

Because of you...



Edition: 01

Fundraising News

#LDHFundraising

Email: fundraising@ldh.nhs.uk Call: 01582 718289

To make a donation online: www.ldh.nhs.uk/donate or www.justgiving.com/ldhcf

The Luton and Dunstable Hospital Charitable Fund is a registered charity in England and Wales: No. 1058704



LUTON &
DUNSTABLE
HOSPITAL
CHARITABLE FUND

Because of you...

We have had an incredible year, thank you



My name is **Sarah Amexheta** and I am very proud to head up an incredible fundraising team. As a team our biggest motivator is you, we are always inspired, humbled and privileged to be part of your story. Every day we are lucky enough to meet people that wish to support us because of excellent treatment, dignity in death and because they would like to help the hospital to achieve more.

Whatever the reason we are always grateful that people connect with us and wish to invest into the future of the hospital. Our team is much bigger than just us, as it involves all of you; our Charity Ambassadors, our volunteers, Finance Team and brilliant staff at the hospital. I am very proud of our team and we are very proud to be able to help so many people, because of you.

Sarah

I know we can make a difference to people's lives and have seen the impact our work has.

Bianca

I know what community spirit means.

Donna

I have met fantastic people with incredible stories.

Rachel

I feel inspired to meet as many of our current supporters as possible to thank them for their support.



Our Beginning: The hospital was founded 80 years ago by community peers, companies and a generous legacy. The aim was to save lives and open a hospital free of debt.



Gifts in wills

By leaving a gift in your will you will help change the lives of 1000's of patients, supporting the future of healthcare for the next generation.



Regular gifts

A regular monthly donation to support an area of healthcare you are committed to and supports us to plan improvements and pay for the extras that can make a huge difference to someone's stay.

Contact us: **01582 718289**

Email us: **fundraising@ldh.nhs.uk**

Because of you...

Our Charity has made a big impact on lots of lives

Our key aim is to serve patients of Luton and Dunstable Hospital, by supporting items above NHS provision, understanding the difference we can make together to patients' lives both now and in the future.

We put this aim into practice by helping the patients, their families and carers, and visitors to the hospital by:

- Funding medical research to understand better the diseases affecting our patients today so that we can develop the cures and therapies of tomorrow.
- Enhancing the care our hospital can offer through making grants for new equipment and building improvements to deliver better facilities.

We have supported:



370,000

patients and their families

4,000

nurses, doctors, health care assistants, estate workers and support teams

- Investing in NHS staff, in particular by supporting staff engagement.
- Supporting The Luton and Dunstable Hospital NHS FT in the creation of a caring environment for the patients receiving care, their families and visitors.
- Making a number of smaller grants for the provision of extra comforts for patients and to support social and other activities recommended as part of their rehabilitation.

'On behalf of the staff and patients who have benefited from improved services due to donations and legacies, the Corporate Trustee would like to thank all patients and relatives, staff and donors who have contributed during the year.'

Clifford Bygrave,
Chair of the Luton & Dunstable Hospital
NHS FT Charitable Funds Committee

Expenditure 17/18: **£1.33m**

As a charity we have very little expenditure on anything other than the charitable projects being supported and use channels like social media, free press and onsite posters to engage our donors.

Amount raised 17/18: **£1.1m**

75% of income was from **Charitable Trusts**,
11% was from **individuals**,
6% from **events**,
6% from **legacy and IMO donations**
2% was from **companies**.



A few of the projects funded:

- Ultrasound scanner for patients undergoing breast cancer surgery
- Wheelchairs for patients needing mobility support onsite
- Child cancer rooms
- Facilities for outpatients
- Engagement events for staff
- Toys for the Children's departments
- Murals for Maternity and the Delivery Suite
- Murals in Wards 14 and 15
- Sleeper chairs for birthing partners
- Patient essential care packs
- Supported the retirement fellowship
- Oral Maxillofacial refurbishment
- Diabetes equipment for paediatric patients

Because of you...

