



IMPACT REPORT

2021/22

**WINSTON'S
WISH **

Giving hope to grieving children

A YEAR IN A GLANCE

22,778

bereaved children and young people directly supported



17,272

professionals trained



13,750

printed resources posted out



6,142

conversations on our Freephone Helpline



48,958

visitors to our young people's site help2makesense.org



8,734

email support requests via ASK email



408,617

visitors to our website



OUR IMPACT

89%

said the support they received was helpful

93%

said they'd recommend Winston's Wish to others

81%

experienced improved family relationships

84%

reported a reduction in their worries and concerns

88%

agreed their needs were understood

81%

of families can support each other to effectively manage difficult feelings

98%

can talk about the person who died

81%

of families can remember the person who died together

72%

have experienced a reduction in generalised anxiety

88%

find it easier to talk about death

72%

have effective ways of coping with difficult feelings

86%

have a better understanding of death

“ A core number of staff attended the training and found it incredibly useful in being able and equipped to support bereaved families in the school. These members of staff felt they needed that direct input so they could be ready and prepared for those difficult conversations. The training provided by Winston's Wish, aligned with our nurturing ethos and that is how it makes its greatest impact.

In order to develop understanding across the staff body, we have utilised all the resources and created a SharePoint webpage. We have also talked to groups and individuals as they have self-referred for further guidance. ”

Jo Vizer (Head of SEND and Pastoral Care), The Elms School



KEY ACHIEVEMENTS

NATIONWIDE ONLINE SUPPORT GROUPS

In 2021/22 we launched new online support groups to help connect young bereaved people across the country. These monthly groups are split by age giving children and young people between the ages of 7 and 25 the opportunity to meet others and share experiences. Similarly, we have created online parent and carer groups to support those looking after bereaved young people which have been incredibly well received amongst families.

These virtual groups have opened up a new avenue of support for children & young people and their families, which means that they can access timely support for as long as they need it. The groups are facilitated by bereavement support practitioners and are very popular. We've seen 147 children- and young people join these groups to meet and talk to other young people who are also experiencing grief. The groups have enabled young people to access support faster, without the need for a referral to be in place.

EXPANDED REACH TO ORGANISATIONS

In 2021/22 we launched "Meet Winston's Wish", a series of online sessions for professionals aimed at raising awareness of the support we can offer. Since their launch we've seen an increase in referral rates and therefore proven successful outreach.

Our online training packages have continued to thrive and attract a broader spectrum of professionals including teachers, counsellors and medical professionals. In total, we trained over 17,000 professionals across a range of courses from web-based learning programmes, through to bespoke courses and specialist training for professional's supporting children with SEND.

LAUNCHED TWO NEW SERVICES

We have continued to explore new ways we can reach young people and their families to provide support when they need it. This has led to integrating our Helpline and Family Bereavement Support Services teams to offer a broader support model and increased availability.

In September 2020 we created two stems to our bereavement services, the Family Bereavement Support Service (FBSS) and the Children and Young People's service (CYP). Both services have seen increased demand this year, supporting over 1,500 children and young people, compared to 877 in 2020 – 21. The FBSS service offers phone support for parents, carers and professionals supporting a bereaved child or young person and the CYP service offers remote support to children and young people directly. As we expand nationwide, we have taken the strategic decision to move to a digital-first model which allows us to reach children and young people through their preferred channel regardless of their location or situation. We continue providing in-person work for our most vulnerable children and young people who may struggle to access online support.

EQUALITY DIVERSITY AND INCLUSION

This year we launched a three-year Equality, Diversity and Inclusion Action Plan. In this plan we look at our shared values, attitudes and beliefs in our behaviours and our working relationships. We have also outlined our plan to ensure our services and the support we offer is as accessible as possible to all grieving children, young people and families. It is a priority to ensure we are within reach to all, as a provider of high-quality services to bereaved children & families across the country, and as an employer of skilled and talented staff from a range of diverse backgrounds. This diversity is an asset to be cherished, nurtured and grown.



KATIE'S STORY

Katie became the full-time carer for Harvey after both his parents died within the space of two years. Harvey doesn't really remember much about his mum at all, who died tragically in a car accident when she was only 29 and Harvey was just 2 years old.



Winston's Wish first came down to Frenchay Hospital in Bristol when Harvey's mum died. They talked to us and gave us some information. It was very difficult as he was so young. There were no questions like 'where's mummy gone?'

My brother was then first diagnosed with cancer in 2015, I phoned Winston's Wish and had advice and guidance over the phone on how to talk to the children about what was happening. He died 9 months after first being diagnosed. Harvey, and Millie, my daughter, were just four years old when he was diagnosed and later died.

Winston's Wish were amazing in giving advice such as how to talk to the children at their young age. Tips such as giving them simple pieces of information or don't talk about someone being poorly because if you say poorly, every time someone is poorly, they'll think they are going to die. I look back now and think that was so important. Now they are older they've got much better awareness and understanding. It's enabled us to be frank with them about friends who are going through cancer now.

