

Edward's Trust

Supporting children and families facing loss
and surviving bereavement



Support Edward's Trust at your work place

See the benefits to your Company and our Community

Corporate/Business Pack



www.edwardstrust.org.uk

Registered Charity No.1105370 & Company Ltd Guarantee in England & Wales No. 3487577

Why Support Edward's Trust?

We are a charity who support children and families facing loss surviving bereavement.

Founded in 1989 by Peter and Hilary Dent in memory of their son Edward, who died aged 7.

Edward's Trust provide holistic family bereavement services; including one-to-one counselling, wellbeing therapy, play therapy, support groups, specialist retreats, social activities and support over 700 families and approximately 3,000 family members every year.

This would not be possible without the incredible generosity of our corporate sponsors or support from local businesses. We need £600,000 every year to keep supporting bereaved families across the West Midlands.



Edward Dent

In the West Midlands each year:

2610

Children are bereaved of a parent

738

Babies are stillborn or die before their 1st birthday

403

Children between the ages of 1-19 die

1 in 29

School age children in the UK have been bereaved



How can you support us?

Choosing us as your 'Charity of the Year/Charity Partner' is one of the most effective ways for your company to support Edward's Trust.

We want your relationship with us to be as successful and memorable as possible. In addition to PR opportunities, a wide range of fundraising materials and employee volunteering opportunities, you will also be supported by our experienced fundraising team who will visit, discuss your ideas, support you with the partnership and enhance your corporate credibility and team spirit.

There are several ways to partner with Edward's Trust:

- Charity of the Year
- Charity Partner
- 'Fly the Kite' day at your workplace
- Individual Giving/Payroll
- Sponsorship
- Gifts in Kind
- Marketing Partnership
- 4 O'Clock Cake
- Our October challenge
- Climb Edward's Mountain in January
- Sports Events
- Regular events; quizzes, fundraising dinners etc
- Virtual events



These fundraising ideas can be tailored to suit the needs of your organisation. We can also provide guidance and training to support your employees through bereavement.



The real cost of Bereavement Support

Edward's Trust is a specialist provider of holistic family bereavement support in the West Midlands, offering families an open door service for as long as they need it. It costs over £600,000 per annum to fund the care offered by Edward's Trust to bereaved children, young people, parents and families. We believe that the range of support services provided ensures the very best care for bereaved families.



£50

Pays for craft materials needed for 5 children



£100

Funds a day out for each bereaved family to meet with other families significantly reducing their feelings of isolation



£220

Funds our Wellbeing support to each bereaved parent



£350

Supports one child through our Schools Outreach Project



£1000

Supports a bereaved child through counselling



£1300

Supports a bereaved parent through counselling



£4500

Funds a residential respite bereavement care retreat for parents

Rebuilding Lives

Nikki's Story - A bereaved Mum

On December 3rd, I received the most devastating news that a parent could ever hear; my 18 year old son Jack had been killed in a car accident whilst on his way to work. At that moment I thought my life had ended too, my heart was broken and I couldn't see a way of living with the terrible pain that filled my days. Life without him was unbearable and it virtually tore the family apart.

I was encouraged to contact Edward's Trust by a friend who had suffered the same. Being able to talk to someone who understood what we were going through was invaluable and with regular support, counselling, and group meetings with other families who are coping with the loss of a child, we are slowly rebuilding our lives. I know that I couldn't be where I am today without their support and now, there are more good times than not. The difficult times I am coping better with, and just being able to talk in a comfortable, caring environment means the world to me.

This year it should have been Jack's 21st birthday. I was absolutely dreading it and quite frankly had no idea how I was going to deal with the day. I decided that I would like to give something back to Edward's Trust and set up a fundraising page on Facebook. The response was absolutely amazing. Friends and family came together to celebrate his special day and we raised over £2,000. I was so overwhelmed with the response, it made what was a very difficult day both meaningful and special.



Life will never be the same without our beautiful boy, but Edward's Trust have given us hope that there is a future and Jack will always be part of it.

Rebuilding Lives

Carly's Story

- A parent supporting bereaved children

On 26th December 2017 we found ourselves facing the unthinkable when we suddenly lost our beloved Richard. He was the most amazing Daddy to Lily and Archie then aged 8 and 3 who completed our family, after spending nearly 18 years together.

On that fateful day our whole world was turned upside down and I knew from that day nothing would ever be the same again. As the weeks turned into months, it became clear that I couldn't face the trauma and grief head on until I could begin to make some sort of sense of what happened. Archie was too young to understand but Lily was very much aware of everything that was happening around her.

Edward's Trust had been recommended to me by a dear friend who sadly needed to use the service for herself and her children a few years ago. The first time I spoke to Edward's Trust on the phone I was left feeling completely at ease and knew that they would be invaluable in the journey that we all faced.

