

Spring/Summer

rainbows

Brightening short lives

In Good Company

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Meet the Organisational Giving Team!

We are a small but mighty team who are here to support all the amazing organisations who want to help Rainbows! We love working with businesses and securing funding so Rainbows can continue to be there for families who need us.

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Hello

We are always in awe of the amazing ways in which organisations across the East Midlands support us here at Rainbows, and of course we are so grateful for every single mile ran, hour volunteered and pound raised. In this issue you can see just some of what companies and staff have been up to for Rainbows, and hopefully get inspired as to how you may be able to support us too.

We are now in year three of our five-year mission to provide 'The Rainbows Experience, Wherever You Are' for families across the East Midlands. This means families can access our vital services here at our Hospice building in Loughborough, in hospital, at home and out in the community.

The next two years will see big advancements, with Rainbows Nurses being placed in Northamptonshire, Derbyshire and Lincolnshire hospitals who will also work in the community. We are also formalising our plans to grow our Hospice at Home service, meaning specialist children's palliative care can be delivered within the family home. We also have plans to expand our community programmes, making our support more accessible for families.

It's an exciting time for Rainbows, and none of this would be possible without you, our incredible corporate supporters who help us through fundraising and volunteering. Without the money you raise, we wouldn't be able to develop our support for families just like Eleni's, who you can read about on page 6 - so thank you for being a supporter of Rainbows and helping us on this journey.



Jane - Jane Burns (Director of Supporter Relations)

Children in Need at Rainbows

We were TV stars in November as our charity featured on BBC East Midlands Today's Children in Need programme.

The crew filmed its live 30 minute news programme from our Hospice and the show highlighted the work of our Play Specialist - which Children in Need funds.

There was also a showcase of all of our wonderful facilities along with interviews from children, young people and their parents.

Pudsey Bear also kept everyone at the Hospice entertained with his antics, including doing the Conga with the staff!



Supporter Stories

We now have electric car charging points at our Hospice thanks to a grant of £19,774 from East Midlands Airport (EMA).

The money was from EMA's Community Fund as part of a pilot project to support community, charity and voluntary sector organisations to make the transition to more sustainable energy use.

The project included the installation of a three-phase fast charge unit, which will support two vehicles at any one time. This unit will be for parents and families who use our Hospice. A further two charging points, providing four outlets for our company vehicles and employee's own vehicles, were also installed helping us to reduce our carbon footprint and be more eco-friendly.

The electric wiring infrastructure was also put in place to enable more charging points to be added in the future to allow up to 18 spaces for parking and charging.

The project is part of the airport's long-standing commitment to placing environmental sustainability at the forefront of its operations.

Cllr Angus Sowter, a member of EMA's Community Fund committee, said: "When the committee considered a sustainable energy fund, there was unanimous support for offering our local hospices funding in the first instance before we opened it up to the wider community. We're delighted that this funding is already having an impact. Not only will it help the hospices reduce their carbon footprint but, at current energy prices, it will also help keep costs down so that more money can be spent on the care they provide."



We are delighted to showcase our brand new Summerhouse.

Situated in our beautiful gardens, the Summerhouse gives us a brand new and incredibly versatile space.

Not only is it a quiet place for families to spend time together in a secluded part of the garden, it will also be used for the delivery of wellbeing services and complementary therapy - which can improve health physically and emotionally.

The Summerhouse will be a relaxing and private space for our Family Support Team to meet new families, as well as being used as an informal meeting area for our staff.

The project, which cost £40,642, was funded by the HSBC Supporting our Community programme. Staff from HSBC also volunteered their time to help build it.



Hannah Tee, Rainbows Trusts and Grants Fundraiser, said: "The Summerhouse being close to nature with lots of windows, will help to bring the outside in when children and young people are confined to beds or wheelchairs.

"It is a wonderful addition to our facilities and we thank the HSBC Supporting our Community programme for all of its backing."



Screen star opens brand new Cinema Room at Rainbows

It was lights, camera, action at our Hospice as film and TV star Rakhee Thakrar, opened a brand new state-of-the-art Cinema Room.

Rakhee, who has starred in BBC, Netflix and big screen hits, cut the ribbon as our new facility was premiered earlier this year.

