

The Sara Lee Trust Newsletter



Registered charity 1055048

2018-19



Trust Patron
Jo Brand visits
the Sara Lee
Therapy Centre

Supporting local people affected by
cancer and other life threatening illnesses.

www.saraleetrust.org

Welcome from the CEO and Chair of Trustees

Welcome to our annual newsletter. The Sara Lee Trust's mission is to improve the lives of local people affected by cancer and other life threatening illnesses. In the last year, the Trust supported over 700 people, providing more than 5,000 hours of therapy support; almost 50% more than the level of care provided in 2016.

Service users report that the Sara Lee Trust has helped them to feel supported and connected at a time when they need it most:



Michael J Lear
Chair



Dan Redsull
CEO

- Over 85% reported improved confidence and wellbeing, and reduced anxiety and depression
- Over 60% experienced improved physical health
- Nearly 50% reported a reduced use of other mental health services
- Over 50% felt less isolated

We would like to thank all those involved in supporting the Trust's work, in particular our wonderful volunteers. All of your individual and collective efforts are directly responsible for enabling the Trust to support so many local people.

Personal perspectives such as the following recent feedback help to give an understanding of the importance of our care:

"Every cloud has a silver lining and this was mine."

"Wonderful people who were so professional. Created a light when I was in a dark tunnel"

Thank you to you all



How to contact us

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East Sussex
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General enquiries: Tel: 01424 456608

Fundraising: Tel: 01424 457969

Email: info@saraleetrust.org

Website: www.saraleetrust.org



[facebook.com/SaraLeeTrust](https://www.facebook.com/SaraLeeTrust)



[@SaraLeeTrust](https://twitter.com/SaraLeeTrust)

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

National Lottery Funding helping The Sara Lee Trust to develop services for local people!

The Trust is delighted to share that we have again been awarded National Lottery funding through the Big Lottery Fund. A grant of £7,750 was awarded to the Trust to fund our Cancer Aware project, providing training for local businesses, families and carers so we can help the community better support people affected by cancer.

The Trust is also grateful to the Big Lottery Fund for its grant of over £250,000, secured in 2017, which will help to support our work at the Sara Lee Therapy Centre in Bexhill over a five year period. This funding also supports the development of new group based services and support activities.

National Lottery Funding enables the Trust to support many people locally who would not have otherwise been able to access our care.

As demand for our services continues to increase, National Lottery Funding provides a significant first step in meeting the needs of the local community. We are committed to continuing to fund these services beyond the five year period of lottery funding.

A message from Sally Lee MBE

Co-Founder and President



As we move into our 23rd year, I am proud to say that our therapy service and support offering has never been as good as it is now. We have a team of highly experienced, expert practitioners providing the highest quality of care. As well as enhancing our existing services, they continue to explore new and innovative ways of improving the health and wellbeing of our patients.

I would like to thank you all for your continued efforts and for ensuring that so many people across Hastings and Rother continue to get access to the support and care that they need. You are truly enabling Sara's vision of free and accessible local care to be delivered.



Who we are and what we do



The Trust was established in 1996 in memory of Sara Lee, who lived locally and died from cancer aged 32. Today the Trust continues to provide 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 delivers around 100 hours of therapy care per week to local people, including patients of St Michael's Hospice and The Rye, Winchelsea and District Memorial Hospital where we have treatment rooms and provide care on the wards. We also provide therapy at the Sara Lee Therapy Centre in Bexhill, and in the community by visiting patients in their own homes.



The Trust provides a range of specialist services, all free of charge, including:

- Specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT)
- A range of complementary therapies, including: acupuncture, aromatherapy, craniosacral therapy, reflexology and reiki
- Weekly and monthly therapeutic groups
- Yoga, mindfulness and carers' support groups

All services are delivered in accordance with local & national professional guidelines.

"They allowed me to talk about my concerns and difficulties when the medical professions were not interested. I felt I was being listened to for once".



Carers' Support Group

Come and meet other carers informally over a cup of coffee.

When people with caring responsibilities meet in this way, they often find a shared understanding and a lot of common ground. Some find it helpful to share a little of their own circumstances and challenges, others find comfort in listening to experiences. The group is facilitated by one of our counsellors and runs once a month on a Saturday morning at our Therapy Centre in Sidley, Bexhill.

