



IMPACT REPORT 2018/19

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

Giving hope to grieving children

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WHO WE ARE

We support children and young people (and their families) after the death of a parent or sibling.

Founded in 1992, we were the first charity to establish childhood bereavement support services in the UK and we continue to lead the way in providing specialist support through our Freephone National Helpline, online services, in-depth therapeutic help in individual and group settings, training and publications.

We also continue to be the only national childhood bereavement organisation in the UK focussing purely on children and young people as its sole beneficiaries.

The death of a parent or sibling is a devastating situation for a child, but with the right support at the right time, delivered in the right way, 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



2018/19 AT A GLANCE

An estimated

17,340

children and young people supported, via our Helpline, ASK email service, online chat and face-to-face sessions – an increase of 18% on last year

2,158

requests for support through our ASK email service; an increase of a third on last year

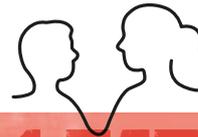


250,000

visitors to our websites

19,000

visitors to our young person's website – a **30%** increase on last year



1,747

children and young people supported face to face across the UK, with a **16%** increase in new referrals year on year

1,188

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

2,227

memory boxes distributed



17,127

publications distributed



6,898

delegates have completed online training since launching in October 2018

6,532

conversations were had through our Freephone National Helpline, which equates to indirect support for more than **13,000** children

Our pilot of online chat (our instant messaging service) launched in October 2018 and supported service users by the end of its first six months in March 2019

371

CEO'S MESSAGE

2018/19 was another strong year for Winston's Wish. In 2017 we set out five ambitions for our organisation and I'm pleased to say that we have made good progress against all our big goals including our aim to double the number of children we support.

Calls to our Helpline increased once again, and we estimate that more than 13,000 children and young people have benefited from the support that our highly skilled and dedicated Helpline practitioners have offered. We have responded to around 30% more traffic to ASK, our email support service, whilst our pilot of online chat (our instant messaging service) launched in October 2018 yielding close to 400 service users by the end of March. When we look across all of our services, we estimate that we have been able to support more than 17,000 grieving children and young people – which is a record year.

These initiatives in particular demonstrate that we are right to be pursuing our strategy of expansion, especially in the digital space, and that the work we have done successfully again this year to advocate for bereaved children and to shape the big picture as much as we can on their behalf is making a positive contribution to the public perception of why this issue is so important. To be formally recognised for successes by the sector is always rewarding, and we were proud to have been shortlisted for two awards in 2018; The Third Sector Awards



(for brand development) and the Children and Young People Awards (for Charity of the Year).

It hasn't all been plain sailing, some things didn't go as well as we wanted or hoped - and there are challenges ahead as we continue to need to raise close to £2.5 million a year to run our services. It continues to be a tough environment out there, with an ever-increasing demand. But our performance shows again our resilience; our capacity as an organisation to adapt and adjust in the face of the inevitable challenges that our work brings.

We remain undaunted in our ambition to do more for bereaved children again next year. To improve and grow what we have; enabling us to get to our five ambitions by 2022. I have no doubt we are well set to get there.

And we travel together – our passionate staff, volunteers, supporters, donors and friends. This year has shown again the power of our community, united in a common vision to make sure that all bereaved children get the help they need when someone close to them dies.

Fergus **Fergus Crow**

EVE'S POEM 'THE MONSTER'

We supported ten-year-old Eve when her father, Ben, died from cancer. The following year, when she was just eleven, Eve wrote a poem called 'The Monster' in reflection of his illness and death:



***My daddy had a monster living inside him
It ate him up much quicker than I could say
There wasn't much left of him but he kept fighting
this monster
The monster was still hungry
But worst of all it had won
It had beaten daddy
But then I realised it hadn't won
Daddy hadn't lost
I could still hear, feel, talk to daddy
No one, nothing
Will ever take him away from me
He is in my heart.
He is in my mind.
He is my daddy.***

OUR IMPACT

We understand grief and we have been supporting bereaved children, their families, and the professionals who support them since 1992. We know from our experience that, with the right support, at the right time, delivered in the right way, children who have been bereaved can go on to live full and healthy lives.

By regularly analysing our support, we know that the children and young people we have supported therapeutically have shown measured improvements in behaviour, wellbeing and mental health, bereavement-related issues, relationships with family and friends, and life at school.

90% had an improvement related to their behaviour

83% showed improvements in wellbeing and mental health

99% had improvements in issues directly related to the bereavement

85% were experiencing less stress within the family and improved relationships

*Based on observations of 411 children and young people supported by Winston's Wish

92% felt that the support from Winston's Wish was helpful for their family

93% felt that their family's needs were understood

94% would recommend Winston's Wish to other people

*Based on feedback from 100 parents / carers of children and young people supported by Winston's Wish

83% reported that children found it easier to talk about their feelings

83% said that they felt better since receiving support from Winston's Wish

70% said that school life and learning was better

78% said that home life had improved

61% said that relationships with friends were better

*Based on survey feedback from children, young people and their parents

"My anxiety relating to how my children are coping has decreased hugely. I feel that their lives can still be positive - this was something that I couldn't believe was possible before we met with Winston's Wish. I am truly grateful for all that they have done for us."
Parent

LAUREN'S STORY

We supported Lauren after her father, Michael, died from cancer.

