



# IMPACT REPORT 2017/18

**WINSTON'S  
WISH** **WW**

Giving hope to grieving children

# CONTENTS

Who We Are	2
2017/18 At A Glance	3
Our Impact	4
Josh's Story	5
Chair's Message	6
Beth's Story	7
Our Services	8
Responding To Tragic Events	9
Standing Out	10
25 Years	11
Christian, Guy And Helena's Story	12
Our Numbers For 2017/18	13
The Year Ahead	14
– Fergus Crow, Chief Executive	14
Thank You	15

# WHO WE ARE

We have been supporting and bringing hope to bereaved children, their families, and the professionals who support them since 1992.

As the first charity to establish childhood bereavement support services in the UK, we continue to lead the way in providing specialist support services including in-depth therapeutic help in individual and group settings, a Freephone National Helpline, online support and publications.

The death of a parent or sibling is a devastating situation for a child, but with the right support at the right time, we know these children can go on to lead full and flourishing lives.

**OUR VISION** A society in which every child can get the help they need when someone close to them dies.

## OUR MISSION

- To listen when a child is grieving
- To act when a child needs our help
- To know what to say when it is time to talk



# 2017/18 AT A GLANCE

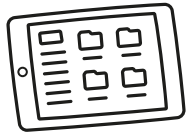
An estimated

**14,684**

children and young people supported, via our Helpline, ASK email service and face-to-face sessions

**1,257**

questions to our ASK email service, a 4% increase on last year



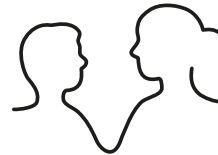
**328,466**

visitors to our websites, a 16% increase on last year

**17,655**



publications distributed



**1,719**

children supported face-to-face, a 15% increase on last year

**1,731**



memory boxes distributed

**1,265**

delegates attended training days, talks and conferences held for professionals supporting bereaved children

**5,854**

callers to our Freephone National Helpline, a 26% increase on last year



# OUR IMPACT

We understand grief. We listen when a child is grieving, act when they need our help and know what to say when it is time to talk. Since 1992, we have seen the difference support can make to children who are grieving after the most devastating loss they could ever face.

By regularly analysing our face-to-face services for families, we know that following our support, children and young people show improvements in measured difficulties, including stress, emotional difficulties, behavioural difficulties, hyperactive/concentration difficulties and friendship difficulties.

Results from feedback given by children and young people showed\*:

**86%** reported an improvement in at least one difficulty

**76%** reported an improvement in at least two types of difficulty

**62%** reported an improvement in at least three types of difficulty

Results from feedback given by parents/carers showed\*:

**75%** reported improvements in their child's overall stress

\*based on an analysis of Strengths and Difficulties Questionnaire data.

# JOSH'S STORY

We supported Josh and his mum Vicky following the death of Josh's dad, Jason, by suicide.

Josh was struggling with his grief and had become distant at home. They received support from our team, including individual face-to-face and residential group support, where Josh was able to meet other bereaved young people and participate in outdoor activities.

Vicky reflected on the difference our support made to Josh and his emotional wellbeing:

***"Josh received an award from his school at prize giving for his contribution towards making other students aware of Winston's Wish and then leading other students to fundraise for the charity. I could not be prouder and know he could not have done this without the last few years of support to get him in such a great place!"***

***To think of how much he was struggling at first just shows how he really has turned the most negative into a positive! It just goes to show with the right support (emotional and professional) children can move forward into adulthood with a positive outcome.***

***This was the only thing I wanted for Josh after Jason died and with hard work from Josh and myself, plus the support from Winston's Wish, we have achieved this. I couldn't be happier!"***





# CHAIR'S MESSAGE



There are around 45,000 children and young people bereaved every year in the UK, many of them receive little or no support. I am proud to say that last year we were able to bring hope to more than 14,500 of them using our wide range of services.

