

# The Sara Lee Trust Newsletter



Registered charity 1055048

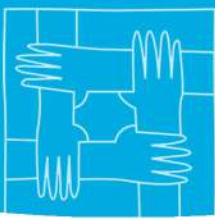
Spring/Summer  
2020



Supporting local people affected by  
cancer and other life threatening illnesses

[www.saraleetrust.org](http://www.saraleetrust.org)

Join us for  
**Hastings  
Beatles Day**  
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**Michael J Lear**  
Chair

## Welcome from our CEO and Chair of Trustees

Welcome to our Spring / Summer 2020 Newsletter.

Over the last 12 months, through the extraordinary efforts of our team of staff, supporters and wonderful volunteers, we managed to help more local people than ever with an increasing range of specialist services and activities. Our expert team of practitioners provide the very highest standards of health and wellbeing support at a time and place to suit the individual. We know this makes a difference.

We are always mindful of the many people we have not yet reached and remain committed to Sara's vision of

improving the lives of everyone affected by life threatening illness through the provision of free therapy support and care. With exceptionally high levels of unmet need and local cancer rates increasing we know this is an uphill challenge, one that means we need to ask for your continued support.

With new and exciting fundraising opportunities such as Hastings Beatles Day on the horizon, we are confident that, with your help, we will deliver our and Sara's aims.



**Dan Redsull**  
CEO

### Service Users Feedback

The care provided by our team of highly experienced and skilled practitioners is exceptional and is reflected through service user feedback.

Over **90%** of service users reported improved confidence and wellbeing

Almost **75%** of service users reported an improvement to physical health

**97%** reported our services as very good to excellent

**Half** of service users reported feeling less isolated

*“Wonderful people who were so professional. They created a light when I was in a dark tunnel.”*

## A message from Sally Lee MBE

Co-Founder and President



As we start the new decade it is fitting to reflect back on the Trust's achievements.

Sara will have died 25 years ago this September, and May 2021 sees our 25th anniversary.

We started with one counsellor and one therapist, we now have 22 counsellors and therapists.

In the last five years we have tripled the number of people we support and opened The Sara Lee Therapy Centre in Sidley.

None of this would have been possible without your support in whatever way you give it.

You have my deepest gratitude for helping to make Sara's vision a reality.

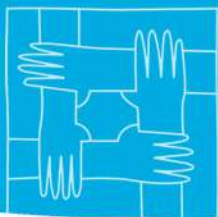
## How to contact us

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East Sussex  
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Website: [www.saraleetrust.org](http://www.saraleetrust.org)



The Sara Lee Trust, Registered in England and Wales,  
Charity Number 1055048



# Supporting you when you need it most

Established in 1996, the Trust provides essential care and services to people in Hastings and Rother affected by cancer and other life-threatening illnesses, including family members and carers.

The Trust supports around 900 local people each year including patients of St Michael's Hospice and The Rye, Winchelsea and District Memorial Hospital. We also provide therapy at the Sara Lee Therapy Centre in Bexhill, and in the community by visiting patients in their own homes.

We know that serious illness has a huge impact on a person and those around them which goes much deeper than physical health.

This impact can be experienced at different times, with some needing more support through the course of their treatment, others once treatment is finished.

Services are available on referral from a health professional.



Providing specialist services, **all free of charge**, including:

A range of Complementary Therapies



Therapeutic Group Activities



Specialist Counselling and CBT



## Meet the Therapist

# Liza



"I have been a Counsellor with The Sara Lee Trust since 2017. I know my colleagues join me in feeling the reward of this work, knowing that many we see would not normally be able to access counselling or complementary therapy due to a whole variety of financial circumstances, now exacerbated further by illness.

None of us know when our world is going to be suddenly and traumatically turned upside down by events beyond our control. When this happens we meet our deepest fears and insecurities. The most essential thing to know at such times is that we are not alone, and that what is happening to us matters to another. Counselling offers a confidential relationship where the best and worst of ourselves can be explored in a non judgemental space and where we can hopefully feel strengthened by the genuine warmth and support of another to live, as well as when the time comes, as best we can with whatever the particular challenges illness presents to us and our loved ones.

