



# Welcome to The Kite - November 2019

Welcome to our Autumn edition of The Kite.

We have recently supported 'Baby Loss Awareness Week', which aims to raise awareness about pregnancy and infant death in the UK. It is a reminder of the importance of providing support to bereaved parents of which there are many. 1 in every 225 births ends in a stillbirth in the UK, that's 9 babies every day.

We held our 30th Anniversary ball at The Birmingham Botanical Gardens and were joined by the comedian Mrs Barbara Nice (pictured with me below) who helped us to raise the roof. We all had a wonderful time. Thank you to all our wonderful guests for your support and helping us to raise over £18,000 for Edward's Trust.

October was our new '30 in 30' virtual challenge month where we asked participants to do 30 challenges of whatever they would like to do for 30 days as part of awareness raising of the Trust and raising money. We have lots of people taking part and the list of challenges is so imaginative, as you will see from the feature in this edition. Thanks to all of you for joining in and supporting this new initiative. You exceeded our expectations and we are so proud of your innovative challenges.

We are reaching the final quarter of our 30 year Anniversary and it has been such a busy year! Your enthusiasm and support has been phenomenal and we are thankful to have such wonderful, kind, imaginative and energetic supporters. Thank you as ever for all you do to support us and thank you for making our 30th year a very special year to remember. Now onto the next 30!



**Yvonne Gilligan**  
CEO

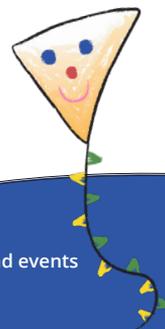
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# Spotlight on - Our Ambassadors

We could not let our next edition of The Kite pass this year without the mention of our two amazing Ambassadors; Sarah & Richard.

Sarah Bradshaw has been a long standing supporter of Edward's Trust since she lost her only son Dane in 2006 when he was 5 years old. Sarah found comfort in attending ET for support. ET have since been a huge part of Sarah's life for a very long time and she is a very established member of the Friends of Edward's Trust (FOET) team. She spends hours on end behind the scenes organising events and the most wonderful raffle prizes. She thrives in any ET related events and takes the lead on everything running smoothly, this allows her passion to 'make a difference' shine through. Sarah volunteers because she is passionate about giving something back to a charity that has helped her so much through her darkest time. She has made many new friends along the way and we are really lucky we have Sarah involved in all that we do!



Richard Page lost his daughter, Natalie in 2000. Natalie was 22 when she died of a brain haemorrhage. Richard does everything he can to help raise the profile of the Trust by delivering talks and getting involved in various events. His incredible yearly event is his annual Golf Day that takes place every July at The Warwickshire Golf & Country Club. This year his event raised over £15,000 (a new record!) and this is all down to Richard's hard work and dedication. Richard also attends BNI (Business Network International) every week in order to raise our profile in the business community. It is because of this we receive even further support and assistance from some brilliant businesses who choose us to be their Charity of the Year. Richard's friendly business-like approach is always at the heart of his commitment to the Trust!



# Meet the newest members of the team



## **Suzanne Ajame-Singh – Bereavement Services Manager**

Suzanne joined us in September as the new Bereavement Services Manager. She has a vast experience of managing services and projects in voluntary, statutory and public sector services, in addition she is a qualified counsellor with ten years specialist experience in working with children, young people, adults and families experiencing bereavement and loss. Suzanne is excited to be part of a passionate team dedicated to supporting families along their journey.

## **Steve Pearce - Senior Counsellor**

Steve originally worked for the Trust from 2002 - 2017 as a Children's Counsellor and he has been working with us on a part-time basis since March 2019. Whilst doing this Steve was reminded of how much he had missed the one to one bereavement support we offer and the difference it can make to the young people that the Trust supports. When the opportunity arose, he applied and successfully interviewed for a full-time role as Senior Counsellor in July this year. Steve has over thirty years' experience of working in various caring professions and is delighted to have re-joined the Trust after two years of being away. Welcome back Steve!



## **Helen Tomblin - Youth Development Coordinator**

Helen joined the Edward's Trust family at the start of October as a result of a successful funding application to the Co-op Foundation Building Connections Fund Youth Strand. She comes to us with over 20 years of youth work experience and will be helping us to develop and strengthen a compassionate and supportive community of young people, enabling them to receive support to cope with their grief both from professionals, and also from each other.