To book a place or to find out more about our groups, please call **01424 547517** or email **services@saraleetrust.org**



Mindfulness Group

This group provides an opportunity to meet with others in a supportive, confidential space.

We teach a range of meditation practices to help reflect on experiences and patterns of thinking. The group runs for 8 weeks, taking place every Thursday afternoon at our Therapy Centre in Sidley, Bexhill.

The ladies from the last mindfulness group found the sessions so helpful they have already arranged a reunion and intend to continue meeting.



Your donations can make a BIG difference

£25

would pay for one hour of specialist therapy care

£100

would fund a group support session for up to eight people

£675

is the average amount needed to support a patient and their family through the course of their illness



Jo Brand visits our Therapy Centre



The Sara Lee Trust team were delighted to welcome Trust Patron Jo Brand, and highly regarded comedian Andy Robinson, to our new Therapy Centre in Sidley, Bexhill.

Over tea and cakes Jo and Andy discussed first hand with Trust service users and team members the impact that care provided by the Trust has on the lives of local people affected by cancer and other life threatening illnesses.

Lead Therapist for the Trust, Kerry Evans said: "We know that Jo and Andy are in great demand and we are very grateful to them for taking time out of their busy schedules to visit our new centre and meet some of our service users. Jo has been

a Patron of the Trust for a number of years and her support helps highlight the importance of psychological care and therapy support for people at critical times of crisis and need".

In visiting our centre in Sidley, Jo has been able to see for herself the important work the Trust is doing in an area that has some of the highest levels of need in the country.

The Sara Lee Centre provides a calm oasis for our service users who can access a range of free specialist services including counselling, complementary therapies, yoga, Pink Ribbon Pilates and other classes and support groups.

We Need Volunteers

Volunteers are at the centre of all that we do, whether that is representing the Trust in the community, raising money to fund our services, or delivering care.

Volunteering is a great opportunity to meet new people, build confidence and develop new skills whilst helping to make a huge difference to the lives of local people who need our help.

We desperately need volunteers to join our friendly Sara Lee team to help in the following areas..



Cathy

"I started volunteering at the Sara Lee Charity Shop at Silverhill as a way of saying thank you to the Trust for the invaluable care I received whilst I was undergoing Cancer treatment. I have not regretted my decision. I love helping out on the shop floor, I can do what I do best and that's talk. I have made new friends and feel that I have become part of the Sara Lee family and part of the local Silverhill Community."

Fundraising



Charity Shop



Admin



For more information about volunteering or if you would like an application form, please email volunteer@saraleetrust.org

Community Fundraising

Trust supporters raise over £5,000

In 2018, Lucy Dunning and the Crowhurst Book Club Walkers took on a circular 10K walk from Rye via Camber Sands and raised over £5,000 for the Trust.

Lucy said "The distraction of chatting with good friends coupled with near perfect weather conditions meant the 10K felt like 2!"

We are hugely grateful to Lucy for her incredible commitment and support of our work. The Trust relies on your fundraising and donations to raise the £300,000 per year that we need to provide care and support to local people.

Thank You



A Massive Thank You!

To all those who fundraise for the Trust, including the following who have recently raised funds: **The Sara Lee Fundraising Group** who held an Afternoon Tea event and raised £355, **Phil Thirkell** hosted a garden party and also had a book stall at the Little Common Fayre, raising a total of £1,299, **James Weaver** and **Lucy Kork** from Touched Live raised £305, **Graham Rushbrook** asked for gifts of donations to the Trust for his birthday and raised £115, **Caroline Ellwood** did a sponsored walk and raised £395, **Janice Eyers** and friends enjoyed a lovely curry evening and raised £160, **Chris & Susan McGrath** celebrated their Golden Wedding Anniversary and asked for gifts of donations to the Trust which raised £455, **Pat & Colin King** held a bake sale at their home and raised £680, **Hannah Bolton** asked for gifts of donations to the Trust for her birthday and raised £85, **Kevin Wall** and **Anne Grainger** held a quiz night and raised £562, **Lisa Fenton** who asked for gifts of donations to the Trust for her birthday and raised £155 and **Stewart Gully** ran to the top of the Sydney Tower in Australia and raised £1,552.

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 complete the donation form at the end of this newsletter or donate at www.saraleetrust.org



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.



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.

