

Autumn/Winter Edition 2024

Newsletter

In Good Company



Learn how your
support helps Joshua

Page 4

See what our fantastic
supporters have been up to

Page 6

Find out how you can
leave a lasting legacy

Page 19

We support over 750 babies, children and young people

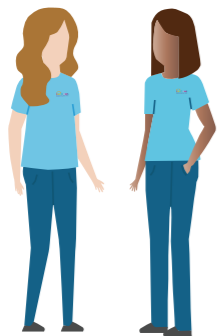


As well as over 2,250 parents, siblings and family members

This year we need to raise £12 million and only 13% of this is government funded



We have seven Rainbows Nurses in Hospitals who provide bedside care and support across the East Midlands



Hospice@Home has helped to provide end-of-life care at home for 14 families in it's first six months of running



Hello

Over the last few years, our focus has been on expanding our services so that we can reach more babies, children, young people and their families across the East Midlands 'who need our support.

As part of this, we have been developing our Outreach Service and I am excited to share an update with you on our new Community Hubs.

Our Community Hubs are a way of taking Rainbows closer to where families are. We have started hubs in two areas (Wigston and Newark) and will be expanding across the region. The Hubs provide a one stop shop where children and their families can access treatment, advice and signposting including groups and one-to-one support.

As we are reaching more people who need us, we need to grow our team and I am delighted to share that your support has helped us to fund a new Sibling Support Worker, a new Youth Worker and more Family Support staff.

Feedback we often receive from our families is that it is great to talk to others in the same situation. So, to encourage this peer-to-peer support, we are embarking on new groups for our families. This year will see the launch of a Dads' Group, a Bereaved Grandparents' Group, Activity Days for older siblings and young people, and Bereavement Walks.

Without the support from you and your colleagues, things like this would not be possible and we would not be able to provide the care that we do for our babies, children and young people.

I would like to take this opportunity to say a huge thank you to you and your colleagues, for your incredible support. It is because of you that we can be here for children like Joshua, who you can read more about on page four.

Thank you

Jane

Jane Burns
Chief Executive Officer



Meet the team

Our friendly Corporate Team are here to help and answer any questions you may have.

We support companies across the East Midlands and have a dedicated contact for each region. We are here to share our creative, fun ideas to bring your colleagues together. Please don't hesitate to get in touch with your regional contact, by email or by phone.

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If you would like to speak to our Head of Organisational Giving, **Kate Golding**, please email kate.golding@rainbows.co.uk

Thank you!



To keep updated with what's happening at Rainbows, please follow us on our LinkedIn page [@rainbowshospiceforchildrenandyoungpeople](https://www.linkedin.com/company/rainbowshospiceforchildrenandyoungpeople)

Joshua's Story

Meet Joshua, a little boy supported by Rainbows, who forgets to breathe when he is asleep.

“No parent should ever have to think about resuscitation plans for their child.”

For Emma and Phil, this is reality. Their son, 10-year-old Joshua, relies on a ventilator to ensure he breathes during the night.

Joshua was born unexpectedly at 26 weeks and spent the first four months of his life in hospital. “There were lots of issues with his inability to remember to breathe,” said Emma. “Doctors thought it was because he was premature.

“Three days after coming home, he went into respiratory arrest. **We had to resuscitate him at home and it was terrifying.** He went back to hospital and it was really hard. We also have a 13-year-old daughter, Erin, and we desperately wanted our family to be together. Our first Christmas together, Joshua was in neonatal intensive care unit with little stockings hung on the end of incubators.

“It was presumed he had a respiratory virus but when we went home, he stopped breathing again. And that was our picture for the next eight months. No one really knew what was causing it.”

A sleep study revealed that when Joshua is asleep, he forgets to breathe. He now has a ventilator at night. He is a lot smaller than other 10-year-old children and he gets very tired. He also has learning disabilities and has numerous medical problems.

“We have been told Joshua has a neuromuscular gene change, which doesn't come from either parent. We know it is going to cause an issue but because it is so rare, we don't know what will happen.

“It is so worrying and it is always hanging over us. We don't know if he will have a short life span or a normal life.”

Joshua was referred to Rainbows in 2021 by the ventilation team at the hospital. “It is a very special place,” said Emma. “There are two places I can relax properly, one is Rainbows and the other is the ICU. We know he is always looked after and he is never left on his own.