# Creative expressions of grief

The aim of counselling is to provide a warm, non-judgemental and trusting environment in which the young person feels listened to and valued. It is important to provide a relationship in which the child feels that over time they can express their feelings and be able to look forward and take part in life again. I work in often quite creative ways to meet the needs of the individual.

Art is a wonderful way to express lots of different emotions which children can feel in their grief. The use of art as a means of expression transcends age, race, culture and gender. This process allows us to understand ourselves more deeply and our place in the world. Art taps into our internal images that hold keys to who we are, what we believe and how we feel. Art makes visible those things which are difficult or too painful to see and express in words. Art allows us to feel and discover new insights into our 'self', relationships, memories and life patterns.



These are self-portraits by an 8 year old girl on glass. The right hand side is how she sees herself towards the end of the counselling relationship.

Art enables children not only a way of expressing feelings and pain but also supports what is strong and loving and encourages them to live happier and more fulfilled lives. Given the right support and encouragement in expressing and building on memories of their loved one, over time a young person will relocate to a place of hope and reinvestment in their future, and continue to grow into a happy and healthy individual.



**Sue Dale**  
Childrens Counsellor



# Zac's story

Zac and I have benefitted massively from the support of Edward's Trust since Garry, my husband and Zac's Dad, passed away in February 2017.

This year Zac completed, and won gold, in the 2019 ETU Sprint Distance Triathlon European Age-Group Championships in Kazan Russia. The race consisted of a 750m swim in the Kazanka river, then a 20km cycle around the city of Kazan, followed by a 5km run along the river embankment.



Zac will openly say that he couldn't have continued with anything, let alone doing his sport, without the support he received. I hope that Zac's story can offer hope to other families and show that good things can happen again.

We are hugely grateful for all the support we have received from Edward's Trust.

Louise Taylor

*"I have been working with Zac since March and I have always been impressed by his determination to succeed in all that he does. It was so nice to hear of his success in Russia because he fully deserves some reward for constantly trying his best at such a difficult time in his life. Well done Zac!"*



Steve Pearce  
Senior Counsellor

# Kate's story



Jacob was born in Majorca on 1.8.17 while I was on holiday with my Mum. He was premature at 19 weeks and 1 day, sadly he didn't survive but thankfully we managed to get him home.



We held a 2nd birthday party for him at home for friends and family who kindly donated to Edward's Trust in his memory. Sue (our bereavement counsellor) gave us the challenge of making Jacob's cake together as we were struggling on agreeing on ideas so we did, and it was a complete success.

We have counselling with Sue every month as sadly we lost our second son Oliver at 20 weeks on 16.9.18. We could not do life without Edward's Trust. The impact of losing our boys has been great and affects every aspect of life now.

Edward's Trust is our safe place and makes life a little easier to be able to let off steam there. You do an amazing job!

Kate Armstrong



Sue Drew  
Adult Counsellor

*"It's a privilege to walk with Kate and Micheal on their journey of grief. Offering that safe place to explore and express emotions, enables feelings to be worked through so that understanding and sometimes solutions can be found. Jacobs birthday cake came from one of those processes, and what a beautiful success it was. Made with love and a wonderful way in which to celebrate and remember their beautiful boy, Jacob."*

# 'Tree of Life' Remembrance Event

In August as part of our 30th Anniversary Celebrations, we invited families who hold a 'Leaf for a Life' on our 'Tree of Life' to the National Memorial Arboretum (NMA) for our very special remembrance event. Our guests gathered in the NMA's newly developed Aspects room where they heard from Founder and Edward's Father Peter Dent, CEO Yvonne Gilligan and Trustee/former CEO Christine Bodkin.



The service was then followed by a walk to our 'Tree of Life' where we were able to remember our loved ones and leave them a special message attached to a pink rose. The event was also accompanied by some beautiful music from Spa'kulele a Leamington Spa based ukulele band.

It was heart warming to see the number of families that have been supported by Edward's Trust over the years and have helped to tell the story of our Tree of Life.



One of our bereaved mum's Maria also very bravely shared her story and how Edward's Trust has helped her, since the loss of her daughter, Heidi. Thank you Maria.



