



**Edward's  
Trust**

Supporting bereaved parents, children  
and young people in the West Midlands

This fundraising pack is kindly  
supported by:



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# 4 Your guide to... O'Clock Cake



**Address: 37 Calthorpe Road, Edgbaston, Birmingham B15 1TS**

0121 454 1705 [fundraising@edwardstrust.org.uk](mailto:fundraising@edwardstrust.org.uk)

Find us on social media [@EdwardsTrust](#)

**#FlyingTheKite**

[www.edwardstrust.org.uk](http://www.edwardstrust.org.uk)

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# How your support helps...

Edward's Trust was set up in 1989 by Peter and Hilary Dent in memory of their son Edward, aged 7 who sadly died of cancer at Birmingham Children's Hospital. Over 35 years later, the Trust still continues to provide much needed support to bereaved families.

Each year in the West Midlands 403 children die between the ages of 1-19, 738 babies are stillborn or die before reaching their 1st birthday and 2610 children are bereaved of a parent.

Edward's Trust provides holistic family bereavement services supporting children, young people and parents across the West Midlands.

We support parents bereaved of their child – whatever the age of their child. We also provide support to children and young people who are bereaved of a parent, significant carer, sibling or friend.

With around 5000 hours of free bereavement counselling and support offered to 3000 families each year, it is thanks to your efforts that we can continue to support our bereaved families across the West Midlands.



# Getting your money to us...

Once everyone is full of cake and every crumb has been eaten, the money can then be counted. Here are a few simple ways to get your funds to us:



## By Post (cheque):

If you would like to send us a cheque please make this payable to **Edwards**

**Trust Limited** and post it to:  
**37 Calthorpe Road,  
Edgbaston, Birmingham  
B15 1TS**



## Bank Transfer:

If you would like to send your money via a bank transfer, give us a call on **0121 456 4838** or e-mail at: **fundraising@edwardstrust.org.uk** and we can make arrangements to send you our details.



## In Person:

The kettle is always on at Edward's Trust, pop in so we can have a cuppa and hear all about your event. Give us a call on **0121 454 1705** and ask for **Daniel** or drop us an e-mail at: **fundraising@edwardstrust.org.uk**

We'd love to hear how your event went, so don't forget to tell us about your amazing fundraising efforts and send over any pictures you have.

**#FlyingTheKite**



# Every penny Counts...

It costs over £600,000 per year for Edward's Trust to provide these vital services free of charge to all our families. In order to do this, we rely on the generosity of our supporters. Here are just a few examples of how the money you raise can help support bereaved parents, children and young people in the West Midlands:

**£10**

Pays for craft materials for a child to express their emotions through our 'Creative Expressions of Grief project'.

**£50**

Funds wellbeing resources for 5 people per year

**£100**

Pays for one counselling or therapy session

**£444**

The average cost of wellbeing support per person per year

**£640**

The average cost of qualified bereavement counselling per person per year

# What is '4 O'clock Cake'?

'4 O'clock Cake' goes all the way back to 1991 when Edward's Trust first opened as Edward House, providing a 'home from home' for parents whose children were in Birmingham Children's Hospital.



Every day at 4pm it was 'tradition' for the Edward House team to bake a cake. The smell would fill the building and provide families with a much needed escape from the ward, a chance to talk, communicate and support each other.

Over the years our work has evolved; however we still see the '4 O'clock Cake' as a symbol of communication and togetherness. We really hope this pack gives you a reason to get together with your friends, have tea/coffee, cake, catch up and help to raise much needed funds to continue our vital work.



# Top tips to make for supporting our families

## 1. Pick a date & location

Decide what day best suits you and remember, your event doesn't have to take place at 4 O'clock, pick a time that suits you best. As they say: location, location, location - You can hold your event anywhere, from your home or garden, to your workplace or local community hall. '4 O'clock Cake' is a tool for communication so think about who you'd like to invite and catch up with.

## 2. Send out your invitations

Get in contact with your friends, family and work colleagues - we've supplied some invitation cards in the pack, or use the poster. You will want to involve as many people as you can, make use of social media to spread the word. The more the merrier!

