



Charity Registration Number 1117923

# Chair's Report

Incorporating Annual Report

1 December 2011 – 30 November 2012

Annual General Meeting  
Monday 25 March 2013



## Annual General Meeting 25 March 2013

### Chair's Report

The Rosie Crane Trust, supporting bereaved parents, was launched on 31 October 2006 having adopted its Governing Document and becoming a registered charity in February 2007. The Objects are to relieve distress whether it be mental, physical, spiritual or a combination, caused by the bereavement. The Trust provides support and/or a listening ear and befriending service, available to all parents who have lost a child of any age and at any stage after the bereavement. These objects have been, and remain, the true focus for all the Trust's activities.

We had nine objectives for this year, six of which were completed but as ongoing objectives will be renewed; two were completed; and one partially completed. A brief summary of progress against these objectives is contained within this report.

#### **Objective No 1 - Review the current anticipated demand for help, the cost of running existing initiatives, and consider possible changes to, or expansion of, existing services.**

To review the current and anticipated demand for help from bereaved persons, the Trust has continued to raise its profile through events and fundraising which have been covered by all the local newspapers, whose support has been invaluable. Leaflets and posters have been sent out to interested organisations to raise awareness of the Trust amongst other professionals who may refer parents on to us. This has proved successful, with eight parents referred to us by other professionals.

The running costs of the Trust have remained fairly constant this year and are similar to the previous year. Demand has increased slowly and steadily, as we expected, but an increase in demand does not have a significant impact on our expenditure, it just makes the services more cost effective.

The full costs of running the drop-in centres have been paid for by fundraising and donations. These costs are still very reasonable thanks to the support and generosity of The Albemarle Centre in Taunton and The South Street Centre in Yeovil. We opened a new drop-in centre in Yeovil on 1 September with an official opening by the Mayor of Yeovil, Cllr Clive Davis. The Deputy Lord Lieutenant of Somerset, Brian Tanner CBE, also attended along with the press, Trustees, volunteers and bereaved parents. We have two volunteers who will run the Taunton or Yeovil drop-in centres for me when necessary. The Trust also operates a 24 hour Listening Ear service where bereaved parents, who need someone to talk to, can talk in confidence to trained bereaved parents. The costs of this service have increased slightly from last year as the listening ear volunteers have dedicated mobile phones provided by the

Trust. The majority of Listening Ear callers come to the drop-in meetings if they live in the area; those from outside our area continue to receive our newsletters and keep in touch by email and telephone. We try to find them a suitable support group in their area.

This objective is completed, but as an ongoing objective it will be renewed.

## **Objective No 2 - Develop and implement a fund raising strategy**

The Trustees developed and implemented a fund raising strategy with a plan of the year's fundraising activities, and this has enabled us to significantly increase our income this year. These activities are very useful in raising awareness of the Trust as well as generating funds.

The Christmas Craft Fair at Monks Yard was very popular and raised £511 for the trust. An Open Day at Herne Lea Guest House raised £40 and we decorated a Christmas Tree for the Minster Tree Festival raising £26. In January the Pampered Chef Party I held raised over £300, followed in March by a very popular and successful Easter Floral Demonstration which raised £250.

We celebrated our fifth anniversary with a very successful party for our volunteers and supporters raising £150, and this was paid for by sponsorship and donations. Despite the appalling weather in June, the Ding Gardening Club's Open Gardens raised over £300 and the Diamond Jubilee raffle raised £486.

Our first big outdoor event, the Summer Fete and Birds of Prey Display, was held in July and raised an amazing £1148. Monks Yard at Horton Cross invited the Trust to run a tombola stall again at its Summer Fete in August. The Trust had over 150 items generously donated for the stall, by both individuals and businesses, raising £190.

We are very pleased to announce that in August we were chosen as Charity of the Year by Sainsbury's, Chard. The staff are very keen to fundraise and to raise awareness of the services we offer. There is a display board with details of the Trust at the exit from the tills. We will update our events there regularly.

In September, a volunteer ran the Bristol Half Marathon in aid of the Trust and the generosity of his supporters meant that over £650 was raised. We were invited to Street Space, Chard where our lucky dip raised £43 and our tombola at the turning on of Chard Christmas Lights raised £64.

We have been well supported by local supermarkets this year which has also helped to raise the profile of the Trust. Tesco in Ilminster donated £50 and The Co-operative, Ilminster raised over £300 with the Trust's display and a staff and customer raffle. Waitrose, Crewkerne donated over £300 as a result of the customer token scheme when we were one of three charities of the month

Reviewing these activities has allowed the Trustees to develop and plan future events better and more effectively.