For many of our families, going to the cinema is something they'll never get to do together. However, this new fully accessible, state-of-the-art Cinema Room makes it possible and can be adjusted according to the requirements of the baby, child or young person.

The room was created by Together for Cinema, an AV Industry 'good cause' enterprise, soon to be a registered charity, whose key focus is on designing and installing home cinema rooms in children's hospices. The items in the room were donated from various companies including Decorum who also completed the fit out.



Company Community Funds Work Wonders for Rainbows

Severn Trent Community Fund

Bathrooms at Rainbows have undergone a £100,000 state-of-the-art makeover thanks to Severn Trent Community Fund and our supporters.

The donations funded the charity's 'Wonders of Water Project', a scheme to improve shower and bathroom facilities for over 300 life-limited babies, children and young people who use our hospice, focussing specifically on refurbishing three bathrooms and two shower rooms.

The bath and shower rooms are an essential part of the care Rainbows provides and need to be adaptable to different needs. These facilities are vital not only in terms of hygiene and comfort, but also, they are therapeutically beneficial.

Arnold Clark Community Fund

We received generous support from this Fund towards general costs and to support the work of our Play Team. Our experienced team ensure that play happens naturally at all times in all environments and situations e.g. bathtime, meals, walks, story time, parties, bedtime routines etc. They ensure children at Rainbows are offered sensory experiences in response to individual needs with emphasis placed on touch, smell, hearing and taste as well as sight.



Meet Eleni

"I honestly don't know how we would have continued without the support of Rainbows," said Eloise, mummy to three-year-old Eleni, who she describes as cheeky, sassy and with a beautiful soul.

Eleni has a disorder that causes serious neurological problems and has up to 20 seizures a day.

Eloise said: "Life for Eleni started out the same as any newborn but concerns were quickly raised over the amount of time she was sleeping and not responding to feeds.

"We went for hospital tests. She was feeding when a doctor stopped in his tracks. I quickly passed Eleni to him and he put her on the bed and began resuscitating her. Eleni's temperature was so low at 34.5 degrees and I watched in horror. A tiny Eleni was transferred to Intensive Care but she wasn't waking up. She wasn't moving and her breathing was being done by a ventilator. Myself and her dad, Neil, were terrified. We didn't have a clue what was going on.

"At nine days old she was diagnosed with nonketotic hyperglycinemia; the prognosis was very poor. We were told that if she was to survive, she would live a life of seizures, be severely disabled and have not much quality of life. Because she wasn't breathing on her own, we had no other option but to say goodbye.

"At 11 days old, we gathered to say goodbye, including her then 14-year-old sister, Keira and her then four-year-old brother, Jenson.

"Eleni's ventilator was removed. I held Eleni waiting for her to let go. But she didn't.

She didn't go blue or struggle like we were told to expect. Her oxygen levels went up and she got stronger. We were waiting for the inevitable but in the back of my mind, I kind of knew. I knew deep down she wasn't going to die. It didn't feel like the end of her life.

"She then went to Rainbows for end of life care. Eleni turned a corner at Rainbows. We didn't have to do anything. I asked if I could try her on a bottle and she took it straight away. Her feeding tube was taken out and she did everything a newborn should. Eventually, we were allowed to take her home.

"For 18 months, Eleni seemed to thrive. But for me, this was a cruel twist of false hope. I knew from talking to other parents of children with the same condition, that she would deteriorate.

"We decided to get support from Rainbows. I had avoided the hospice but I realised there was more they could offer, and it was different the next time. Jenson benefited from sibling support and we all got respite care.

"Rainbows generally makes life easier and helps us to get our heads around end of life care, which we know we will need one day.

"Eleni loves it. She is very chilled and relaxed at Rainbows. Coming from a house of two boys – we now also have Billy, who is almost two – that are crazy, she loves the gentle atmosphere.

"For now, we enjoy what we can. The future? I do think about it but then I kind of think, we will deal with that when it happens."

Does your company have similar schemes or funds we could apply to?