The NMA is a very beautiful place. We are grateful to be able to have our special 'Tree of Life' for our families in such stunning and tranquil surroundings. If you would like to order a leaf to dedicate to a loved one please email [admin@edwardstrust.org.uk](mailto:admin@edwardstrust.org.uk) or phone **0121 454 1705** to request an order form (please note leaves are reserved for Edward's Trust families only).



**Grace Mincher**  
Marketing & Communications Coordinator



## Seaside Trip - Weston-Super-Mare

On 31st July 2019 we organised a day trip to the seaside. We took 139 children and family members on 3 coaches for an amazing day out in Weston-Super-Mare.

Parents were given the opportunity to come along and have a staff member entertain their children, allowing them some free time for a walk on the beach or a quiet coffee on the pier, which they found invaluable.

At one point, a large section of the beach, next to the pier, was occupied entirely by Edward's Trust families. To see them all lay their grief aside for this short time and have fun with each other, building sand castles, eating fish and chips but most importantly offering peer support, was a heartwarming sight for us all.

One of our families shared how special the day was...

*"Today we went to Weston-Super-Mare with Edward's Trust. Me & my boys and my brother Sunny and his Kids. It has been 6 years since my Husband passed away. So my children were so excited and had a fabulous day. For my brother's kids they too haven't been to a beach since their mum passed away last year so they were so excited too and wanted to stay longer. It has been a lovely day as a family and has given us the strength to do this again. Thank you Edward's Trust for helping us have a normal day which we are forever grateful. Thank you Karen who also looked after us on our journey. Can't wait to go again."* Raj & Sunny & the kids.





# The difference we make

After receiving support at Edward's Trust it is evident that we make a difference to our families lives...

## 80%

of young people have reported an improvement in coping with their challenges

## 72%

of parents say their children are less angry after receiving our support and talk about their challenges more



## 93%

of adults reported a meaningful improvement in their wellbeing



## 69%

of adults say they feel more cheerful



## 66%

of adults say they have been feeling more relaxed

# The Bank Abseil

KWB took the plunge ... and helped us to raise £19,000 !!!

On a wet and rainy day at the end of September, 60 of our supporters decided to face their fears and take part in this year's abseil event at The Bank apartment block on Sheepcote Street in Birmingham. When Jo Spencer, Office Manager from KWB Properties decided to take on the organisation of this event, we knew it was going to be a success! Jo had planned, organised and 'roped' in 60 abseilers to help create a fun and friendly abseiling community along with Abseil experts Dolomite at both the top and bottom of the 65 metre building, making it higher than Niagara Falls!

There was a wonderful atmosphere, supporters were encouraging everyone to be brave and embrace the view over Birmingham as they descended down a very tall, wet and slippery building! By the afternoon the wind decided to challenge us that little bit more and blew a couple of abseilers over to the sheer heights of Broad Street! It was amazing to see so many people full of smiles and proud of their achievements, and the Edward's Trust Just Giving Pages went into meltdown as the pennies just kept going up and up and more of our abseilers kept going down and down!

Massive thank you to the wonderful Jo and her team from KWB for such perfect organisation of the event and to our supporting corporate teams from The Binding Site, Beam Insurance, Haig & Co and many many more for helping to raise a massive £19,000!



Lucy Goodway  
Engagement Coordinator



# '30 in 30'

At the start of 2019, our 30th Anniversary year, we asked supporters to join in with our '30 in 30' virtual event throughout October by doing 30 different challenges in 30 days. The response has been amazing and we have had some fantastic '30 in 30's taking place, including: swimming 30 miles, running/walking 30 miles, dog walking in 30 different parks, 30 press-ups a day, 30 minutes of hula-hooping per day, going vegetarian for 30 days to name just a few. Check out some of our fabulous '30 in 30' challenges...



Hayley Gains decided to wear 30 vintage dresses!



Gary Jones did 30 minutes of a different exercise each day.



Sophie Newman drew 30 beautiful ET themed pictures.



Our supporters over at Nant Ltd cycled 30 miles a day!



Our youngest '30 in 30' supporters Noah and Evan Roaden walked 1 mile a day for 30 days.



Lucy Parker took 30 selfies outside 30 football stadiums.



Fakhra Bibi created 30 origami creations.