Community is at the heart of the hospital



My name is **Bianca-Lee John** and I am the Community Fundraiser at the Luton and Dunstable University Hospital. This year has been a very busy one for the fundraising team, our ambassadors and wonderful volunteers with lots of fantastic fundraising going on in the local community.

Since our last edition of Fundraising News I have been visiting lots of different areas in the town and engaging with local community groups, businesses and schools in Luton & Dunstable. I have been raising awareness about the charity and speaking to people about our current hospital appeals whilst encouraging them to fundraise for our wards and departments.



Community fundraising has been a great success and following lots of hard work and productively building new relationships we have managed to achieve charity of the year status with several local organisations including:

***The Hilton Garden Inn - Luton.
Marks & Spencer- Luton.
Caddington Grove Care Home -Dunstable.
Dominos - Beds and Herts.
The Mayor of Luton
Luton Town FC Supporters'
Amazon
Luton Sixth Form College***

By working closely with the community and networking locally I have been able to reach new platforms and encourage more and more adults and children to be enthusiastic about fundraising for the hospital. I have created new ideas and challenges and encouraged them to take part in fundraising activities in their own environments as well as attending L&D organised fundraisers such as the bingo bonanza night.

The summertime saw the return of fairs, festivals and carnivals! Our fundraising stall flew the L&D flag across many locations over the hot summer months and as ever the charity were welcomed wherever we pitched up. We had lots of fun and met so many amazingly kind supporters along the way. We cannot wait for next summer!



If you would like me to come and visit your group or business or attend any fundraising events in the community please contact me: Bianca.John@ldh.nhs.uk

#LDHFundraising

Because of you...

Students and teachers are embracing fundraising in school and supporting their local hospital

As Community Fundraiser I would like to say that I am extremely proud to have met so many wonderful students and teachers in Luton and Dunstable. The schools in our community are absolutely fantastic and have really set the bar high for fundraising in the community!

In September 2017 I set out to engage with local schools to raise awareness of the charity and to talk to them about the importance of supporting others in need.

I chatted with the children about different fundraising ideas and activities and about some of our major hospital appeals including 'The Child Oncology Rooms Project.'

I have visited several schools in Luton, Dunstable and Houghton Regis and presented in assemblies, in the classroom and to school councils. The charity was received in such a positive way that all of the schools I visited decided to get involved with us for their school year which has been incredible.

Each of these schools organised various activities from model making, non-school uniform days, discos, cake sales, concerts, race for life, quiz nights, Christmas card decorating and more!



The response has been overwhelming and I would like to thank them all for their great work and dedication in their fundraising:

Avenue Centre For Education (ACE), Beecroft Academy, Challney High School for Girls, Challney High School for Boys, Ferrars Academy, Ferrars Junior School, Harlington Upper School, Hadrian Academy, Maidenhall Primary School, Putteridge Lower School, Ramridge Primary School, Sundon Lower School, Southfields Primary School, St Joseph's Catholic Primary School, Seabrook Day Nursery, The Meads Primary School, Watling Primary School & William Austin Junior School.

This year I hope to visit lots of new schools and return to those who have already supported the hospital. If you know of a local school, teacher or student who would benefit from a visit from me to talk about fundraising please get in touch, I would love to hear from you.

Email: Bianca.John@ldh.nhs.uk or

Call: **0780 071 1370**



Because of you...



Total amount raised in collections and COTY during 17/18: **£15,000**

We are able to collect at local supermarkets and raise awareness across the town

July saw the end of our two year charity store partnership with Sainsbury's in Bramingham. Community Champion Sally and the team at the Bramingham store were a huge support and a delight to work with throughout. Sally and colleagues took part in various fundraising activities throughout the final year in order to raise funds for the Child Oncology Rooms Project.