We would love to hear about them! Please contact our Trusts Team to discuss further - **Hannah** (hannah.tee@rainbows.co.uk) or **Helen** (helen.graham@rainbows.co.uk)

Matched Funding

Does your Company give matched funding for sponsored events? A recent participant in the Three Peaks Challenge raised an extra £500 for Rainbows by asking his company to match his fundraising.



Thank you

Pukka Pies have continued their support for us over the last year with a wonderful donation of £1,535 raised from a staff survey where Pukka donated every time someone took part – what a great way to get a response from all of the team! They have also been donating pies to our hard-working care team and staff, as well as once again supporting our children's Christmas party.



Long term supporters **Rhenus Logistics** reached a huge fundraising milestone of over £70,000 from their various ongoing activities at their site in Lutterworth – what an amazing achievement!



Willbond Nottingham hosted a Greatest Show Ball in aid of Rainbows, raising a fantastic £6,433 on the night with Willbond kindly matching £5,000 of that, meaning the grand total raised was £11,433!

Guardsman Limited have been long term supporters of Rainbows through their Annual Golf Day. This year a milestone was achieved, 20 years of supporting Rainbows over which they have raised an incredible £266,000! We are humbled by the hard work, time and dedication the team put into hosting this event each year and appreciate the generosity of all those who attend.



Everyone at **Page Kirk** in Nottingham held a Rainbows Day as part of their charity of the year adoption. Throughout the day they held lots of fundraising activities and games. Bow Bear even paid a visit to their office!



Next donated proceeds from their beautiful August Bouquet of the Month to Rainbows, resulting in a fantastic £7,679 donation! Thank you to Next and all of our lovely supporters who purchased the flowers.



Professional ice hockey team, **Nottingham Panthers** invited us to raise awareness of Rainbows at one of their home games, Bow Bear loved meeting their mascot Paws and all their fans!

Dunelm have once again given their support by donating various soft furnishings for the refurbishment of our Family Flats as well as furniture and accessories for the Care Team's Staff Room. Both areas now look amazing and are so much more comfortable for our parents and Care Team thanks to their support.



Truma UK in Derbyshire donated to Rainbows as part of their charity donation day. Managing Director, Martin Fitzpatrick, said "Today is only for nice surprises." And then presented us with a cheque for £3,500!

A big thank you to all of our amazing volunteers from companies who have helped out in the shops and at the hospice on various projects, including **Amazon, McVities, GTT, Piping Rock, TGW, Aggregate Industries, Ideagen, Experian and Redrow Homes.**

What is a CRM Partnership?

Good question! In simple terms, a Cause Related Marketing (CRM) Partnership is a mutually beneficial collaboration between an organisation and a charity, designed to promote sales of an item or service, whilst raising money for the charity.

This involves donating a set amount or percentage from sales, whether this is overall or from a specific product or service, i.e. if you were a bakery you could donate 20p from every Rainbows cookie you sold, or you could donate 5% of all purchases to Rainbows. These can be ongoing partnerships or for a set period of time. The best thing about them is that they are flexible to suit the organisation's requirements and it's a proven fact that consumers are more likely to buy goods associated with a good cause, so it can be a really fantastic way to advertise your products.

Here's a couple of examples of how businesses are supporting Rainbows through a CRM Partnerships...



Riviera Travel

One of our oldest CRM Partnerships is with tour and river cruise specialist Riviera Travel. When booking with them, holidaymakers just need to use our affiliate link and we'll receive 10% of the total holiday cost. This has raised over £15,000 since 2012!



Ever So Sensible

Restaurant, pub and hotel chain Ever So Sensible, who have locations across the East Midlands, have been donating 50p from every Rainbows Burger they sold at their restaurants. Over the course of this three year CRM Partnership they raised £16,409 for Rainbows which is incredible!

If you think your business would be able to support us via a CRM Partnership, get in touch with our team on corporateteam@rainbows.co.uk and we can work together to build a partnership that is mutually beneficial.

Meet one of our amazing Rainbows Nurses

Katherine is one of our Band 6 Nurses and cares for the babies, children, young people and families who visit our Hospice.

Tell us about your role

I am part of the team who care for the families who come to Rainbows, helping each child or young person to try activities and therapies they want to do. I am often the shift co-ordinator on our Care Team, which means I ensure the shift runs smoothly as well as liaising with the other professionals who support our children and young people.

