

Winston's Wish

the charity for bereaved children



Impact Report
2015/16

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Callum's Story



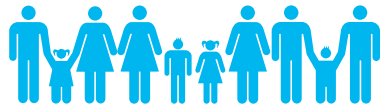
After his sister Emma (18) died in December 2015 from Sudden Adult Death Syndrome, Callum and his family received support via our SWITCH programme.

"After Emma died getting myself to go to school was really hard and I struggled to control my anger. Winston's Wish has been a great help to me and has supported us all through a really tough time. Now I am much more relaxed, can sleep again and am excited about going to school!"

Callum's Mum Becky, who was supported by Winston's Wish herself as a child after the death of her brother, explained how Winston's Wish helped Callum deal with his emotions:

"Callum was at a crossroads before he started working with Winston's Wish after his sister died and I didn't know which way he would go. He had cut himself off from family and friends, was very angry and found it really hard to go to school. After we started working with Winston's Wish it is clear that he understands his emotions a lot better and has plenty of coping strategies for dealing with anger. He is doing so well now at home and at school and I am really proud of him. I don't think we would have got through this without Winston's Wish."

2015/2016 At a Glance



We reach

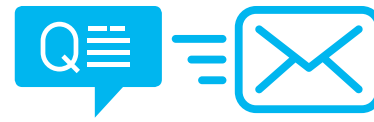
40,000

children and young people every year



5,013

callers to our national Helpline, a **32%** increase on last year



1,433

new questions to our **ASK email service**



242,211

unique visitors to our website in **2015/16**

869



families supported face-to-face in **2015/16**

1501



children supported face-to-face in **2015/16**

877



drop-in attendees in **2015/16**



22,356

publications sold or distributed

Who We Are

More than 100 children are bereaved of a parent every day. We support them through the most fundamental loss they will ever face. We provide professional therapeutic help in individual, group and residential settings, and via a national helpline, website and a range of publications.



We are the only specialist provider of support for children bereaved through homicide and suicide, as well as military families who have been bereaved



OUR VISION: Is that every bereaved child has access to support as and when they need it



OUR MISSION: Is to ensure the resilience of bereaved children by providing high quality services that meet their needs

**SINCE
1992**

We have built a wealth of **knowledge** and **experience** in understanding the impact of bereavement in childhood and adolescence.

In 2015 /16



931

Media
spots



50

TV & Radio
appearances



8,950

Twitter
followers



11,140

Facebook
likes

Our Impact

It is vital that we know our support makes a real difference and are constantly evaluating our face to face services to families.

Following our support, children and young people showed less overall stress, emotional, behavioural, hyperactivity/concentration difficulties and peer relationship problems. They also demonstrated improved behaviour and an increased ability to develop positive social relationships.

Difficulties measured include:

- Stress
- Emotional difficulties
- Behavioural difficulties
- Hyperactivity/Concentration difficulties
- Peer relationship difficulties

Results showed*:



of children improved in at least one type of difficulty



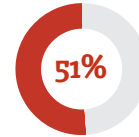
of children improved in at least three types of difficulty



of children saw reduced emotional difficulties



of children saw reduced peer relationship difficulties



of children saw the impact of any difficulties reduced



These positive effects on various aspects of child well-being continued to grow over time

"I am much happier, confident and less tense. I have noticed we are all happier. You have helped us all a lot." - Eve, 14

Message From Our Chair



Welcome to our **2015-16 Impact Report**. My sincere thanks to our donors, our supporters, our volunteers and our staff for working so courageously and passionately to make all of this extraordinary work a reality.

This year our dedicated teams continued to offer their amazing support for families struck by the shock and fallout of loss, giving them hope that life can one day feel good again.

I visited all of our teams throughout the year, and have been moved by their compassion and dedication. It's not an easy job helping families who are traumatised, and we should never lose sight of that fact.

What they always tell me is that their work is so rewarding and that they can see and feel the value that children and families draw from their support.

In the latter part of this year we welcomed our new Chief Executive, Fergus Crow, to the organisation followed by Sacha Richardson as Director of Family Services and Emma Radley as Director of Fundraising. We were delighted to welcome them to strengthen our team.

And we're excited about our plans to make our services even better and to reach more families across the country.