From store collections and book sales in store, to taking part in the child oncology walk, delivering presents and providing us with catering supplies for events, the team were truly amazing from beginning to end. The total raised by Sainsbury's in Bramingham this year was a tremendous £13,068!

Well done and thank you to all, we look forward to working with you again in the future.



Despite saying goodbye to Bramingham we are very pleased to have been nominated and chosen for Sainsbury's in Dunstable Charity of the Year for the Helipad Appeal for 2018/19. The charity had their first store collection with Dunstable in August and raised £480. Two more weekend collections are scheduled throughout the winter months in October and November and we are excited to work with them in the New Year.

The Charity has also been very successful across other stores throughout the year and has been allocated various collection slots and green token schemes in lots of different locations including:

- Tesco - Dunstable Store collection - **The Ward 32 Maternity Scanner Appeal** July 2018
- Asda - Dunstable Store Collection - **The Helipad Appeal** August 2018
- Asda - Dunstable - Green Token Scheme - **The Helipad Appeal** July-Sept 2018
- Waitrose - Leighton Buzzard - Green Token Scheme - **The Helipad Appeal**
- Waitrose - Hitchin - Green Token Scheme - **The Helipad Appeal**

We are often looking for volunteers to support us with these collections so if you are interested please get in touch. Collections are a fantastic way to support your local hospital and to engage with members of your community whilst raising funds for a great cause. Thank you to all who took the time to vote for The Luton and Dunstable Hospital Charitable Fund at your local supermarket stores.



Because of you...

We can help to make a difference



Because of you...

We were able to achieve the impossible and transform lives for Children with Cancer

2017

JUNE

Staff from Fundraising, Paediatric Oncology and the Redevelopment team met to put together a plan of action to transform the rooms

We started on what seemed like an impossible journey. The journey began with a little girl called Niamh who was receiving treatment.

Niamh's mum wanted to make a difference to the rooms to make it a more pleasant experience for children with Cancer on the ward.



The timeline to complete the project was very tight and had to be completed in the school summer holidays as there was less pressure on beds at this time of year and the school room on the ward would be available as a contingency area.



Head of Fundraising, Sarah Amexheta, approached and made applications to grant giving Trusts

16 local schools and multiple businesses chose the project as their Charity of the Year and participated in some amazing activities and events.



The staff from Sainsbury's in Bramingham and L&D staff joined forces for the Child Oncology Walk, where over 40 people including the Dunstable Rotary Club took part in the walk whilst collecting money along the route. Lots of local business joined in to support the event too.

2018

A designer called Vanessa Hermantes came forward, her ideas were remarkable and she envisioned great possibilities for the rooms. She engaged with our patients and clinical teams taking on board their needs, ideas and wishes.



The target of £150,000 was set which needed to be raised within 12 months by June 2018

Community Fundraiser, Bianca-Lee John worked closely with supermarkets, local businesses, schools and community groups to raise awareness and funds.



The project was launched and promoted on social media platforms including Facebook and Twitter which prompted donations to come in through the post and online.

By December, we had the final designs signed off and had secured £110k from Trust funding and £35k from community fundraising.



2018

We had a knock back; underlying problems with the infrastructure of the rooms meant that the project would be delayed until a solution was found.



Due to the increase in target Sarah and Bianca went back to the Trusts and the community for one last push to try and raise the extra funds that were needed.

In late June 2018, our paediatric oncology team began the process of moving their patients and emptying the old rooms and the work began. The contractors estimated the work would take around 5 weeks.



In early September the rooms were very near to completion with just a few more alterations to make and we were looking forward to being able to see them for the first time.



On Friday 5th October we invited Niamh and her Mum as well as Mason and his Mum to open the rooms. It was an amazing and emotional day for all who had taken part in this magnificent journey.



Friday 5th October 2018

OCTOBER

2019

Thankfully our redevelopment team stepped up and found an answer to the structural problems, however it did mean that the fundraising target had increased to £210,000.