“Rainbows is so important to us and it is so nice to see Joshua grow at Rainbows. When we first went to the Hospice, he wouldn't leave our sides but now he likes to go off on his own. He is more independent and this is what we want for him.

“Rainbows has also given support to Erin and given her a safe space. She always wants to go to Rainbows. I think it gives her a place where she can be herself.

“If you ask how I am coping day to day, the honest answer is I don't. We are not going to pretend it is easy, we are not going to pretend we haven't cried a lot. **Rainbows gives us a place to show all of our emotions and grieve for a life we should have had, and a life Joshua should have had.”**

The Modern Donation Tin



The traditional charity donation tin on a shop counter has been a simple, yet effective, way for companies and their customers to support charities for years. But now, in an increasingly cashless world, customer top-ups have become the modern way to make a big difference with small change. **With just a tap or a click, they can round up their purchase or add a small donation at checkout, helping support vital causes in a quick and easy way.**

At Rainbows, we've seen how even the smallest contributions can make a big difference. For example, **Indian street food restaurant Mowgli** in Leicester has raised over £46,000 for us in the past five years just by adding an optional £1 donation to their food bill!

What's great is that it doesn't require much effort once it's set up, customers simply give as they pay, and together, you create a huge impact. Companies that adopt top-up schemes show that they're committed to supporting families in the East Midlands and making customers feel good about their purchases too.

If this sounds like something you could introduce at your workplace let us know and we can help guide you through the process. **One small top-up at a time can change lives – together, we can make a real difference for our babies, children and young people.**

Swap coffee for kindness

What if your morning coffee could brighten a child, like Florence's, (pictured below) day? Or your lunchtime meal deal could help provide care to families in need? With a small regular donation from you (or your company) that's exactly what you can do!



Regular donations are a vital source of income and means we can plan ahead knowing that those donations will be reaching us each month. Setting up a direct debit is simple and seamless, and we can provide materials for your company to show off their amazing support on social media too!

So, why not swap a coffee for a cause? Get in touch with our friendly team to set up your regular donation by emailing corporateteam@rainbows.co.uk



A big thank you to our amazing supporters



The lovely team at **Hobbycraft Leicester** donated a hamper of wonderful arts and crafts items for our children to enjoy.

Staff at **Ideagen** raised over £35,000 during our amazing two-year partnership and then surprised us by adding an extra epic fundraising event to take their total to £60,000! They set themselves the challenge of walking, running and cycling 30 miles from Nottingham Forest Football club to our Hospice and then back to Ideagen HQ for a well-deserved celebration party in just one day! A big thank you to Nottingham Forest Football Club and Nottingham Rugby Club for supporting them in this event.



Charnwood Brewery set up their beer tent at our Totally Wiped Out event and donated all proceeds made on the evening. They also donated beer for our raffle prizes and are again brewing their very own Over the Rainbow Ale where 20p from every pint pulled is donated to Rainbows!



New supporters of Rainbows, **Phenna Group**, were so inspired by the incredible fundraising efforts of Ideagen and their passion for supporting us that they made an incredible donation of £20,000! It was lovely to invite Paul, Chairman and Founder, and Gaynor, HR Director, over for a cheque presentation and tour of our Hospice.



Long term supporters **Available Car** celebrated the Olympics, Paralympics and Euros in style through their Be A Winner and Score & Raise campaigns. For every medal won by Team GB they donated, £50 for Gold, £20 for Silver and £10 for Bronze, and for every goal scored in Euro 2024 they donated £20! Overall, they raised an amazing £5,870 from these fundraising efforts. Not only that but they also generously sponsored our recent Corporate Challenge Cup golf day - thank you!



New supporters this year, **Roseacre Pub Company**, are donating £1 from every Rainbow Burger sold at one of their pubs and have joined our Business Club too. The team have also taken on fundraising challenges such as Totally Wiped Out and half marathons, so far, they have raised over £10,000 already - incredible!



Great Bear Distribution Ltd. have raised over £8,000 for us which will help us to continue to support families in Northamptonshire and the rest of the East Midlands.



Thank you **pladis** for helping clean our Hydrotherapy Pool and for very kindly sponsoring our Open Day back in April. Not forgetting to mention keeping us all happy at the Hospice with the endless supply of biscuits!