Barbara Want, Chair of Trustees

Children and young people who have attended groups:*



Feel **less isolated** after meeting other bereaved children



Learn how to effectively **manage difficult feelings** through a range of coping strategies



Value the opportunity to recognise their personal strengths and develop **more confidence**

“

I will have more ways to
remember my dad and more ways
to deal with my tough emotions.

Rafi, 15

”

Our Services



We deliver a range of interventions designed to meet the needs of each child and family from three regional centres: in the north-west (NW), the south-west (SW), and the south-east (SE).

Our support starts with a call to the Helpline or ASK web based support. Where we can, we offer tailored support according to need; this may involve face to face family and individual work and opportunities to meet others in groups.

Our specialist residential group programmes for children bereaved by suicide and murder and manslaughter are complemented by a range of other groups including the CUBS programme (under 5s), day and creative arts groups for all ages and an outward bound weekend for teenagers.

You can read more about the impact of our SWITCH programme (providing targeted support for children and young people 8-14) in the Our Impact section of the report.

We have made real progress this year in expanding services into more locations so that we remain accessible. The use of 'drop-ins' in a variety of community venues across all three regions enabled us to continue to reach out to families this year to keep up with demand.

Children Under 5s Bereavement Service (CUBS)*



100% of parents/ carers found the group **useful** and **helpful**



81% of parents/carers had seen **positive changes** in their child since the end of the group

“It was a very difficult time but an experience that helped me so much. You feel so alone in the world until you get to Winston’s Wish!” - Nadia, parent

Our Helpline - 08452 03 04 05

Our national helpline is a vital support tool for those coping with bereavement and we consistently receive positive feedback from callers, many of whom call back to receive further advice and support as new challenges emerge.



5,013 callers to our Helpline, a **32%** increase on last year.



73% of calls were answered first time, a **10%** increase on last year.



1,433 new email questions, a **53%** increase on last year.



we estimate around **7,000+** children benefitted from our helpline this year

Our ASK email service supports the Helpline in answering questions following bereavement, with an estimated 30% of emails this year relating to bereavement by suicide. People using this service tell us they are particularly grateful for the speedy and comprehensive replies they receive.

“Winston’s Wish has been helpful because they helped me to stop getting angry and to stop saying negative things.” **Mia, 9**

Training & Publications

We delivered training to 1,055 delegates in 2015/16, including 10 days of training to Macmillan staff nationally on supporting children and young people following bereavement. We reached over 600 professionals supporting children in health, education and social care.

We distributed...

7,816 

books and resources
free of charge to families

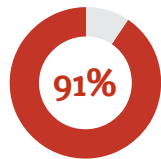
14,540 

books and resources
sold via our online shop

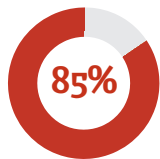
Our SWITCH Programme

An evaluation of our specialist SWITCH programme for bereaved children and young people (8-14) showed the scale of the challenges faced by so many of the children we help and also the difference our support makes.

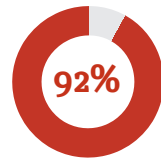
Before Support*



were experiencing problems with their behaviour or conduct

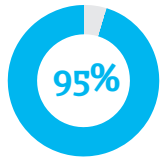


had at least one mental health related problem

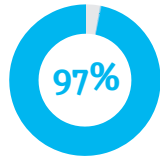


were experiencing issues which put strain on family relationships

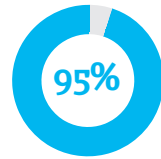
Observed improvements following support*



had **improvements** related to their **behaviour** or **conduct**

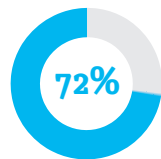


had **improved** mental health



were experiencing **less family stress** and improved relationships

Strength and difficulties questionnaires measure changes in 5 core areas. An analysis completed before and after showed**:



saw improvement in at least three types of difficulties



The impact of any difficulties on a child's life was **reduced** by **half**



Their risk of developing a mental health disorder **reduced** from **medium risk** to **low risk**



Their emotional difficulties **reduced** from **high** to **average**

*Based on observations of children and young people who have been supported by the Switch programme **based on an analysis of children and young people's questionnaires.

Our Team

In 2015/16, we worked hard to develop our team in order to continue and improve the support we offer for children who have been bereaved.

Staff Developments

To extend the delivery of our support for the children and families who need us, two additional practitioners have been added to our South East team. As well as this, an additional practitioner has been added to our growing North West team.