I began receiving counselling on a fortnightly basis. Once I met Karen I was made to feel so welcome and the support and love she has shown me has been nothing short of amazing. Karen's role is to support parents who are supporting grieving children. My grief journey is very much still ongoing and I continue to receive support on a regular basis. The day trips and parties that have been provided have allowed us to feel like we aren't alone. We get to meet with other families who are facing some of the same struggles that we are, but most important of all, we get to be ourselves surrounded by people that understand.

The support I have received from Edward's Trust has allowed me to open up freely about the thoughts and feelings I have faced through this journey. When you lose somebody you love the world keeps on turning when yours has stopped, so having somebody there that you can offload not only your grief to, but the struggles of everyday life that you are now facing is invaluable. Edward's Trust have still continued to offer so much support, I have been receiving weekly phone calls and after expressing concerns about Archie, he has also been picked up by one of the children's counsellors to receive some support too. Facing loss is one of the scariest things in the world, but Edward's Trust have made it a more manageable process for my family.



Rebuilding Lives

James' Story - A bereaved Young Person

I started to come to Edward's Trust because my Dad passed away and I needed someone to talk to about all the thoughts that were running through my head.

Seeing my counsellor Steve has helped me out so much in the long run as I am able to have that weight off my shoulders and be able to feel like I can breathe. He gave me coping mechanisms to help with the loss and I was able to feel like I could be sad and not feel bad about it.

I went through a rough patch while in Coronavirus lockdown. I contracted the virus so had a lot of time to think things over and go through the death all over again.

But having Steve call me made things easier and helped me out a lot. We then had a group chat on WhatsApp where there was a group of 5 of us and we talked and had Zoom calls to have a catch up. We also played games on Zoom and they were great fun. But for me, it helped me see that I wasn't alone, and I am not the only one going through this. It really did reassure me knowing that I'm not the only one with these thoughts.

Coming to Edward's Trust has helped me a lot and I would recommend this to any young person who has had a loss to go there. They have saved my life and I am sure they can help you.



Martin's Story - A bereaved Dad

I first came to Edward's Trust after our daughter Holly was killed in a tragic road accident. I was struggling with coping, well with everything really.

I started one to one sessions with Sue, a trained counsellor. Sue was always there to listen and understand, and help me through what was a really difficult time. I could be truly honest with her and say things I held back, without fear of causing further pain to others in our family. These sessions gave me some techniques to help me cope and helped me understand how I (and others around me) were feeling and what was important.

I also attended, with my wife Sari, some group sessions later. Here we met and got to know others who genuinely understood how we felt, as they too had sadly been on a similar journey to us. These allowed us to both get and give help by just sitting and talking it through.

The sessions at Edward's Trust have helped us enormously to move forward and know that we are not alone and help is always there from people we trust.



The Corporate/Business Journey

The relationships we build with our corporate supporters are very important to us. We ensure that we are always on hand to assist with your ideas and activities. We like to visit and engage with your staff team and we welcome you to drop in for a cuppa at Edward's Trust. We have developed the corporate journey below to ensure we maintain relationships with you throughout our time in partnership together.

1. Initial Contact made

The initial contact is made with Edward's Trust - Get in touch with us by phone/email/social media or via our website to let us know you are interested in supporting us.

2. Informal meeting

We'll set up an informal meeting between us and the charity lead from your organisation. We'll tell you more about Edward's Trust; our background, services, fundraising & volunteering opportunities. We also want to hear more about you and what you'd like to offer, and how we can help you.

3. Summary agreement

A summary will be sent to formalise an agreement including start date for partnership. At this point we will also get a date in the diary for the 'Lunch & Learn' to be delivered to the whole staff team, face to face or virtually.

4. Delivery of 'Lunch & Learn'

After arranging a suitable venue, at your place, ours, or virtually we will deliver our corporate/business package, 'Lunch & Learn'. This includes who we are, what we do, more about bereavement & a chance to explore fundraising and volunteering ideas.

5. Regular Contact

We like to keep in regular contact with all our supporters to keep the relationship flourishing. We also love to hear from you and how you are supporting us on social media platforms. We will 'like' and share what you've been up to. We want to provide the best support for any amazing things you are doing in aid of Edward's Trust.

7. Nearing the end

We will arrange a meeting around the 9 month period (depending on the length of the partnership). We will look at how the partnership has been developing and look at our 'Real Cost of Bereavement' diagram alongside your current total to show just how your support has helped.

9. Staying in touch

After the partnership has come to an end we'd love to stay in touch and keep you updated with what's going on at Edward's Trust. We would also love a testimonial from you to support our future work and likewise we will do the same for you.

6. Halfway point

At the halfway point we like to have a catch up meeting to see how things are going. Now is a great time to think about an Edward's Trust themed day at your work place, with an Edward's Trust stand, a video shown or sent round or even a '4 O'Clock cake'.

8. The journey completes

As the partnership comes to an end we will arrange a meeting to summarise and discuss how your journey made a difference to our bereaved families. We would also love you to join us at an end of year celebration to thank you for all your support.