Counselling is just one of the services we offer. It's wonderful to know that people can also access the comfort of our complementary therapies and that we are able to work together holistically as a team. I feel happy and proud to be working with a charity that offers such valuable services to so many, and continues to expand and develop those services across the diverse borough of Hastings and Rother."





## Community Fundraising

# Thank You Peter

Last year, Peter Osborn raised a fantastic £1,566 by cycling and singing for the Trust.

Peter said: "I decided to raise funds for The Sara Lee Trust after learning from my good friends Nick and Marie of the support that the Trust gave them throughout Nick's struggle with cancer. Sadly, Nick died last summer but it was clear that the Trust's help was invaluable to them through this very difficult time.

In August, I took part in the Ride London 100 cycle and I took this opportunity to fundraise for the Trust. I also sing in an a cappella quartet, *Now & Then*, and we were glad to use our performance to raise further funds at our annual Christmas event.

We rounded off the year with an impromptu busking pub-crawl around Hastings Old Town with *The Ragged Friends Chorale* and, once again, we were struck by how ready people were to donate to support the work done by the Trust."



# A Massive Thank You!

To all those who fundraise for the Trust, including the following who have recently raised funds: **ABN AMRO Commercial Finance** for raising £2,516.43, **Lauren Mead** and the **South Eastern Railway** team for raising £535, **Lloyds Bank - Bexhill** for raising £400, **Marrakech Artisan** for raising £50, **Nationwide - Bexhill** for raising £203, **Barbie Soan** for raising £200, **St Leonards Rotary Club** for raising £405, **William Parker Academy** for raising £24, **Jo Fairley, Craig Sams** and **The Wellington Health & Wellbeing Centre** for donating £250.

## Facebook Birthday Fundraisers

Thank you to all those who have asked for donations to the Trust, instead of birthday gifts, via our Facebook page. **Denita Cooper** raised £60, **Vicki Duffey** raised £130, **Catherine Godson** raised £40, **Martin Orosz** raised £40, **Anita Rose** raised £151, **Chris Vale** raised £55 and **Maddie Wright** raised £55.

## ~ In Memory ~

Thank you to all of those who have donated in memory of loved ones, including the family and friends of:

✿ **Claire Conely** ✿ **Caroline Stannard**  
✿ **Rocky (Mick Colvin)**

## Ways you can help us



### Give a donation

Your donations make a difference, we value every donation, no matter how large or small.

You can donate at [www.saraleetrust.org](http://www.saraleetrust.org) or contact us.



### Gift in your will

Help us care for future generations by leaving us a gift in your will. Much of our vital work has been made possible thanks to the generosity and kindness of people like you. Please visit our website for more information.



### Volunteer

See page 6



### Collect for us

We have many collection boxes out in the community and each year they help us to raise over £2,000.

Do you know somewhere we can display a collection box? It can be anywhere you work, live or visit.



### Fundraise

Be as creative and fun as you like whilst raising funds for the Trust.

You can find fundraising ideas on our website or you can contact the Fundraising Team for your free fundraising pack.

## Gaby Hardwicke

SOLICITORS

Offering priority referral to Trust supporters

Gaby Hardwicke Solicitors provides a trusted and quality legal service including will writing and family law. Anyone quoting 'The Sara Lee Trust' will receive a fast tracked referral to a qualified solicitor who will be able to help with all of their legal needs. Gaby Hardwicke Solicitors has offices across East Sussex and can visit clients at home or in another location by arrangement. Call **01424 735000** or email [info@gabyhardwicke.co.uk](mailto:info@gabyhardwicke.co.uk) to enquire.

Contact the Fundraising Team

[fundraising@saraleetrust.org](mailto:fundraising@saraleetrust.org) | 01424 457969 | [www.saraleetrust.org](http://www.saraleetrust.org)

# HASTINGS BEATLES DAY

In partnership with *The Sara Lee Trust*

Registered Charity 1055048



**Sunday  
5th April**  
White Rock Theatre  
Hastings

Join us at **The White Rock Theatre** on **Sunday 5th April** for the annual Beatles Day spectacular in support of The Sara Lee Trust.