This objective is completed, but as an ongoing objective it will be renewed.

### **Objective No 3 - Devise and implement a marketing strategy**

The new website has been live for two years and has increased awareness of the Trust, generating more enquiries because of it. Our marketing plan has been developed and improved from last year to include all the fundraising and awareness raising events we held this year. We were invited to include our details in a bereavement folder produced for Musgrove Park Hospital in Taunton and we purchased 25 Collecting boxes which are being distributed around the area as well as being used at fundraising events.

This objective is partially completed.

### **Objective No 4 - Develop a counselling database**

A counselling database has been completed but will require constant development. The counselling database will enable the Trust to signpost bereaved parents to trained, professional counsellors who specialise in bereavement and its associated problems.

This objective is completed, but as an ongoing objective it will be renewed.

### **Objective No 5 - Organise a subsidised counselling service**

Organising a subsidised counselling service is linked to the previous objective and is something we have addressed. It is needed to offer swift initial support and an ongoing counselling facility to complement and supplement other formal counselling services. We have invested the lump sum put aside to cover this service in a deposit account where it can gain interest. This will be topped up by fundraising and donations whenever necessary.

This objective is completed, but as an ongoing objective it will be renewed.

### **Objective No 6 - Appoint another Trustee to bring the authorised complement back to six persons**

This year we have the full complement of six trustees which has greatly eased the administrative burden and enabled us to develop our strategic direction. The combined skills of the trustees are of a great benefit to the Trust

This objective is completed.

### **Objective No 7 - Identify and gain the help of an eminent person willing to be patron of the Trust**

We are very fortunate to have appointed Mrs Louise Chapman, proprietor of The Castle Hotel in Taunton, as our patron. Louise is a great supporter of the Trust and has already been able to assist in raising its profile, as well as adding her own personal energy and ideas to its work. She launched the Rosie's Chocolate Memories

pudding being sold in Brazz, Taunton, donating 50p from every pudding sold. So far this has raised over £300.

[This objective is completed.](#)

### **Objective No 8 - Identify the key operators necessary to further the work of the Trust and obtain the services of committed volunteers**

The Trust is fortunate in benefiting from the assistance of committed volunteers and the Trustees greatly appreciate their help. We have a Minute Secretary and also a volunteer who helps with finance and administration. We have had continued help with health and safety and publicity which has been invaluable. We haven't needed much IT support again this year but are very grateful to have two volunteers who have the expertise to help us with this whenever necessary. The Trust needs to continue to increase its use of volunteers in important roles, such as a volunteer event organiser, and reinstate a small fundraising team to whom tasks can be allocated.

[This objective is completed, but as an ongoing objective it will be renewed.](#)

### **Objective No 9 - Create more meaningful performance measures designed to improve the efficiency of the Trust.**

This year we have again continued to develop meaningful performance measures offering both quantitative and qualitative indicators. A statistics grid covering every aspect of the Trust's activities is completed and reviewed at every Trustees' meeting to enable us to manage our resources effectively. Questionnaires were sent out to every bereaved parent who has used our drop-in centres and these have been analysed to measure the effectiveness of the centres. An attendance register is used at the drop-in centres, with comments also being invited in our guest book. This less formal approach has proved more successful in gaining feedback.

[This objective is completed, but as an ongoing objective it will be renewed.](#)

### **Other Key Information**

During the twelve months ending 30 November 2012, the Trust's income increased to over £6,400 and expenditure increased to £4,200. When added to the opening balance at 1 December 2011, this leaves a current financial balance of over £14,900, held partly in a current account and partly earning interest in a deposit account. We opened a cash and deposit account with the Charities Aid Foundation which has good interest rates for the deposit account. Further details of the Trust's income and expenditure, alongside a comparison with previous years, is included in the Treasurer's Report.

We have been very fortunate this year in receiving a number of very generous donations from businesses and organisations who have chosen to support the Trust as well as all the generous donations our individual supporters have contributed.

The number of calls received by the Listening Ear Service increased from 11 to 19 bereaved parents; calls from other professionals interested in referring people to the Trust increased from 14 to 16. The number of emails from bereaved parents has increased and is the preferred method of communication for those who have had a particularly difficult bereavement.

In the twelve months the Taunton drop-in centre has been open this year, 38 people have attended. In the three months which Yeovil drop-in centre has been open, 16 people have attended. Complimentary therapies, such as foot massage, have been provided in Taunton by one of our volunteers. A further range of therapies, workshops and talks are planned for next year.