"Dad died just over three years ago from cancer of unknown primary. At the time I was only 12 and it was devastating.



It was my Mum who told me about Winston's Wish. The support we had from Winston's Wish was really good and I felt that I could talk to them about anything.

I had both one-to-one and family counselling and it was the one-to-one support in particular that really helped me, as it helped me to understand more about grief and my feelings. This in turn helped with my confidence.

I was also given the chance to get involved in the Winston's Wish youth forum and was able to share my ideas for updating some of the publications, which are used to help children through their grief.

Earlier this year, I was invited to join a Winston's Wish residential weekend for bereaved teenagers, where a group of us got together for a few nights away with the support of the staff. It was amazing! I got to spend time with other people my age, in the same situation as me. It was just so nice to meet people who I could relate to – and who could relate to me. Thank you Winston's Wish."

OUR SERVICES

The death of a parent or sibling can be one of the most traumatic situations a child will ever have to face. It will feel like an end to the life they have known and it can feel hard to see a way forward. Having worked with bereaved children for over 27 years, we know that with the right support, children 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 vision is of a society in which every child can get the help they need when someone close to them dies, and so we continue with our transition to becoming an organisation with a wider and more accessible range of support, expanding our Helpline and digital services alongside our face-to-face support.

Sustainability, however, is central to all our thinking, and that's why this year we took steps to reduce our face-to-face service in the North-West during 2019-20, as funding in the region became harder for us to secure. A difficult decision and a very specific response to a very specific challenge. We will continue to support families already working with

us, as well as providing training, support and advice to other professionals and services in the area.

More and more we are seeing a growing demand for our refreshed training, which shows just how much of an appetite there is out there now for what we know about how to support bereaved children.

Our area teams based in the South East and South West provide intensive, face-to-face, 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, from military families or within the emergency services (UK).

We moved our South-East base to the city of Brighton and Hove in the spring and opened a new service in July to serve the city of Bristol which is already growing fast.

FREEPHONE NATIONAL HELPLINE, ASK EMAIL SERVICE AND HELP2MAKESENSE.ORG

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.

- **6,532 conversations were had through our Freephone National Helpline, which equates to indirect support for more than 13,000 children**
- **2,158 requests for support through our ASK email service, an increase of a third on last year**
- **19,000 visitors to our young person's website – help2makesense.org - a 30% increase on last year**

ONLINE CHAT

October 2018 saw the launch of our pilot online chat (our instant messaging service), enabling people to contact us directly for anonymous online support. This service is staffed by highly skilled professional practitioners, who provide confidential, one-to-one support, guidance and advice. By the end of its first six months in March 2019, almost 400 young people had contacted Winston's Wish directly through this service to talk about their grief.

OUR SUPPORT FOR GRENFELL FAMILIES

Following the tragedy of the Grenfell Tower fire in 2017, Winston's Wish continues to work with the most affected families, including the directly bereaved, extended bereaved, and tower surviving families.

The horrors of the fire were so tragically visible to the Grenfell community that the sight of it was incredibly traumatic for the children and young people in the area – and excruciating for those who witnessed the loss of their families and loved ones.

We worked with one little girl who was taken to the tower on the night of the fire by her parents to meet and comfort close relatives. Her relatives were inside in their flat in the tower, but they were expected to escape safely. Whilst talking to them on the phone, things took a turn for the worse and four of her family members became trapped and tragically lost their lives. The little girl was left deeply traumatised.

Over a period of months, Winston's Wish supported her to safely make sense of what she had experienced; providing her with support through weekly sessions in the safety of her school, and helping her to express large and difficult feelings through the safety of play, imagery and metaphor using the arts. Gradually she became able to find her own words to describe how she had felt that night and how she had been feeling since. As time went on – and with our support – she became able to visit the tower, with its white cover and green heart. Today she is able to stand in front of it and wave to her family, as she thinks about happier times.



"I was not fine, but I'm better now. I want to thank you so much for the wonderful work you do for my children and everything."
Parent.

"You're the eighth wonder of the world".
Head teacher.

BBC SUPPORTS OUR MILITARY PROGRAMME

We offer specialist programmes of support to children and young people from military families, thanks to funding from Help for Heroes. In February 2019, the BBC followed the journey of four military families who have received bereavement support from Winston's Wish. Their stories were made into a powerful documentary which was broadcast on BBC Inside Out West, attracting more than 250,000 viewers. Media coverage surrounding the documentary and the Winston's Wish military programme, reached more than nine million people, helping us to raise awareness of the specialist support available.



MEMORY MAKERS

Memory work is a big part of what we do at Winston's Wish, and our Little Box of Big Thoughts is a simple way for parents to capture meaningful memories of the relationship with their child, and to create a lasting legacy of their thoughts.

Each box contains a variety of cards for parents to write on and gift to their child once complete; some blank and some with prompts, such as 'I love you because' and 'A special memory I have is...'. Boxes then need to be put together by hand and finished with ribbon.