Our ambitions over the next four years are very clear:

- To play our part in revolutionising open access child bereavement support
- To double the numbers of children and young people we support by 2022
- To pioneer a 21st century service built with and for families living their lives in a digital age
- To be on course to reach half the bereaved children in the UK by 2027
- To transform attitudes to bereavement in childhood so that every grieving child has somewhere to turn when someone close to them dies

These ambitions commit us to playing our part in ensuring that more grieving children are helped every year.

As always, we are indebted to our dedicated family services staff who support our children and families; to our creative fundraisers who ensure we generate the income we need to provide our services; to our communications team who spread the word, and to our support staff, volunteers, young ambassadors and donors, without whom none of it would be possible.

This has been a positive year of hope for us; the results show we are making good progress and we would love for you to work with us to help revolutionise child bereavement support.

A handwritten signature in black ink that reads "Barbara Want". The signature is written in a cursive, flowing style.

**Barbara Want, Chair of Trustees**

# BETH'S STORY

After the death of her mother, Beth, who has cerebral palsy, got in touch with Winston's Wish to help with her grief.

*"I lost my mum and best friend over two years ago. A physiotherapist suggested I get in touch with Winston's Wish. I was over the moon and extremely grateful when my referral was accepted.*

*Since working with Winston's Wish, I have had many opportunities to talk in confidence about my feelings, thoughts and memories. My key support workers are patient and considerate of both my emotional and physical needs, adapting sessions so I can best benefit from them.*

*My highlight was definitely the group weekend I attended which allowed me to meet others. It's so comforting knowing I can talk to my new friends made through Winston's Wish because they 'get it'.*



*Losing someone so close to you is indescribable and unimaginable. Winston's Wish can never replace that person but their support goes a long way in helping you to process and become resilient, but without forgetting and cherishing the past. For me, Winston's Wish has been a lifeline."*

# OUR SERVICES

A death in a family understandably feels like an end to life as children have known it and it can feel hard to see a way forward. Having worked with bereaved children for over 25 years, we know that with the right support, they can start to adjust to their new reality and, in time, start to feel hopeful about their future.

Our experience has allowed us to develop flexible, tailored support to children bereaved through any cause of death including homicide, suicide, accident and illness.

Our area teams based in the South East, South West and Greater Manchester provide open access support to all bereaved children in their local areas. In addition, there are specialist programmes of support which reach outside of these areas for children bereaved by homicide, the Grenfell Tower fire and military families.



## FREEPHONE NATIONAL HELPLINE AND ASK EMAIL SERVICE

At the heart of our support is our Freephone National Helpline.

Our Helpline and ASK email services are easily accessible and enable us to support families immediately after a death and at any point in their journey afterwards. Sometimes they are also able to support parents and carers to prepare a child for a death.

Our Helpline acts as a referral point for our local and national support programmes and a signposting service to other services where we may not be best placed to provide support.

- **5,854 callers to our Freephone National Helpline, a 26% increase in callers compared to last year**
- **1,257 questions to our ASK email service, a 4% increase compared to last year**
- **Approximately 13,000 children and young people have benefitted from these services**

## HELP2MAKESENSE

We are committed to developing new online resources, particularly for young people. As part of this work, this year we have redesigned and improved our young people's website - [help2makesense.org](http://help2makesense.org). Here you will find real life stories, vlogs and news items, all aimed directly at young people.



# RESPONDING TO TRAGIC EVENTS

This year, we have responded to two large scale, high profile tragedies; the attack at the Manchester Arena in May and the Grenfell Tower fire in June. In both cases we provided media briefings, information and training to professionals to enable them to support affected families.

## THE GRENPELL TOWER FIRE

Just days after the tragic event, we were asked to help the children and community bereaved by the fire.

Thanks to the generosity of our donors and in collaboration with our partners at Place2Be and Child Bereavement UK (CBUK), we established a base in the community.

Our approach there has been to take our lead from the many very well established community organisations in the area. Through developing our relationships with them, we have begun to reach and support bereaved families in a context that is very different from the ones that services like ours have generally worked in. We are committed to being there to provide help for as long as we are needed.