What difference do you hope to make to our families?

I hope to make a difference to families whose children use Rainbows for a break. I love helping families make memories and enjoy the relaxed atmosphere that Rainbows can offer.

I enjoy telling stories, singing and playing games with the children and young people while they are here. And for those who are here as they are coming to the end of their lives, I hope to be a caring, kind nurse who helps them feel comfortable and cared for.

Why did you apply for this role?

I came to this role from a very happy job at a school for children with complex needs and after much thought, felt that I would like to be a Rainbows Nurse for the same reasons. It was a risk as I loved my old job, but it was definitely the right decision. The team are fantastic and I feel proud to be part of it.

You spend all day helping others, how do you relax?

I love open water swimming in the summer, it helps me relax and makes me smile. I also enjoy painting and seeing friends.

Do you have a message for our supporters?

My message to our supporters is THANK YOU! It is so important to be able to offer the experiences we do at Rainbows, and without you, we couldn't do it.

One of my favourite memories is when I was talking to a young person who had come to us after being in hospital for many weeks. I asked what they would like to do that day and they said "But what do the Doctors and Nurses need me to do today?" It was a joy to plan the day with them, not by what the medical team wanted but what THEY wanted to do. They decided to sit in our lovely garden and paint. We still carried out their care but let them decide how that worked. The young person relaxed and felt more in control of their situation. So to the volunteers who work so hard in our gardens and to the supporters who raised money for paints, thank you.

Scan the QR code to watch Katherine's day in the life video!



Challenge the Wild**24 – 25 June 2023 – Coniston, Lake District**

Want to take on an adventure like never before? Join our corporate challenge for a weekend of adventure, team work and facing fears all whilst achieving something incredible in aid of Rainbows.

Led by ex-army and mountaineering professionals, you will explore some of the most beautiful spots in the UK. This is a brilliant team building event or solo mission, which will include a range of thrilling outdoor activities before camping under the stars in comfortable bell tents.

**Snowdon Triple Challenge****Various dates available throughout the year!**

Tackle all terrains as you cycle, trek and kayak in the wilderness of Wales, conquering the summit of Snowdon whilst experiencing the beauty of the Welsh countryside. You don't need to be a pro at cycling or kayaking, you just need an adventurous spirit which will see you conquer this 24.5 mile one day challenge. This is perfect as a team building event or away day with your colleagues with bespoke challenges available for large groups.

**It's a Knockout****13 July 2023 – Loughborough**

Let the games begin! This special event for our corporate supporters is sure to test your teamwork, strength, stamina and balance, and your stomach muscles will get a great workout from all the laughing too!

Perfect for teams of 8-10 people who want to have some fun whilst raising vital funds for Rainbows!

Great North Run**10 September 2023 – Newcastle to South Shields**

Are you an avid runner? Or perhaps you want to set yourself a new challenge? Join 60,000 determined runners in the world's biggest half marathon, the Great North Run. Famous for its inclusive atmosphere, unbeatable on-route entertainment and warm Geordie welcome, this is an experience you don't want to miss!

Derby Cathedral Abseil**7 October 2023**

Calling all daredevils with a head for heights! Join us at Derby Cathedral for our charity abseil day and climb the 189 steps to the top of the tower, before being harnessed up and abseiling the 212ft back down. Not only will this challenge give you spectacular views across Derby as you stand at the top of the tower, every penny you raise in sponsorship will help make magical memories for local babies, children and young people with serious and terminal conditions.

Ready to take on a challenge for a good cause?
To find out more, visit rainbows.co.uk/corporateevents today!

Partnerships in the spotlight

Notts County FC

Rainbows has scored an official charity partnership with Notts County FC for their 2022/23 football season. Throughout the partnership they will be carrying out a range of activities to help raise funds and awareness of our work. This includes our logo featuring on the sleeve of their home shirts, a special Rainbows and Notts County teddy supporters can purchase, as well as two special Rainbows matchdays at their Meadow Lane ground.

Their players will visit our Hospice to meet children, young people and to learn more about our work and the children and young people will also have the chance to tour around Meadow Lane and watch matches.

