it had done for a former colleague at the branch last year. We felt it was close to all of our hearts and wanted to give something back. The support and communication we have received from the Hospice as a charity of the year supporter has been amazing. Its been great to be able to speak to somebody for advice or support with any event we plan on holding.



corporate@stelizabethhospice.org.uk

Jazmin Peach and Liz Baldwin from the hospice corporate fundraising team.