**By the end of March 2018 we had worked directly with 52 children in the Grenfell community and 120 indirectly through support of parents and carers.**



Feedback from those we have supported after the Grenfell Tower fire:

*"As the parenting facilitator I felt utterly overwhelmed after the Grenfell disaster. Without support from Winston's Wish there is no doubt that we wouldn't have been able to meet the very complex and urgent needs of our families...it has been a joy to see our mums and their children begin to very gradually re-build their lives. We are so deeply grateful."*

*"Thank you so much for all the help, support and advice you've given us all at The Clement James Centre. We have hugely appreciated your kindness, wisdom and knowledge for both staff and students alike."*

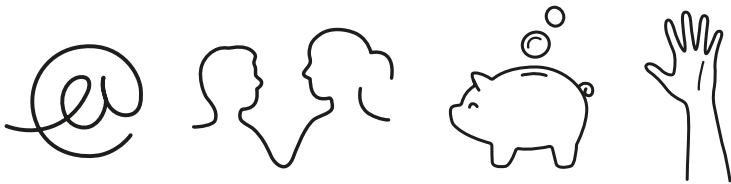
*"You have been the most supportive of all - thank you."*

# STANDING OUT

In April 2017, Winston's Wish launched a new five-year strategy, with ambitious plans to double the number of children and young people we support and become the first childhood bereavement organisation to reach half the young people bereaved in the UK in any one year by 2027.

In order to achieve these ambitions, it was important that Winston's Wish had the visual appeal to draw attention to the topic of childhood bereavement. While we were less visible, so were the children and young people we are here to help.

Our bold new look helps us stand out and highlights how important it is to bring hope into the lives of bereaved children and families. It has a young and energetic feel, to reflect our beneficiaries and is designed to work well on all platforms, particularly social media.



# WINSTON'S WISH **WW**

## Giving hope to grieving children

We are delighted to have received some very positive feedback about the refreshed brand, and it is likely to have led to increased awareness, which has contributed to the following:

**26% increase in calls to our  
Freephone National Helpline**

**16% increase in visitors to our website**

**255% increase in interactions on Facebook**

**106% increase in Twitter interactions**

# 25 YEARS

This year we celebrated our 25th anniversary. Founded in 1992 by Julie Stokes OBE, we were the UK's first childhood bereavement organisation and since then have been at the forefront of the sector as it has grown and developed.

In June 2017, The Baroness Fritchie hosted an event for us at the House of Lords to celebrate this landmark achievement.

Our Patron, Randolph Churchill, reflected:

***"The Churchill family and the Winston Churchill Memorial Trust applaud the 25th anniversary of Winston's Wish and pays tribute for all they have and are achieving to support children and their families during and beyond their darkest hour. Winston's Wish provides hope, love, care and support for those dealing with bereavement."***

***"It was 25 years ago that a young clinical psychologist, Julie Stokes, was inspired to apply for a Churchill Fellowship to travel and learn. It is a thrill for us that Julie founded Winston's Wish and it has been such a great force for good."***



Young ambassadors celebrating at the event

# CHRISTIAN, GUY AND HELENA'S STORY

We supported Christian, Guy and Helena after their father, Tom, died suddenly of a brain tumour. Their mother Lisa shared their experience:

***"I can't imagine how difficult it was for Winston's Wish to work with us. The pain of hearing the children share their memories, seeing me dissolve into tears at most sessions and the unspeakably raw pain of a father figure being taken so prematurely.***

***In our sessions we shared moments of understanding, love, humour and hope, and gradually we started to come to terms with what had happened. The charity helped us to break down our loss and slowly, deliberately put it back together again.***

***We attended a Winston's Wish weekend with 12 other bereaved families. It was the most extraordinary weekend of my life. Everyone was cloaked in their own particular type of grief, but despite that, there was so much joy and noise and love. And no judgement, because we all understood that in grief there is no right or wrong, no death easier or more difficult.***

***For the children, just knowing that there are other children who understand is a huge comfort.***

***The support we received from Winston's Wish is the backbone to our everyday life now. For the children, they know how they can continue to remember their dad and still connect with him even as their own memories fade."***



Christian



Guy



Helena

# OUR NUMBERS FOR 2017/18

## INCOME

Total income: **£2,533,376**, of which donors have restricted £225,884 to be used on projects in the future