Over 70 bands will perform live across three stages from 12.00 noon to 10.30pm. You'll hear The Beatles' music as you've never heard it before with a mix of musical styles, dance performances, and lyric readings.

Younger fans can join the **Little Beatles** music making sessions between 2.00 pm and 5.00pm and learn how to perform a song using different instruments and sounds with live performing musicians.

Generously sponsored and supported by **Gaby Hardwicke Solicitors, B&T Music, Bonners, Pump House Designs, 1066 Card, Millbrooks Printers** and others, Hastings Beatles Day is one of the premier events in the Hastings social calendar and is now The Sara Lee Trust's biggest regular fundraising event. All proceeds from the event will go towards supporting local people affected by cancer and other life threatening illnesses.

To find out more, including a list of performers, go to [www.hastingsbeatlesday.com](http://www.hastingsbeatlesday.com)



**Hastings Beatles Day** tickets are available now from the White Rock Theatre Ticket Office or at [www.whiterocktheatre.org.uk](http://www.whiterocktheatre.org.uk)

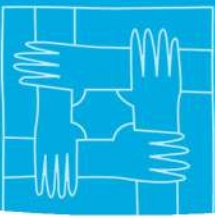
Tickets £18, Under 15s: £10, Family ticket: £48

**HASTINGS  
WHITE ROCK  
THEATRE**

## 60S Music & Memorabilia Wanted

Can you help The Sara Lee Trust by donating 1960s music memorabilia, records or fashion items for our pop-up shop at Hastings Beatles Day?

Please donate items at any of our charity shops. You can find our shop locations at [www.saraleetrust.org](http://www.saraleetrust.org)



# Bexhill Lions Runfest



Bexhill Lions are holding their first Runfest on **Sunday 5th July** this year. Runfest will include inter-school relay races, fun events on the beach itself, 5k and 10k runs on the promenade, with stalls and a funfair on the lawns at the De La Warr Pavilion. The purpose is to bring running to all levels of the community, especially those who are on a track to getting fitter for a healthy lifestyle. For the 5k and 10k, there will be a timing gate for individual timings and every competitor will get a medal on completion of their distance.

The Lions have chosen to support The Sara Lee Trust, and will be sharing the profits with them. "We chose the Trust as we recognise they are an important local well-run charity, that is the only provider of a specialised range of services in this region. To help reach their strategy and objectives for the next few years, they will need to increase their fundraising and we are very happy to help them do so."

The registration for the Runfest events will shortly be opened and the links will be available on the Bexhill Lions website: [bexhill-lions.org.uk](http://bexhill-lions.org.uk).

## Hastings Half Marathon

Sunday 29 March



Join #TeamSaraLee!

Run or Walk the Hastings Half Marathon and help raise much needed funds for the Trust.

For more information, contact [fundraising@saraleetrust.org](mailto:fundraising@saraleetrust.org)

## Volunteer For The Sara Lee Trust



There is something for everyone as a Sara Lee Trust Volunteer ranging from one off events to a regular position. Join our growing community and help make a difference.

This year, volunteers have **sorted donations, baked cakes, organised collection tins, recorded data, attended fetes, given talks, massaged, joined committees** and more; all with a warming smile on their face.

To find out more, email [volunteer@saraleetrust.org](mailto:volunteer@saraleetrust.org)

## New developments at St Michael's hospice



St Michael's Hospice (SMH) is operating a Single Point of Access (SPA) approach where all referrals give access to the wider multi-disciplinary team, ensuring the individual and their carer, from the very outset, has access to the holistic offer of care provided. This is complemented by the ability to accept 7-day admissions to the In-Patient Unit, ensuring the service is responsive and meets the rapidly changing needs of individuals and the people caring for them.

SMH is piloting a respite offer with a regular, week booked approach which is shaping understanding of what is useful to an individual and their carer, how can this be best supported and also dovetail with the wider offer for carers. All of this links into the wider partner organisations' carer strategies, ensuring they are equipped to meet the demands of the care giving role.