Some of our Supporters

“ Supporting such a worthwhile cause is not only rewarding in the traditional charitable sense, it also provides our staff with the opportunity to spend time together. ”

Mark Sinfield,

Implementation Manager at Platform Securities, Birmingham

Total raised to date: £20,000

Supporting Edward's Trust was driven by an internal employee vote, which they easily won given the inspirational work that the charity undertakes for deserving families across the West Midlands region. It was a pleasure to support and fundraise for the charity, due to the personal approach they take to their corporate relationships and the obvious passion they put into their fundraising events.

For us, the benefits were obvious - it provided a clear motivational boost for our employees and was central to our wider CSR policy. Concentrating on such a deserving local charity focused our employees' minds and Edward's Trust's varied events gave us loads of volunteering opportunities that appealed to a large number of our work force. Supporting Edward's Trust also evidenced to our clients that we are proactive and serious about supporting the local community we conduct business in and clearly differentiated us from our competitors in the eyes of our prospects.

So what did we do? Firstly, we got our hands dirty in the Edward's Trust garden, providing a clean and tidy space for the Edward's Trust clients to enjoy. We also put 3 teams into their fabulously run annual golf day and reached new heights by supporting their abseiling event. Then, having run ourselves ragged in the Birmingham Half Marathon we got wrapped up in the festive mood to make sure the children Edward's Trust support got a present they deserved at Christmas.

Every activity we took part in was supported by a tireless group of Edward's Trust volunteers and staff, whose enthusiasm and passion for their work was infectious. Unwaveringly happy and grateful for corporate involvement, the guys from Edward's Trust evidence the fact that we made the right choice in supporting the work they do to support bereaved families in our region.



Vicky Morbey,
Group Head of HR at
The Binding Site, Edgbaston

Total raised to date: £55,000



The Binding Site has been supporting Edward's Trust for over 7 years, it is a fantastic local charity that supports families in need at incredibly difficult times and under very trying circumstances.

We all have families and when Edward's Trust came to talk to us about the support they provide to families we were very touched by the real difference locally that Edward's Trust makes. As we have worked to support them we have seen first-hand the tremendous difference they make with both children and adults alike. Unfortunately one of our own team members needed their support. Edward's Trust's support has been essential to helping with the road to recovery.

We have found as an organisation when we ask for help with Edward's Trust events we always get really good engagement as people can appreciate the real difference that they make in someone's hour of need.

We have held cake sales, and raffles, undertaken numerous runs, walks, and assault courses. We've held social evenings and even have the proceeds from our vending machine going to support them. We have been fortunate to be able to get some of our employees helping practically to improve their office and been able to donate equipment.

One thing that resonates is how positive, dedicated and passionate the entire team at Edward's Trust are about the people they are supporting. I hope we never need their support again but I am hugely comforted by the fact that the team at Edward's Trust are there making a real difference to people's lives every day. They are inspirational and it's a privilege to be able to support them and the work they do.



Mat McSwiggan
Business Development Manager at
BEAM Insurance Solutions

Total raised to date: £4,000



BEAM have been supporting Edward's Trust since 2008 along with a number of other charities. In 2019 we choose Edward's Trust as our dedicated charity. We have good links with Edward's Trust due to our connection with BNI where they are the charity seat, so when the time came for the staff vote as to which dedicated charity to choose, it was an easy decision for the BEAM Team to make.



Initially Lucy (Edward's Trust's Engagement Manager) and Richard (Edward's Trust's Ambassador) came over to our building and delivered a 'Lunch & Learn Corporate Package' to our whole team of 28 employees. It didn't take long for us to fall in love with the work that Edward's Trust provide for bereaved families across the West Midlands and before we knew it, we'd set our self a target to raise as much money as possible by doing a whole host of different events, which included abseiling down one of Birmingham's tallest buildings, climbing Mount Snowdon and a Dragon boat race to name a few. This also made the way for lots of staff team building, resilience and most definitely boosted staff morale.

One thing that really stood out to us is the efforts and relationship that we built with their staff. Nothing was ever too much trouble for them, and they ensured they were here to help through everything that we organised. They created a very personalised approach with us and they were so grateful of our support throughout our partnership.

As we approached Christmas 2019, Lucy & Richard came back over to us 12 months later so that we could share our journey with them, and they could share with us the impact that our fundraising had on the families that sadly have to attend Edward's Trust. We were able to celebrate a wonderful partnership, and little did they know that we decided to stick with them the following year as we really valued their work and the lengths they go to ensure families receive the right support after such a traumatic family deaths.

We are delighted that we have been able to #FlyTheKite with them since 2019 and raise a wonderful £4,000 from our staff efforts along with sponsoring lots of other great events that other businesses have arranged or hosted.

Roll on normality and roll on lots of brilliant events, the BEAM Team have a few things up our sleeve – Watch this space!

Here are just some of the ways you can get involved.





**Edward's
Trust**

Get Involved

We'd love to hear from you

Email:

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Phone:

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Website:

www.edwardstrust.org.uk



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