For every **£1** spent on fundraising, we raised **£4.47**

## EXPENDITURE

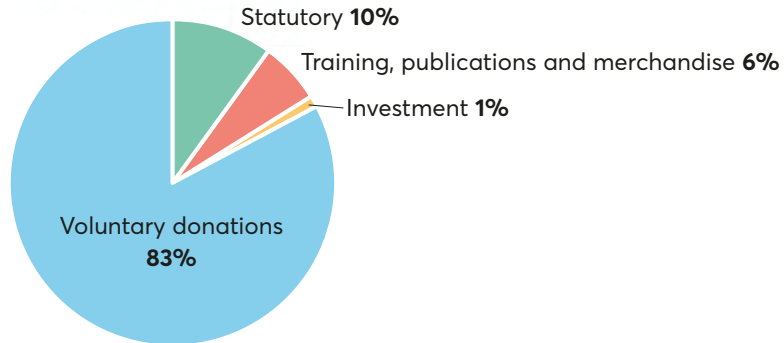
Total expenditure in the year: **£2,298,528**

Of every **£1** spent, **75p** goes on direct delivery

Total spent in furtherance of charity's objectives: **£1,731,389**

Cost of generating funds: **£567,139**

## WHERE DOES OUR INCOME COME FROM?





# THE YEAR AHEAD

This has been another important year for Winston's Wish.

The five ambitions we set out in our 25th year have energised us to reach more children and young people than ever before. This is really good progress.

This was also a year of very difficult public tragedies: terror attacks in London; the targeting of children and families in the Manchester Arena attack, followed by the Grenfell Tower fire, were events that shocked and horrified the country. I am proud that we were one of many organisations who were able to offer help to those affected directly and indirectly by these events.

Demand for our services has continued to grow. Our Helpline took 26% more calls than last year and our intensive family support programmes have seen referrals rise by 12%. When we look across all of our services, we estimate that we have been able to support 14,684 grieving children and young people this year, a record number.

There is no doubt our services have been under real pressure this year. It means that the people who need us

are finding us, and when they do we must be ready and able to help.

Last year I predicted a tough year for us in generating our resources. Thanks to our brilliant people, we tipped the balance between what we spent and what we could raise in our favour. But, it is getting tougher out there. Grieving children and families need us to make sure our support can sustain and endure – it will be an even greater challenge next year as we grow.

Our amazing staff, volunteers, donors and supporters are nothing short of inspirational – every year we stand together determined to bring hope where we can, to make the difference for grieving children every single day.



**Fergus Crow, Chief Executive**



# THANK YOU

We are incredibly grateful to those who have supported us to provide our core services – your support enables us to continue to respond to the devastating tragedy that impacts an individual child when a parent, sibling or carer dies.

This year we are equally grateful to the donors whose support has enabled us to respond to the children affected by the Grenfell Tower fire tragedy.

We could not do this valuable work without our donors, volunteers, partners and staff. We are very grateful to every one of you.

thank  
you

## OUR FUNDERS INCLUDE



NHS services are commissioned by the Coastal West Sussex, Crawley, and Horsham and Mid Sussex Clinical Commissioning Groups.



The Julia and Hans Rausing Trust



The 2017/18 impact report celebrates some of our achievements between April 2017 and March 2018. This anniversary year for Winston's Wish has seen an increase in total income, an increase in calls to our Freephone National Helpline and an increase in the number of children that have received face-to-face support.

We would like to offer our sincere thanks to all of those who support our work.

## WE CANNOT SUPPORT BEREAVED CHILDREN AND THEIR FAMILIES WITHOUT YOUR SUPPORT.

If you would like to donate, you can do so:

### BY TEXT:

Text **WISH11£(amount)** to **70070**

### BY PHONE:

To make a donation by phone using your card please call our fundraising team on **01242 515 157**

### ONLINE:

To make a donation online please visit **[winstonswish.org/donate-online](https://winstonswish.org/donate-online)**



**Helpline: 08088 020 021**  
**[winstonswish.org](https://winstonswish.org)**