Monica Morosan held 30 minute lunchtime yoga sessions.



Claire Cooper played 30 board games.

# Fundraising

2019 has been an amazing whirlwind of events and activities and the huge amount of support we have been given continues to blow us away!



The sun managed to shine for us in July as we all headed to Tyndalwoods garden party with our ET Patron/MBE Judy Dyke. We had music, cakes and delicious food and it was delightful to be able to reflect on ET's last 30 years. Thank you Judy



Ambassador Richard Page threw his heart into ET's annual golf day this year in partnership with The Future Water Association, which totally upped the ante! The event brought in over 100+ golfers and raised a record £15,000! A very emotional and overwhelming day for Richard, David and Angela who worked tirelessly to ensure it would be our best one yet! Congratulations to all involved!



Steven Miller & Mick Partridge pulled out all the stops this August by braving the 100k Ultra Challenge from London to Brighton! They ran non-stop for 17 hours and raised a whopping £4,250. Thank you guys...same again next year?



Whilst we were partying away at our ball, our lovely supporter Sue Caldicott was dancing the night away at her Barn Dance birthday celebration. They had a raffle which included some fab prizes, a tombola and raised an amazing £762 for ET! A massive Happy Birthday to Sue & Mike.

## CHARITY CONCERT

17 August 2019 7:30pm | £10



Long term supporter Pat Spragg organised a charity music concert in aid of ET at the Oldbury Repertory Theatre. Music was provided by 'Room 7' and the night was hosted by the hilarious Ryan Gough. The evening raised £612 which was kindly pound matched by Pat's employer, Barclay's making the total an amazing £1,224!



Thank you Bella at Asda Perry Barr for keeping in touch with us and inviting us over to carry out instore collections at your store, you have been a wonderful supporter of ET, we look forward to our Christmas collection with you in December!



Local supporters The Binding Site hosted a 'Fly The Kite' day to raise awareness across their 700 staff, we offered 'Lunch & Learn' sessions for all staff to drop into and it engaged lots of people to get involved in our '30 in 30' challenge! TBS have been supporting us since 2012 and have been incredible in making a massive difference in all that we do!



We flew our flag yet again at the beginning of September at the Birmingham Botanical Gardens Country Festival! Thank you to Sue and Sarah for hosting another wonderful tombola and raising another £300



Our wonderful supporter Cynthia has now introduced our 'Kite Challenge' Fundraising Pack to her Brownie and Girl Guide Units across Birmingham including an ET Kite Challenge Brownie Badge! We look forward to seeing those badges girls!



Meet our youngest supporters, Pheonella and Romilly who came to pay us a visit recently. They loved seeing all the work we do with children at ET. They have decided this year that they don't want their friends to buy them presents for their upcoming birthdays, they would rather they give small donations to ET instead so that we can buy something new for the children's room at ET to support bereaved children! Wow! Wishing you a very Happy Birthday girls!

# Thank you

As you are reading our latest edition of The Kite we are approaching the end of our 30th Anniversary Year. We would like to thank our supporters for your ongoing commitment to the Trust. This year has exceeded all our expectations and we reach the end of 2019 overwhelmed at some of the phenomenal feats that have taken place to support our bereaved families.

We ALWAYS welcome your feedback in terms of our services, our engagement with our supporters, our events and our communication. If there is something you would like to see in The Kite, on our website or our social media pages – please do let us know. You are our supporters and we want our relationships to flourish and for you to remain part our ET family, please email us on [fundraising@edwardstrust.org.uk](mailto:fundraising@edwardstrust.org.uk) to share your ideas or share your story with us!

We look forward to hearing from you!

## Staying in touch

At Edward's Trust we comply with the General Data Protection Regulations (GDPR). We'd love to stay in touch but if you no longer want to receive 'The Kite' from Edward's Trust please opt out at [edwardstrust.org.uk/optout](http://edwardstrust.org.uk/optout)

### Our Promise:

We'll never pass your information to anyone who isn't directly working on our behalf and will keep your details safe and secure. We promise not to get in touch too often and you can change the way we communicate with you at any time by sending an e-mail to [fundraising@edwardstrust.org.uk](mailto:fundraising@edwardstrust.org.uk) or give us a call on 0121 456 4838.

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