Staff from Protect Line making memories.

Our corporate partners are often asking for ways in which they can lend a helping hand and give their employees an opportunity to volunteer in support of our work - and so we created the 'Memory Makers' project. This involved the outsourcing of the compilation of our Little Box of Big Thoughts to our partners, in order to get them ready for despatch - allowing our corporate volunteers to provide a priceless gift to grieving children, beyond their financial support.

SPECIAL EDUCATIONAL NEEDS AND BEREAVEMENT

We've been working with bereaved children and families for 27 years including working with children with Special Educational Needs or Disabilities (SEND).

We know that children with SEND have additional needs which might make them more vulnerable in their responses to grief. Estimates suggest that there is currently a population of 44,496 bereaved children in the UK with SEND. Sometimes we support these children directly and sometimes via other professionals contacting our Helpline.

Thanks to Children in Need funding received in 2018, we have been able to create a specialist SEND Lead Practitioner role, to co-ordinate all of our SEND work. This has enabled us to begin creating relationships and referral pathways with local SEND schools in order to deliver bereavement support to those children with specialist needs – sometimes engaging in multi-agency working.

We know from our work that providing specialist support to young people affected by SEND has a positive impact. One of the challenges in this

area though is that there are currently very few resources available for this group of children - and so we, and others, have to adapt mainstream resources and 'make do'.

We were therefore delighted to have also secured funding from The True Colours Trust in 2018, to develop the UK's first SEND specialist bereavement book for children. This book will focus on three categories: Autistic Spectrum Disorder, Profound Multiple Learning Difficulties (often non-verbal) and a broader range of SEND.

The book will be part of our Winston's Wish suite of resources, which are always written with a dual audience of parents/carers and professionals in mind. The resource will be helpful to families, SEND schools, mainstream schools, hospices (child and adult), social care services, day centres and residential care providers. Thanks to the generosity of the True Colours Trust we will be sending a free copy to each of the SEND schools in England.



OUR NUMBERS FOR 2018/19

INCOME

Total income raised in the year was **£2,272,852**
A further **£103,462** was released from funds held
in reserve whilst our investments gained in value
by **£17,773**

For every **£1** spent on fundraising, we raised **£3.91**

EXPENDITURE

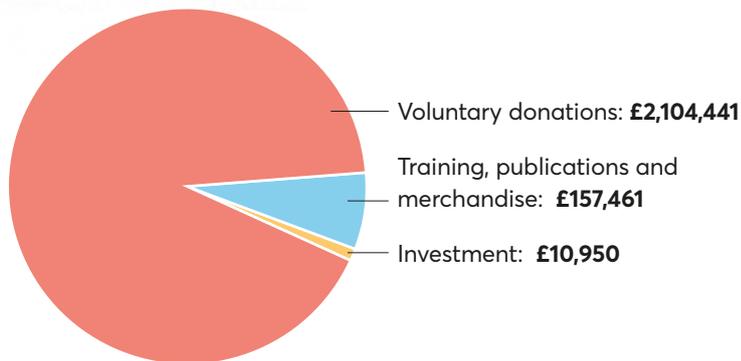
Total expenditure in the year: **£2,394,087**

Of every **£1** spent, **76P** went on direct delivery

Total spent on
furtherance of charity's objectives: **£1,812,877**

Cost of generating funds: **£581,210**

WHERE DOES OUR INCOME COME FROM?



CHAIR'S MESSAGE

One of the things I know about this organisation is that it never sits still. This year has been no exception, and I am delighted to report that in 2018/19 we supported over 17,000 children and young people through our increasingly diverse offers of help – from face-to-face; to Helpline; to instant messaging and beyond.

We have had some significant successes this year, and from the Board's perspective I am delighted with the progress we are making. There have been setbacks too, and the climate is challenging for fundraising and looks set to get tougher, while the need for support continues to grow ever greater.

As always, we are positive, optimistic and passionate about what we do and what we need to do to succeed. I must, of course, give my heartfelt thanks to our amazing staff, volunteers, donors, and supporters and of course my fellow Trustees for everything they do for us and for bereaved children.



Together we are making a difference. We would love for you to work with us towards our ambition to revolutionise open access childhood bereavement support.

A handwritten signature in black ink that reads "Nigel".

Nigel Purveur, Chair of Trustees

THANK YOU

There are so many children and young people in the UK suffering and struggling after the death of a parent or sibling - and we are immeasurably grateful to those who support us to provide our core services, enabling us to respond to them and provide support.

We could not do the work we do without the invaluable support and work of our donors, volunteers, partners and staff.

Thank you to each and 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 ERNEST
KLEINWORT
CHARITABLE
TRUST

The Julia and Hans Rausing Trust



The 2018/19 impact report celebrates some of our achievements between April 2018 and March 2019. The year has seen an increase in the total number of children and young people Winston's Wish has supported, with an increase in new referrals and an increase in the volume of young people contacting us directly and visiting our young person's website. 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.

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**

BY POST:

Please send cheques made payable to 'Winston's Wish' to **17 Royal Crescent, Cheltenham, GL50 3DA**