Corporate Volunteers

Through the summer we have been busy welcoming many Corporate Volunteers to help us across a variety of tasks in the Hospice. Thank you from everyone here at Rainbows for helping to sort stock for our charity shops, do gardening, paint our outdoor furniture and clean things like our pool, soft play and Rainbows cars. **Here's some of the work our Volunteers have done, there are too many to mention!**

Sorting Room



DHL



Selfridges



Centrica

Car Washing



Aspire Pharma



Aggregate Industries

Soft Play Clean



Flogas

Gardening



Boots No7

Decorating



VF Corporation



Co-Op

Sorting the containers



Cadent Gas

Thank you!

Willow's Story

Willow, the little girl who is working hard to reach her milestones in the safe environment provided by Rainbows.

One-year-old Willow, who is described as incredible and strong, has Dilated Cardiomyopathy and severe heart failure. Her heart works at just 20 percent capacity. Her parents, Chloe and Cole have been told they 'must wrap their daughter up in cotton wool.'

Chloe recalls the moment Willow suffered a cardiac arrest when she was just a tiny three-weeks-old. "Willow had been projectile vomiting, so our GP sent her to hospital," she said. "Within 20 minutes, she went into cardiac arrest. I dread to think what would've happened if we weren't in the hospital. We were totally in the right place at the right time and if not, she wouldn't be here today."

Medics performed CPR for 50 minutes in total. After 30 minutes Willow regained consciousness for 10 minutes, but then crashed again and had CPR for a further 20 minutes. "It felt like 50 years," said Chloe. "At one point, they said they would try for five more minutes and she came back after three. I am so grateful they gave that extra five minutes.

"No one knew what was going on, we just knew she was very poorly. She had scans and was taken to the Children's Intensive Care Unit (CICU). We weren't allowed in. I didn't even know if my baby was alive."

Willow stayed in CICU for eight days. Chloe said: "She then had an MRI to 'see how much brain damage she had. Doctors were amazed there was none, after being starved of oxygen for almost an hour."

At five-weeks-old, Willow was discharged but Chloe remembers the fear she felt when her baby started projectile vomiting two days later. Willow ended up back in Cardiac Paediatric Intensive Care and had an operation known as the Hickman procedure - where a central line catheter is placed on the right side of the chest wall to enable long-term access to veins. A surgery her parents were told their baby desperately needed, but also told it wasn't advisable and incredibly risky for heart patients. An impossible decision.

Willow's surgery was a success. It was then, while



recovering at hospital, that Chloe and Cole met Katie Brant, a Rainbows Nurse.

"Katie told me about Rainbows and explained how the charity could help us," said Chloe. "We were offered a week of Stepdown Care after leaving hospital and before going home, and that really helped us as I was worried about being on my own with Willow."

"At Rainbows we were able to be a family again. All three of us slept in the same room and that was amazing, it was so nice to be together. It was so nice to not have to be doing everything as well. Our dinners were cooked for us and we could eat together."

"Since that first stay, we love going to Rainbows. We have to be careful everywhere we go because of germs as Willow is so vulnerable. But at Rainbows, we always know she is safe.

"Willow also loves Rainbows, she is non-stop smiles when she is there. We can't take her to swim anywhere because temperatures are too cold and will shock her, but the Hydrotherapy Pool at Rainbows is so warm and Willow loves to go swimming."

"We also go to Baby Group, Coffee Mornings and Parent and Carer Group. These all really help me not to feel isolated and it is so nice to have adult conversation with others who understand."

Willow has eight lots of medication 14 times a day and sleeps a lot. But she is working hard to reach her milestones, despite her heart's limited capacity. Doctors are amazed at how she is doing and Chloe and Cole continue to be grateful for every day.

A big thank you to our amazing supporters



Toyota made a £2,000 grant donation towards our Solo Protect Devices which means that our Family Support Team can work safely out in the community supporting families across the East Midlands.

A big thank you to staff from **GTT** who braved the weather and did a nine mile hike up Beacon Hill. They raised a fantastic £689!



The lovely team at **Fiona Cairns** have donated over £7,000 this year through skydives and a park run, not to mention they made our 30th Birthday cake and ran a cake decorating workshop for our families and staff!