Volunteers

Our volunteers are incredibly important in supporting bereaved children and helping to raise much needed additional funds. Volunteers were engaged through our various media channels, including social media, our website and our regular newsletters.

Young Ambassadors

Our established Young Ambassador programme continues to grow with more young people set to join our existing 28 Ambassadors, most are former service users. In 2015/16, our Young Ambassadors have helped Winston's Wish in many ways, including fundraising support, media interviews, taking part in staff interviews, inputting into our research and supporting our strategic planning.

"The close relationships and level of understanding amongst the ambassadors, and the attachment to Winston's Wish itself, creates a sense of family. I'm so happy to have been given the opportunity to be an Ambassador for such an amazing charity!"

Scarlett Cowell, Young Ambassador



28

Young Ambassadors

59

Staff Members

72

Trained Family Services team
volunteers

150

Admin & Fundraising volunteers





“

You came into our lives and our family at a time when we needed you the most. You really ‘got’ me and the kids and we all opened up to you without worrying that we would be judged, knowing that everything we said would be valued.

Lianne, Parent

”

Our Numbers

Income

Total incoming resources:

£2,206,088

For every **£1 spent** We raise **£3.95**



Voluntary
Donations: **£2,051,307**

 Training & publications: **£141,401**

Investment income: **£13,380**

Expenditure

Total expenditure:

£2,294,692

For every **£1 spent**, 76p goes on direct delivery



↑↑↑ Total spend on charitable activities
increased from **£1,706,794** last year to **£1,735,502** this year

Cost of generating funds ↓↓↓
reduced from **£609,998** last year to **£559,190** this year

We are enormously grateful to the funders and supporters who helped us get so close to our ambitious income target this year. Although we saw an overall reduction in income in 2015/16, we continued to look for greater efficiencies in the way we work whilst maintaining a consistent level of expenditure sufficient to deliver all of our activities. This year we were able to direct £88,604 from resources held in reserve to make this possible. A full summary of our financial performance is included in the annual trustees' report and accounts.

The Year Ahead

Fergus Crow, Chief Executive



Children grieve. As hard as it can be for adults confronted by the pain, confusion and heartache of children grieving, it is real. That's why Winston's Wish exists.

We've been supporting bereaved children and their families since 1992 – we understand children's grief and we are not afraid to share the journey with them, for as long as they need us.

At Winston's Wish we believe passionately in children, and in those who love and care for them. We work with children every day who are beginning to adjust to the difficult changes that the death of someone close inevitably brings. We know that in time, with the right support, they can go on to lead full and flourishing lives.

This year we have helped more children than ever before. Traffic to our website has doubled. Calls to our helpline have risen by a third. Referrals for our support continue to grow. Real evidence of just how significant the need is.

Next year our number one priority is to reach more children through our services and offers of support.

We will work more closely with others in our sector and beyond to make sure that children can be better supported following a bereavement, wherever they are.

We will share our knowledge of what works, and with our Young Ambassadors we will do everything we can to make sure the voice of the bereaved child is not left unheard when decisions around them are being made.

Our people, our passion and our purpose will drive us on this year – our amazing staff, our dedicated volunteers and supporters, our generous funders. Because of them we can help the children who need us. Because we can help, we must.

And we always will.

Fergus

Thank You

Thank you to our funders and supporters.

This year, with your help, we have been able to help so many more families to cope with their grief when someone important to them died.

We were able to be there to listen, to help them understand what has happened and to give them ways to cherish their precious memories. **Thank you!**

Our Funders



Isla's Story



Isla Allen (4) climbed Mount Snowdon to raise money for Winston's Wish, after seeing a video story online of children we have supported.

It took Isla just 3 hours and 5 minutes to reach the summit of Snowdon - she raised over £1,000.

Coverage of Isla's fundraising effort included the **BBC**, **The New Day** and numerous regional outlets.





Get in Touch

Winston's Wish
the charity for bereaved children

Helpline: 08452 03 04 05

Email: info@winstonswish.org.uk

Website: www.winstonswish.org.uk

Call our head office: 01242 515 157

To donate: TEXT WISH11 to 70070



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[winston's-wish](https://www.linkedin.com/company/winston-s-wish)



Childhood
Bereavement
Network