Harvey's sessions with his practitioner Laura, really helped him. It gave him a place where he could be completely honest about how he felt whatever his feelings were. Kids don't get that opportunity often, irrespective of what they've been through, just to have someone safe as an adult who they can go to and say, 'I know they love me but why do I have to do this?' It was something special for him to remember.

The other thing that has helped is Harvey understanding that it's not just him going through this. There are other families and children that have been through tragic and similar circumstances.

Winston's Wish helped me not only speak about my brother's death to the kids, but it gave me perspective too. Just knowing that there's this amazing charity that supports all families, and other families that are going through it too. For Harvey, it's not just what he and Laura have achieved, but also what the charity can do when he needs it going forward.





OUR FIGURES FROM 2021/22

INCOME

Total income raised in the year was **£2,617,174** which included investment income of **£10,621** and income from charitable activities of **£200,618**. Voluntary donations income totalled **£2,405,935**

EXPENDITURE

Total expenditure in the year was **£2,067,447** of which **£622,888** was spent on the direct costs of fundraising.

LOOKING TO THE FUTURE

REDUCE THE IMPACT OF WAITING TIMES FOR CHILDREN AND YOUNG PEOPLE NEEDING SUPPORT

A rise in the number of referrals for children and young people needing bereavement support has resulted in increased waiting times for some of our services. We keep in touch with families throughout the waiting period, offering alternative support in the form of additional group work and support through the helpline. We expect this rise in demand to continue and so we will prioritise the process of adapting our referral processes and pathways to more efficiently manage this.

EXPANDING OUR REACH

We aim to expand our reach across the UK and provide more care so that no one under 25 who is grieving has to seek out or wait for the right help. We will offer 'always on' grief support directly to children and young people with extended Helpline opening hours, live chat, instant messaging, peer support groups and online resources.





AMPLIFY THE VOICES OF YOUNG PEOPLE

As part of our digital first approach, we have a mission to reach 40,000 children and young people a year by 2025. Whilst we will continue our vital work with young children, families and the adults supporting them, we will reach out further and become more relevant to young people between the ages of 16-25. We will focus on amplifying the authentic experiences and opinions of grieving young people, putting them at the heart of our organisation.

These young people will help us steer where we go and what we do across the organisation. We will ensure to appear in the places they visit and use the language they want to hear. You'll see an increase in high-quality support based content shared across our social platforms and websites, with the aim to reach further and wider, bringing a greater awareness of our services across the UK. We will develop a new and enticing Young Ambassadors scheme for bereaved children and young people to be part of, to provide a safe platform for them to share their experience with others, and seek their valuable insight to shape and inform everything we do at Winston's Wish.

MESSAGE FROM OUR CEO

THANK YOU TO ALL OUR SUPPORTERS



Throughout the entire COVID 19 challenge, we continued to provide an exceptional level of service for bereaved children and young people across the UK.

As the pandemic continued to make life uncertain and challenging, it brought the reality of death, dying and bereavement closer to home. Thousands of children and young people have experienced the agony of grief made harder by the impact of the global pandemic. Through this, we have continued to be inspired by the bravery and tenacity of the children and young people we support, and the circumstances they have faced. This year we've been there for more children and young people than ever before; to listen to their stories, help them process their grief, and discover new ways for them to look forward with hope.

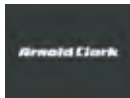
Over the course of the year, we challenged ourselves to imagine what the future may look like for supporting grieving children and young people and reflect on how we can pave the way towards making that vision a reality.

The result is a bold and ambitious new three-year strategy. Our aim is to ensure Winston's Wish truly reflects and represents the voices and experiences of the children and young people who are at the heart of what we do. We want to amplify their voices, to further provide comfort and optimism for others, and ensure that young people are with us, steering the direction of Winston's Wish. To achieve this, we're making a commitment to being a digitally led charity, positioning ourselves where young people want to be and putting innovation at the centre of our work. These objectives will help us reach into a wider range of communities across the UK, including those for whom we have been too hard to access in the past. This new strategy moves us another step closer towards our mission to ensure no child grieves alone

Our work is only made possible by all those who have played a part. I'd like to thank all our supporters; with their incredible generosity and kindness we can look back on our achievements with gratitude, and confidently look towards our new vision whilst continuing our mission to ensure no child or young person faces grief alone. Another big thank you is to our brilliant staff and volunteers who have helped both in continuing to provide vital support across a wide range of services and have in fact, have significantly increased the scope of our offering.

Fergus

THANK YOU TO OUR FUNDERS AND PARTNERS



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



ONLINE:

To make an online donation via our website, please go to winstonswish.org

PHONE:

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

POST:

Please send a cheque payable to 'Winston's Wish' to the address below. Please include your name and address so we can thank you for your donation. Kindly post to:
Conway House, 31-33 Worcester Street, Gloucester GL1 3AJ

Helpline: 08088 020 021
winstonswish.org



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