Thank you for **DHL Gateway** and **Melton Foods** for helping to make our first Rainbows Hub a success. Melton Foods kindly provided sandwiches for our staff and families and DHL provided their minibus and volunteers to help transport staff and equipment to and from the Hub!

Howes Percival Northampton have selected Rainbows as it's Charity of the Year for 2024. Staff recently took part in the Northampton half marathon and Wolf Run, and have already raised over £10,000!



We welcomed the team from **CR Civil Engineering** to say a big thank you for their longstanding commitment to supporting our families. Over the past 10 years they have raised over £35,000 through various fundraising activities and by being Business Club members – amazing!



Samworth Brothers has donated lots of furniture for us to use at our Hospice. Staff have volunteered for us and taken on lots of fundraising activities such as our golf day, Totally Wiped Out obstacle course and even skydiving!



We recently visited **Mowgli** restaurant in Leicester to meet up with the team and explain the difference it's £1 customer top up on each bill makes to our families. Since 2019, Mowgli has raised over £46,000 from this simple initiative!

If you would like to find out more about how you can support Rainbows, please get in touch with one of our Corporate Team or email corporateteam@rainbows.co.uk

Rainbows Retail

Rainbows opens new shops

We are delighted to announce since our last newsletter, we now have two new shops in Arnold and Long Eaton.

Since opening, both have been extremely busy and we would like to thank everyone who has supported us in opening the shops, providing stock and buying our goods. We are always blown away by the kindness and generosity of our communities.

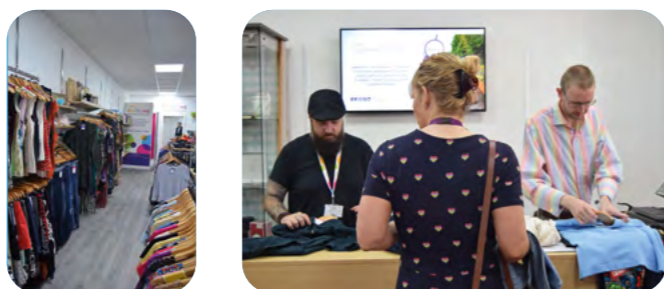
The new shop details are:

Arnold

Front Street
Arnold
Nottingham
NG5 7EJ

Long Eaton

34 High Street
Long Eaton
Nottingham
NG10 1HY



High Value Items

Did you know you can donate high value items such as jewellery, watches, vintage clothing and pop culture items like Pop Figures?

These items can be sold on our eBay page and help us to support families from across the East Midlands through services such as our new Community Hubs.

These hubs take the Rainbows experiences to our families wherever they are and provide services like Complementary Therapy, Music Therapy and consultations with our Advanced Clinical Practitioners without our families needing to travel.

Find your nearest shop today at: rainbows.co.uk/shop

Thank you!



The wonderful team over at **Poundstretcher Ltd.** generously donated hundreds of products from their distribution centre for us to sell in our shops. We can't wait to see them on display – a BIG thank you!

Penny Pups

Introducing Penny, our newest cuddly friend from Rainbows, and she could be yours soon too!

Our adorable toys do more than just look cute, they play a crucial role in helping us raise essential funds so we can provide our support to families who need us.

You can use Penny to fundraise at your workplace with our easy raffle chart. For just £2, staff can choose a number between 1 and 50, and at the end, a lucky winner gets drawn from the hat. This simple method can raise £100 for Rainbows and while giving Penny a wonderful new home! Alternatively, feel free to get creative and think of your own ways to raise £100 (or even more) with this loveable companion.

If you're organising an auction for an event you're holding in aid of Rainbows, we can also provide you with a supersized Penny Pup, which have been known to sell for up to £1000 at auctions!

A big thank you goes to **Pukka Pies** who has helped to cover the cost of our Penny Pups, meaning more money raised from giving them new homes goes to supporting babies, children and young people, whose lives will be shorter than most.



To claim your cuddly canine companion, just get in touch with us on corporateteam@rainbows.co.uk and we'll ensure she finds her way to her new home.



Want a litter of Penny Pups to sell at your workplace or at an event? Simply email corporateteam@rainbows.co.uk to get this arranged!