In Memory

In the last year supporters have raised £8,308 in memory of loved ones that have passed away, including: **John Breeds** who raised £207.50 in memory of his wife Avril Breeds, **Emma Clark** who raised over £1,640 in memory of her mother Carol Clark, **Vicky Crutchley** who raised £2,029 in memory of her father Clive Crutchley and **Barry Robinson** and friends who raised £933 in memory of Nicola Butler.

Contact the Fundraising Team

fundraising@saraleetrust.org | 01424 457969 | www.saraleetrust.org



Our Shops

Donations Needed

Income from our charity shops is vital to the work of the Trust. Over the past year we have opened a new affordable homeware shop in Silverhill and reopened our renovated furniture shop in Bexhill. Both of these stores are extremely dependant on furniture and other saleable items being donated by the public.

If you are having a clear out of your home or office, please consider donating your unwanted items to the Trust. Donations are welcome at your nearest Sara Lee Trust shop or please bring to The Sara Lee Trust Donation Centre at Unit 10, Beeching Park Industrial Estate, Bexhill.

Visit our shops

Hastings & St Leonards

1 & 35 Sedlescombe Road North
41 Cambridge Road
460 Old London Road

Bexhill

61 Western Road
9 Endwell Road
54 Ninfield Road

Make your donations go further... *giftaid it*



Did you know that if you Gift Aid your donation we get 25% added to whatever we sell your items for?

To make your donations go further, sign up to Gift Aid when you make your donation in one of our charity shops.

Coming Soon – Caring Clearance

We know that house clearance can be an emotional experience after bereavement or when relatives move into a new home or sheltered accommodation.

Our Caring Clearance service is designed to ensure empathy and respect throughout the process. We ensure care is taken, not only of the items and property, but also of the family and friends who may need our support at what is often a difficult time.



Free Collections & House Clearances Available

For more information, please call **01424 272358**

News from our partner

St Michael's hospice

Hospice stories reflect how the whole organisation comes together to support patients when they need it the most. These stories not only empower patients and their family through being able to share their experiences of hospice care they also help raise awareness of the important services St Michael's Hospice can provide

In the summer, in-patient Glenn and his fiancée Maggie tied the knot at the Hospice.

Maggie said; "We got engaged in May 2017 and sadly Glenn was diagnosed with lung cancer later that summer. Since his illness has started to progress, we decided that we really wanted to get married. We've been here at the Hospice for two weeks now.

When we arrived at the Hospice a volunteer from the Spiritual Support team came to speak to us, to see if she could help and talk through any worries or fears we had as a couple and it was then we spoke about our wish to get married. The Hospice

Spiritual Support Lead contacted the registrars for us and helped with the formal logistics. The wedding was a real team effort, a real family affair.

It was very overwhelming at first when we came into the Hospice. We had never been here before and so we were scared and worried. Now having been here for a couple of weeks we know there isn't a better place for Glenn to be. It's such a comfortable environment and the nurses cannot do enough for you. They are lovely and kind, and we love the gardens and grounds, they are so peaceful."

Sadly Glenn died at the Hospice just over a week after the wedding. We would like to thank Maggie and her family for allowing us to share their story.

For more patient stories and information on our high quality, responsive palliative care and bereavement support services, and how we work collaboratively with others to improve end of life care for all please visit our website www.stmichaelsospice.com



Maggie's Story

Hastings & Rother *Therapy Month*

Last year, we launched the annual Hastings and Rother Therapy Month to help fund essential care and to raise awareness of how counselling and therapy can improve lives by having a positive impact on health and well-being.

Therapy Month raised over £4,000, thanks to the 22 local counsellors, therapists and organisations who kindly supported the campaign. There was a fantastic range of therapy sessions on offer with participating therapists and counsellors donating their fees in return for their client making a donation to the Trust.

Next March, Therapy Month will return and we are asking counsellors and therapists across Hastings and Rother to consider supporting our work by agreeing to waive their fees in return for their client making a donation to the Trust. Participating therapists and counsellors can donate as many or as few free appointments over the month as they like.

To find out more about Therapy Month and to get involved, please email fundraising@saraleetrust.org or call 01424 457969.



Cancer Aware Therapy Training

The Trust is developing an innovative programme of Cancer Aware Therapy training.

The training is designed to help appropriate local therapy businesses to develop the confidence and skills needed to provide massage and other therapies to people affected by cancer. A pilot, with the team at **The Rye Retreat**, was a great success and we hope to roll out a programme of training in the coming year.