Finally, the growth of Wellbeing referrals, along with the Hospice's widening offer for individuals and their carers is helping to personalise care to address what matters to them. This enables and empowers them to meet their set goals whilst refining and embedding the Wellbeing concept within the in-patient and community teams.

For more information on the Hospice, visit [www.stmichaelsospice.com](http://www.stmichaelsospice.com)



The Sara Lee Trust

ebay  
Shop

With **over 100 items** available,  
we have something for everyone.

Visit [ebay.co.uk/usr/saraleetrust1](http://ebay.co.uk/usr/saraleetrust1)

Hastings &  
St Leonards

1 & 35 Sedlescombe  
Road North  
460 Old London Road



Bexhill on Sea

61 Western Road  
9 Endwell Road  
54 Ninfield Road

## An Eventful Year for The Sara Lee Trust

Thank you to Trust Patron **Jo Brand, Robin Ince, Andy Robinson, Heather Alexander, Daisy Danger** and **Duo Bogof** who gave up their time to support the work of the Trust. *Jo Brand & Friends* raised over £22,000 at the White Rock Theatre.



The Trust's Christmas Fair welcomed a fantastic number of visitors and raised over £5,000.

The Sara Lee Trust 'No Show Christmas Party' raised over £400. Our supporters loved the concept of this campaign that involved donating part of the cost that they would have spent on a night out, to enjoy a night in instead.



Thank you to everyone who supported our events last year by making, baking, donating or attending, and especially to all our volunteers. Your efforts make a real difference to many in our community.

## The Sara Lee Trust Therapy Month

Our annual Therapy Month will take place in **June 2020**.

Complementary therapists, counsellors and beauty therapists across Hastings & Rother will waive their fees for some sessions in return for clients making a donation to The Trust.

Therapy month helps to fund essential care and raise awareness of how therapy can improve lives by having a positive impact on health and wellbeing. If you are a therapist who would like to support our work, please contact us.

Find out more at [www.saraleetrust.org](http://www.saraleetrust.org), email [fundraising@saraleetrust.org](mailto:fundraising@saraleetrust.org) or call **01424 457969**.



## Help make a difference



The demand for our services continues to grow, and we need to meet this challenge to ensure we can help as many people as possible. Your donations are vital to help us achieve this.

By making a small regular gift, you can help us to plan for the future and keep providing the support that people affected by life threatening illnesses need to help them through such a difficult time of life.

Please consider giving £5 a month to help make a difference to local people who need A Hand to Hold.

**It's easy to donate:**

Visit [www.saraleetrust.org](http://www.saraleetrust.org), send in our paper form or call **01424 457969**.

Thank you

# Charity of the year



Our thanks go to **Gaby Hardwicke Solicitors** and **Cooden Beach Golf Club**, who have both generously selected The Sara Lee Trust as their Charity of the Year for 2020.

Both organisations will fundraise throughout the year in support of The Sara Lee Trust. David Getty of Gaby Hardwicke Solicitors says, "The charity has been close to the firm's heart for a long time and we are extremely pleased to have The Trust as our chosen charity for 2020".

Sue Morton, Ladies Captain at Cooden Beach Golf Club echoes the sentiment, "The Golf Club is delighted to be supporting The Sara Lee Trust this year and hopes to raise funds and awareness to help this fantastic local charity".



Thank you to the staff at **Hastings Direct** for holding a tombola and street collection in Bexhill raising £209.31.



## Welcoming New Business Supporters

We are pleased to be working with **JM Waste Management Services**, who are providing essential waste services for all of our 6 charity shops across Hastings and Bexhill. This support reduces our shops' overheads so that more funds can be directed towards helping local people.

Our thanks also go to the **St Leonards Studio**, who continue to support The Trust with regular fundraising activities throughout the year.

## Support from the business community

With grateful thanks to our fantastic corporate supporters for their continued generosity.



If your business can support us, please contact [katiejones@saraleetrust.org](mailto:katiejones@saraleetrust.org)