How your support helps local families:



£5 could pay for our Play Team to provide arts and crafts fun and learning



£20 could pay towards the care of a family member who has been recently bereaved



£10 could pay towards the upkeep of our lovely gardens surrounding the Hospice



£40 could pay towards amazing youth work or sibling support from our expert team

Trusts

Thank you Parker Foundation for amazing \$15,000 donation!

A Parker Meggitt Aerospace employee recently nominated Rainbows for an incredible \$15,000 (£11,704.12!) from the Parker Foundation. Meggitt Aerospace is now part of the Parker Hannifin Corporation and as part of its commitment to Corporate Social Responsibility, employees can apply for a grant for their chosen charity.

Gerald from Meggitt Aerospace who are based in Shepshed, Leicestershire made the nomination which has meant Rainbows has received the amazing grant which will make such a difference to so many children and families.

Thank you to Gerald, Meggitt Aerospace and the Parker Foundation!



Movement for Good thanks to Benefact Group



Benefact Group is an independent, specialist financial services group which gives all of its available profits to charity and good causes. **Movement for Good** is their annual programme of giving that anyone can get involved in, and again this year they're donating over £1 million to nominated charities and good causes.

In 2020 and 2022 Rainbows were awarded £1,000 from this scheme thanks to our fabulous supporters nominating us, and we have the chance to receive a donation again!

It couldn't be simpler, to vote for us online follow these steps:

- Visit: benefactgroup.com/movement-for-good/ or scan the QR code
- Click on the nomination button and complete the nomination form
- You'll find Rainbows most easily by entering our Registered Charity Number 1014051



Please do spare a few minutes to nominate us if you can!



If your company has a similar scheme from which Rainbows could benefit, please do let us know as we would love to be considered.

Partnership in the spotlight

We were thrilled when **BD Living**, part of **Barratt Redrow Plc**, chose us as their **Charity of the Year back in 2023** after being nominated by an employee and winning the staff vote. From then on, our partnership has flourished!

In just their first year, **BD Living raised over £9,000 for Rainbows**, with their main event being a charity evening featuring a live singer. The night alone brought in an incredible £4,000, including matched funding from Barratt Redrow. Alongside this, they've been busy hosting all kinds of office fundraisers throughout the year, keeping the fun (and funds) flowing.

But BD Living's generosity hasn't stopped at raising money, **they have rolled up their sleeves and got involved in so many other hands-on ways**. They worked wonders at our Long Eaton charity shop, transforming the sorting room by putting up walls, building a sorting table and pens, as well as insulating the room to keep it warm for our staff and volunteers. They also created a new space for our eBay section, and even managed to keep our team entertained with their fun (if questionable!) singing. Our Retail Operations Manager, Nikki, tried to join in with a hammer at one point and, well, caused a little extra work. But no worries, BD Living fixed it up and put Nikki on a "hammer ban" for future projects!

They didn't stop there. **BD Living volunteers** also installed racking in our storage container, painted our resource room, cleaned our pool, and gave our soft play area a much-needed refresh. One of their biggest projects was the complete refit of our Family Support office, making it a bright, comfortable workspace for our team. They even created a brand-new Youth and Transition office in our Young People's Lounge. As if that wasn't enough they recently donated three laptops and have taken part in our annual golf day two years in a row!

We couldn't be more grateful for **BD Living's incredible support**, from their fundraising efforts to their hands-on help, their energy, enthusiasm and hard work has made such a difference for **Rainbows**. They truly have become part of the **Rainbows family!**



"BD Living feel very privileged to have been able to offer support for such an amazing organisation that does so much for the local community." *Kevin Paterson, Operations Director*

"I'm so glad everyone likes their new workspace and hope they continue to enjoy it for many years to come. We all really enjoyed the experience very much and thank you all for the amazing work you do on a daily basis. You are without doubt, my favourite charity." *Gary Cartwright, Quality Assurance Supervisor*

Events

This year we've had some incredible events with amazing company teams taking on all kinds of challenges.

From exploring the Lake District in our Challenge the Wild adventure, to tackling the iconic big red balls in our Totally Wiped Out obstacle course, there's been no shortage of excitement. Some brave supporters even took the leap of faith in our Skydive, while others enjoyed a more laid-back day on the golf course with our Corporate Challenge Cup. It's been a fantastic year full of fun and unforgettable moments!