We have a budget for subsidised counselling for parents in financial difficulties who feel they would benefit from professional help. Each case is subject to the Trustees' discretion. Our befriending service enables parents who have lost a son or daughter through similar circumstances to support each other.

In total 72 people have contacted the Trust for support in the six years since it started, with 2 from Cruse, 9 by a friend's suggestion, 11 being referred by their General Practitioner, 15 by personal contact, 18 from publicity, 7 from the website, 8 from other professionals and 2 unknown.

The Trust has more than 140 supporters receiving newsletters, 20 regular volunteers and many more volunteers who help with larger events and provide the vital skills and expertise needed to support the work of the Trust and the fundraising events.

## **The Way Forward**

The Trust has continued to support an increased number of bereaved parents, both locally and nationally, through its Listening Ear Service and the Drop-in Centres. Awareness of the Trust is growing amongst parents and professionals but more marketing and promotion of our services is needed to increase this further.

The Trust's new and improved content management website has enabled us to add photographs of fundraising activities and events and keep information up to date. More of our parents have written about the children they have lost and agreed to have their stories added to the website. I feel that this could help parents who view the website to relate to these stories and make it easier for them to make the initial contact, which as I know from personal experience, can be a very big step to take.

We purchased a second tabletop display board to use in supermarkets and libraries which leaves our original display free for fundraising purposes. The parents' stories and poems are also used on the display boards to illustrate the work we do and the need for support.

In addition, I and two other Trustees have attended various training sessions and a Bereaved Parents Networking Event run by The Child Bereavement Trust in Birmingham. These training events also enable us to raise awareness amongst other professionals and help more bereaved parents. We also held an initial training event for our volunteers as well as for other local organisations. We established a training budget for the year which will be reviewed each year.

By reviewing objectives and risks at every meeting of the Trustees, we can evaluate the services we offer and continue to enhance them in an efficient and effective manner.

The Trustees are researching the services offered by other bereavement organisations to identify differences, create closer links and correctly position the Trust within the bereavement field.

We are very grateful to everyone who has supported us throughout this year and for all the generous donations we have received.

Carol Crane, Chair

25 March 2013

## Appendix A

<b>Trustees and Officers</b>	
<b>Trustees</b>	<b>Position in Organisation</b>
Roger Allen	Trustee/ Health & Safety/Publicity
Adrian Cox	Trustee/Drop-in Centre Volunteer
Carol Crane	Chair of Trustees/Data Protection Officer Lottery Promoter/Drop-in Centre Organiser
Terry Hort	Treasurer and Trustee
David Ireland	Trustee
Janet Walker	Trustee/Listening Ear/Drop-in Centre Organiser
<b>Officers and Volunteers</b>	<b>Position in Organisation</b>
Lindsay Cox	Listening Ear/Drop-in Centre Organiser
Rosie Reed/ Colin Barnes/ Jenny Barnes	Listening Ear
Ruth Baker/ Noreen Bishop/ Midori Morrice	Drop-in Centre volunteer
Anne Clifford	Minute Secretary, Administration and fundraising
Wendy Green	Finance/Admin/fundraising
Les Bayliss	Newsletter Distribution
Liz Blackmore/ Jane Brown/ Jill Taylor/ Linda Jones	Refreshments/fundraising
Jenny Jerez Harris	Bring and Buy at Fundraising events
Wendy Hort	Fundraising
Ron Jones/ Roger Doughty	IT Support
Sandra Ricciardi	Admin Support
Christine Trueman	Fundraising Support

## Appendix B

<b>List of Skills Required to Carry Through the ‘Objects’ of the Trust</b>	
<b>Role</b>	<b>Skills Required</b>
Administration	Organisation and office skills
Counselling	Professional qualifications
Data Protection and Privacy	Administration and confidentiality
Drop-in Centre Organiser	Experience and interpersonal skills
Equality of Opportunity and Diversity	Trained in Equality and Diversity
Financial Management	Accounting and financial qualifications
Fund Raising	Organisation and interpersonal skills
Health and Safety	Trained in Health and Safety
Human Resources	Interpersonal skills
Information Technology	IT skills and website experience
Leadership	Leadership skills
Listening Ear Operative	Experience and interpersonal skills
Marketing	Experience
Media and Publicity	Communication and IT skills
Planning	Organisational skills
Project Management	Organisational and interpersonal skills
Team Work	Organisational and interpersonal skills
Training	Professional qualifications