Head of Commercial at Notts County Jordan Worthington said: "As the only charity of its kind in the East Midlands, Rainbows play a crucial role in supporting children and their families who are going through so much. We're looking forward to amplifying the tremendous work they do and we encourage our fans to generously support our joint fundraising efforts."



Champions (UK) PLC

Yet again, Champions have been busy supporting us through various fabulous events. Back in November, they hosted a wonderful Greatest Showman Ball at the Dorchester Hotel in London. It was a full house with lots of guests and celebrities attending, entertainment from West End performers and a band, as well as an exciting auction raising funds for Rainbows.

Most recently was 'An Evening with Sir Gareth Edwards', Welsh Rugby Legend, at the King Power Stadium Leicester, and was hosted by Kyran Bracken MBE. We were proud to have one of our Rainbows parents speak at the event about their journey, capturing the room and receiving a standing ovation.

Thank you to everyone who organised, attended and showed their support for Rainbows, we look forward to working with Champions in 2023.

champions (UK) plc
THE BRAND AGENCY



Meet Nevaiah

"Rainbows is amazing in every single way for us," said Amandeep, mummy to six-year-old Nevaiah.

"When her sister Aveena was born 14 weeks premature, life was tough. But we weren't prepared for the journey when Nevaiah arrived three years later.

"Nevaiah was also born early by four weeks. She was starved of oxygen at birth due to complications, meaning she has a brain injury. We live with the fear that we could lose our little girl at any time.

"When she was born she was taken away to be resuscitated. We were told she was really poorly and were only shown photos of her, which was really hard. We spent three months in the Neonatal Unit and were told three times that she wasn't going to make it. We sat in the car one night and planned our daughter's funeral. I even went to buy her an outfit. But Nevaiah proved everyone wrong.

"Looking after them both is hard. Aveena has Cerebral Palsy and brain damage from a bleed at birth. She has one kidney and will need a transplant. Even pushing a wheelchair and a pushchair to the park alone is tough. We knew we needed support and turned to Rainbows.

"Initially we were concerned that no one could take care of Nevaiah like us. But after our first stay at the Hospice, we knew it was somewhere we could leave her and not stress about anything.



"The next few times we picked her up from Rainbows, she cried because she didn't want to leave. During Covid, Rainbows stepped up for us as our existing care package collapsed. We know we always have Rainbows.

"Life is often scary for us. We've spent so many months in hospital, it has gotten to the stage where we don't unpack our bags when we get home. One time Nevaiah was blue-lighted to hospital. We were told they held out no hope. Again she proved everyone wrong.

"Nevaiah was fitted with a tracheostomy but because the surgery was so urgent, we only found out after that we would never hear our baby cry again, which is so upsetting. After her operation, we could see tears rolling down her face but no noise.

"At Rainbows the team are experienced with working with children with tracheostomies - which is so reassuring as we know Nevaiah gets the best care she possibly could.

"Nevaiah is such a happy little girl, you go to her and she jumps and smiles. She will give anything a go to the best of her ability. She continues to amaze us.

"We don't know what the future holds; it's always in the back of our minds and there are good days and bad days. But the girls are both so happy. We give them everything a child should have and as parents, you just learn to cope."

Visit rainbows.co.uk/donate to support families like Nevaiah's today!

The difference your support is making...

£6.6 Million

is how much it costs per year to run our services at and around the Hospice.

£50 means our Play Team could be able to provide arts and crafts fun and learning

£100 could help us to provide healthy nutritious food for the families

£500 could help pay for our nurses to care for the babies, children and young people

£1,000 could help us to provide Music Therapy sessions to encourage our babies, children and young people to express and share their emotions

18%

We only get a little funding from government bodies, **roughly 18%**, which is enough to keep our doors open for about nine weeks. For the rest of our funding we rely on our supporters – **every gesture counts, every penny matters.**



Join the Rainbows Business Club by visiting rainbows.co.uk/businessclub and support Zoe (pictured) and other local babies, children and young people like her.

We currently provide vital care and support for **over 300 babies, children and young people with terminal and serious conditions, and their whole family.**



rainbows.co.uk

Rainbows is registered as Cope Children's Trust in England and Wales. Registered Charity No. 1014051.
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