Challenge The Wild



Corporate Golf Day



Robin Hood Half Marathon



Skydive



Abseil



Totally Wiped Out

You always amaze us with your own fantastic events, and we love seeing the creative ways you come together to fundraise for Rainbows.

Whether it's hosting unique challenges or coming up with fun-filled activities, your support never fails to inspire us! Here's some of what you got up to this year!



The team at **Guardsman** held their annual charity golf day and raised an incredible £20,000. This is the most they have raised to date so a BIG thank you to everyone that took part and supported the wonderful event.



P Hughes Construction put on a fantastic charity football match against Eastwood & Kimberley All Stars FC and raised an amazing £1,650. To top it off the P Hughes Construction Team also took home the Trophy on the night - well done!



A big thank you to **HSBC** for holding a fantastic golf day for their clients and raising a fantastic £4,000 for Rainbows and an even bigger thank you for matching the amount raised and turning this donation into an incredible £8,000!



Haysmacintyre took on the Kent Downs 50 Ultra Challenge, a 50km looped route around the Kent Downs. The amazing team of nine have raised over £4000 with donations still coming through. Congratulations on such a big achievement!



Prophet League recently donated £512, following the launch of their football prediction game. They kindly chose to support Rainbows from the UEFA Euro24. From each entry during the tournament, they donated £1 to Rainbows - thank you to everyone who played and supported!



Aero Fabrications held a family fun day to have a great day with their team along with some tacos, pizza and outdoor fun, they raised a brilliant £300 on the day!



Raise money for Rainbows just by taking a holiday

Over £25,000 raised to date from supporters' holidays

When you book a city break, escorted tour, river or ocean cruise with Riviera Travel, remember to mention Rainbows - 10% of the cost will then be donated to the East Midlands' only hospice for babies, children and young people with life-limiting conditions, when you travel.

10%
DONATED TO
RAINBOWS



For a free brochure or to check availability
rivieratravel.co.uk/rainbows | 01283 901 520

Remember to quote 'RAINBOWS' when you book

As long as the Rainbows Hospice link above are used or the Rainbows name is quoted at the point of booking, individual travellers and groups all qualify for this donation to be made. No minimum or maximum amount of cost or passengers. For full details please call 01283 523470 or email affinity@rivieratravel.co.uk



Leave a lasting legacy at Rainbows

Leaving us a Gift in your Will is a very special and thoughtful way of making sure we can continue to be here for our babies, children and young people.

As we endeavour to be here for families whenever and wherever they need us, we rely on legacies more than ever. Your gift could make a huge difference. It could mean giving a family the choice of where they receive our care as we strive to provide support in the Hospice, in hospital and at home.

Every legacy left to Rainbows will help to change the lives of the families we support, and we are grateful for every penny. You are always welcome to come and see how your gift will help by having a tour of our facilities and learning more about our charity.

To ensure your gift comes to us, quote our charity number 1014051 in your will.

If you choose to leave us a Gift in your Will, or want to know more please email emma.gulliver@rainbows.co.uk or call 01509 283 912 to speak to a member of our Individual Giving Team. We will always answer your questions quickly and honestly.

How can I leave a gift in my will?

There are several ways you can support us in your Will. Each one is equally as special to us:

A cash or 'pecuniary' gift

A single, precise cash gift from your estate.

A share of your estate or 'residuary' gift

After you have provided for your loved ones and taxes have been paid, you could choose to leave a share, or the full remainder (the residue) of your estate to Rainbows.

A specific gift

This type of gift is usually something like property or an individual item such as a piece of jewellery or an antique.



Did you know?

Gifts in wills fund the care of 1 in 5 of our families ensuring they can make magical memories together.



Want to sponsor our next newsletter?

Sponsor our **Spring/Summer 2025 edition** of the Rainbows Newsletter to help cover the costs of printing and distribution and get some fantastic benefits.

Sponsorship benefits include:

- **Company logo on the newsletter** with 'The costs of printing and distributing this newsletter are kindly supported by'
- Opportunity to include **a half page advert** or article on your recent support of Rainbows in the newsletter
- Our printed newsletter goes out to **over 16,000 people** and companies twice a year.
- Promotion of sponsorship via social media to **over 41,000 followers**

Newsletter Sponsorship:

£2,500
per edition

If you are interested in sponsoring our next edition, please get in touch at corporateteam@rainbows.co.uk