Following this final push, £60k in grants funding and £6k from the community was donated and raised which meant we had finally achieved our target.

There were several delays throughout the building process including halting of the demolition due to vibrations in other wards and noise disturbance which affected the theatres above.

Also in September we were contacted by Amazon, who wanted to donate some money and also to invite some of our young cancer patients and staff into their distribution centre in Dunstable for a golden day as a special treat. Niamh and one of our other cancer patients, Mason attended along with some other young patients.



Because of you...



We can save more lives

We want to improve accessibility to our emergency medicine facilities for our local community to ensure everyone has access to our care when they really need it. We are so excited to be planning this life saving facility for our local community and would welcome your support in helping us to make it happen.

How will our helipad benefit you?

The L&D provides a comprehensive range of medical and surgical services, including emergency care, for over 370,000 people a year, in Bedfordshire, Hertfordshire and Buckinghamshire.

We are determined to support those across our local rural communities who are at an increased risk of a heart attack or stroke and where early intervention treatment can mean the difference between life and death or long term disability. A helipad will be of huge benefit to these patients as they will be able to be transported

to hospital so much quicker than by traditional land ambulance and have access to our leading Cardiac Centre and Stroke Rehabilitation Department.

In addition to supporting our rural communities, our more local urban areas, such as Luton and part of Bedfordshire, have unfortunately seen a growth in gang culture and youth violence. We are keen to provide quick and efficient access to emergency medicine for victims of these crimes which is crucial to not only save their lives, but also to prevent any long term side effects.

If you would like to support this appeal or would like more information, please visit www.ldh.nhs.uk/helipad

TEXT HELI17 £5 (or your chosen amount) to 70070

As the Luton and Dunstable Hospital approaches its 80th birthday, I am very honoured to have been asked to Chair and support the vital fundraising efforts for an onsite emergency helipad.



When the hospital was conceived, a decade before the National Health Service was launched, it was the people and businesses of the surrounding areas that created a community hospital for the area through endowments that enabled the hospital to open free of debt.

Thanks to this philanthropy, we now have one of the best hospitals in the country on your door step. Let's support this appeal together.

Edward Phillips,
Estate Director of the Luton Hoo Estate



L&D
Helipad
Appeal

Saving precious minutes will help save precious lives

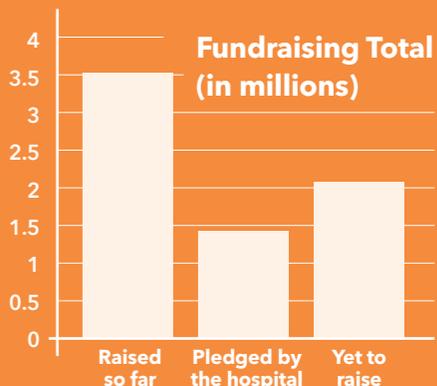


www.justgiving.com/fundraising/ldhhelipad

What have we achieved so far?

With thanks to your support, we have already raised an incredible **£3.5million** of our **£7million** target, including a generous donation from the County Air Ambulance HELP Appeal

But we are still actively seeking your support to raise the remaining money to make our vision a reality.



The NICU Parents Accommodation costs approximately **£15,000** per year to run, and approximately **£100 to accommodate one family per week.**

The first event taking place with Luton Town FC will be our dedicated match day on **Saturday 17th November**, which will see Luton Town FC play Plymouth Argyle at home. This date is also **World Prematurity Day** which ties in perfectly with the cause. The fundraising team and volunteers from both the L&D and Luton Town will be collecting on the day and lots of special things will be happening in order to support the parent's accommodation. For more info about the dedicated match day please get in contact with Community Fundraiser Bianca. **Bianca.John@ldh.nhs.uk**

#LDHFUNDRAISING #LTFC



Because of you...