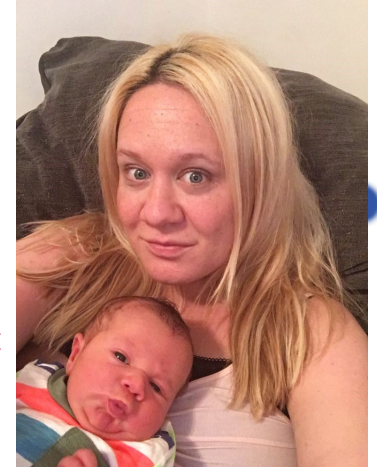
Take lots of pictures, we'd love to see everyone enjoying your wonderful events. E-mail them over to us at [fundraising@edwardstrust.org.uk](mailto:fundraising@edwardstrust.org.uk) or tag Edward's Trust in them on social media. Remember to use our hashtag:

#FlyingTheKite



"Without Edward's Trust I'm not sure where my family and I would be. I thought my life was over following the death of my baby boy, Billy, at 12 days old. My lovely counsellor has taught me to live with my grief rather than my grief being my life. They have also helped my older little boy, Louie smile again and realise the world isn't always a horrible, scary place. Thank you Edward's Trust, you're amazing!"

**Louise Wright**



"Edward's Trust first helped my family when my sister, Hayley, stayed in Edward House. I always remember the beautiful cakes that would be there when I went to visit. Memories of being able to sit down and have some quality time, a chat and some cake are ones I will treasure forever. Edward's Trust has also been there for me offering me counselling to deal with my grief after my sister passed away, even 10 years later."

**Grace Mincher**



# Thank you...

'4 O'clock Cake' was such a huge part of our families' lives when it started at Edward House. Here are a few stories demonstrating not only what '4 O'clock Cake' means to those families, but what Edward's Trust means to them today and the importance of our work.

## Having my cake and NOT eating it!

"Whilst my son Owen was recovering from three operations in one week at Birmingham Children's Hospital, I was privileged enough to stay at the heaven sent haven at Edward House!

Aside from the obvious concerns of Owen's ordeal, the fact that he'd not eaten anything for over a week meant that a nasal tube feed was the only answer to help Owen to health again. Even though I'd tried tempting Owen to eat all his favourite things, nothing seemed to be helping. I felt quite desperate because as little as Owen was, he was generally a good eater.

One afternoon, I returned to my room briefly at Edward House to do some laundry. My return coincided with parent's tea time whereby tea and cake was shared with the resident parents of Edward House. I was kindly offered some delicious looking, freshly baked chocolate cake!!! As I was in a hurry, I was given a foil wrapped piece to take with me back to the ward.

I ran back, made myself some coffee on the ward and sat next to Owen's bed, carefully unwrapping my chocolate cake—yummy! Then came a voice of loud protest... Owen had spotted it!!! I popped him on my knee and low and behold, piece by piece he ate all of my chocolate cake! Thereafter the tube feeds were reduced and Owen started to eat slowly but surely. Three days later with a healthier appetite, Owen was discharged!

So here's to the Edward House chocolate cake recipe for making Owen better. I'm sure it was delicious. As Owen spared me not so much as a mere morsel, I will never know.

Thank you all from the bottom of our hearts"

Jackie B

# hosting...

## a piece of cake!



## 3. Add in some flavour

Not magic with a mixer? No problem! We've added some recipe cards you might like to try. It doesn't matter if you made something yummy or bought something sweet, it's about coming together. The smallest slice can still make the biggest difference.

## 4. Have some fun

We've added a couple of things to help you on your way; our sweepstake game (answer revealed below) is a great way to have a little competition while raising much needed funds for Edward's Trust. We've also added a Wellbeing activity with a simple but effective game you could try as a group with both adults and children. Everyone loves a bit of friendly competition so why not make things a little more interesting by including your own bake off. Ask everyone to vote for their 'star baker' or have different categories including, 'best show stopper' and 'best taste bake'.

Remember your event doesn't have to take place at 4pm . It can be any time that suits you!

## Sweepstake Answer:

There are  
**1283**  
100s and 1000s

# Try this...

## Wellbeing activity

As part of our holistic bereavement service, Edward's Trust focuses on Wellbeing practices to help reduce stress and anxiety. Try this simple exercise with a group or individually. Side effects may include smiles and laughter!

### Instructions

This activity is used to help us focus on positive experiences we've had and enjoyable parts of our life. Taking some time for gratitude allows us to celebrate the present. It can also magnify positive emotions.



Give yourself around five minutes to think about the four questions below. Write down your answers and you can share with the group if you would like to.

# 1

Write about someone you are grateful for in your life and why...

What skills/abilities/qualities are you grateful to have? (Anything from party tricks to education)...

# 2

# 3

What activities and hobbies do you enjoy?

When was the last time you laughed uncontrollably - relive that memory...

# 4