We are also developing short training sessions for non-therapists, which will help them to gain confidence in talking about cancer and other life-threatening illnesses; and to provide safe, gentle hand massage.

These training programmes will help to make our community and businesses more cancer aware.

For more information, please call 01424 456608.



Healthy Cooking Project

We are excited to be piloting a new six week course for patients and carers wanting to explore healthy eating during treatment and recovery.

When someone is going through a life threatening illness, it can be difficult to find an easily tolerated and healthy diet.

The weekly sessions will last two hours, during which there will be a demonstration and information about the nutritional value and benefits of the ingredients. Participants will then be invited to prepare the dish in pairs/small groups

To find out more, including how to be referred for this service, please call 01424 547517 or email services@saraleetrust.org

This course is kindly supported by The Pelham Community Hub and Carrolls Greengrocers.

Your Business Can Help

Contact katiejones@saraleetrust.org for more information

- **Donate raffle or tombola prizes**
- **Challenge Events**
- **Donate goods or services**
- **Team Volunteering**
- **Become a Business Partner**
- **Fundraise for us at work**

Record Breakers!

Our amazing sporty supporters raised over £32,000 in 2018

In March, our Hastings Half Marathon team raised over £7,000 for the Trust. Thank you to **Abbie Entecott, Chris Green, Dan Isted, Dan Redsull, James Graham, Jess Phillips, Kerry Evans, Lucy Colwell, Marianne Godon, Maricel Champion, Michael Hayler, Nadine Isted, Nicola Bull, Pete Heasman and Susan Banks** for supporting our work.



In April our London Marathon runners raised an outstanding total of £22,500. Thank you to **David Brightling, Emily James, Greg James, Rebekah Jones, Daniel Kantas, Georgio Kantas and Matthew Neighbour.**

In July, **Robert Criddle, Steve Haffenden and Steve Medhurst** took part in the Prudential Ride London - Surrey 100 and raised £2,920. Thank you so much for all of your dedication and support.

Will you challenge yourself for the Trust this year? If you are interested, please contact us on 01424 457969 or email fundraising@saraleetrust.org



Do it for
#TeamSaraLee

Hastings Half Marathon
Sunday 24 March

Join our half marathon running or walking team.



Brighton Marathon
Sunday 14 April

We ask for a fundraising commitment of £500.



London Marathon
Sunday 28 April

We ask for a fundraising commitment of £1,750.



Pru Ride London
Sunday 4 August

We ask for a fundraising commitment of £400.



To see our full list of challenge events, please visit

www.saraleetrust.org

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

Thank you for supporting us



Your donation will help local people

"I felt like
me and not a
person with
cancer"

"They were my
shining light through
a very dark and scary
journey and guided
me through to the
other side"

"Aromatherapy
was a perfect
antidote to the stress
and anxiety that
surrounds a cancer
diagnosis"

If you would like to give the Trust a donation, please complete the form overleaf and return it to Katie Jones, The Sara Lee Trust, 25 Upper Maze Hill, St Leonards on Sea TN38 0LB



Your donation will make a difference

Title _____ Name _____

Address _____

Telephone _____

Email _____

- I enclose a cheque for £ _____ made payable to The Sara Lee Trust
- I wish to give regularly and have completed the standing order form below
- I would like to receive/continue to receive news and updates from The Sara Lee Trust by
- Email Post

Standing Order Form

Name and address of your bank _____

Please pay: **The Sara Lee Trust Fund**
Account No: 00007770 Sort Code: 40-52-40
CAF Bank, 25 King Hill, West Mailing, ME19 4JQ

I would like to make a regular gift via standing order of £ _____ Monthly or Yearly

Starting on the _____ day of _____ 20 _____


From Account No: _____

Sort Code: _____

Account Name: _____

Gift Aid Declaration Form

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current year.

 In order to Gift Aid your donation **YOU MUST** tick the box below:

I want to Gift Aid my donation of £ _____ and any donations I make in the future or have made in the past four years.

To: The Sara Lee Trust

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax then the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Please notify the charity if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income or capital gains tax

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Data Protection: We take the privacy of your personal information very seriously and we will not share your information with any third parties. For more information about our privacy practices, please visit our website www.saraleetrust.org