We were chosen for the Luton Town Supporters COTY 2018/19

During the summer the NICU Parents Accommodation was shortlisted to become the Luton Town FC Supporters' COTY. The nominees who were shortlisted went out to a public vote and thankfully with over 3,000 votes we were successful in securing the LTFC Supporters' Charity partnership for 2018/19. The backing from the public has been overwhelming and we are extremely pleased to be working alongside the club for the next year.

We hope that the partnership will raise awareness amongst the club supporters and help us to continue to provide accommodation for families whose babies are receiving emergency care on our Neonatal Intensive Care Unit.

The NICU Parents Accommodation consists of two rooms on the unit itself and a three

bedroom bungalow which is also located on hospital grounds. The accommodation provides families who often come from a distance with a relaxing place to stay for free whilst their baby is being treated on NICU.

This space offers privacy for parents and a place for them to rest; and sleep with the comfort of knowing that they are only a stone's throw away from their baby.

The bungalow also provides a self-contained kitchen area, laundry facilities, a bathroom with shower and a garden space. Because the

accommodation is designed to provide a home from home feel, siblings are also able to visit. For many families having a child in NICU means that they are often separated from other children and family members for long periods of time.



TEXT NICU93 £1 (or your chosen amount) to 70070



Because of you...

Patients will smile this Christmas

Light Up A Life - As always the L&D Christmas Tree will be twinkling away proudly this Christmas. You can buy one of the lights as a gift or in memory of someone special. If you buy one as a gift the recipient will receive a card with a message. If you buy one in memory of a loved one you will receive a dedication. Lights are £5 each or 3 for £10.

Don't forget our Amazon Wish List to Give a Gift this Christmas!

We try to make sure Christmas is special for all our patients, bringing in a bit of the outside cheer onto the wards. Our staff wear festive accessories, it's not strange to get treatment from Rudolf or have a nurse elf administer a canular. We also try to make sure each patient receives a card and present on Christmas day, through our give a gift campaign. The season can be quite a lonely time and because of you we are able to make it less so. In the run up to Christmas we have local choirs and schools perform to the patients, our tree lighting ceremony is magical. We also serve Christmas lunch and mince pies on the big day itself. Although most of our patients would much rather spend Christmas at home with family and loved ones, we will make every effort to make Christmas as festive as we can.



Light Up A Life

As always the L&D Christmas Tree will be twinkling away proudly this Christmas. You can buy one of the lights as a gift or in memory of someone special. If you buy one as a gift, the recipient will receive a card with a message. If you buy one in memory of a loved one, you will receive a dedication. Lights are £5 each or 3 for £10.

Santa Float

Bianca, Donna and other hospital staff will be joining Dunstable Rotary again this year on the 10th December

Give a Gift at Christmas

Many of our patients will be spending Christmas in hospital this year. You can help spread some festive cheer by buying a present from our Amazon Wish List. All presents can be delivered straight to the hospital.

Sparkle Day Friday 14th

December is Sparkle Day where staff join in by wearing something that sparkles to bring smiles to their patients and departments.

Tree Lighting Ceremony

Our annual tree switch on will be on Thursday 6th December at the front of the hospital. Hadrian Academy choir will be joining us and children from the Children's Ward will be switching on the lights. Refreshments will be served afterwards. We look forward to seeing you there!

This Christmas at the Hospital

To get involved with any of our events or activities and to purchase a light this Christmas please call **01582 718 289**, email **Fundraising@ldh.nhs.uk** or visit **www.nhs.uk/fundraising** for more details.



The Fundraising Team

Tel: 01582 718 289

Email: Fundraising@ldh.nhs.uk

To find us on social media use the hashtag

#LDHFundraising

To become a Member contact:

The L&D Foundation Trust Membership Department

Tel: 01582 718 333

Email: FTmembership@ldh.nhs.uk

To become a Volunteer contact:

Voluntary Services

Tel: 01582 497 384

Email: voluntaryservices@ldh.nhs.uk