

in touch

Winter 2008



New year new look for St Luke's, introducing our new logo

What does our new logo mean?

The new logo features an overhead view of four people interlinked, working together, comforting and supporting each other, whilst also forming a heart. These four people can also be seen as a family, a mixture of patients and employees; however you wish to interpret it. St Luke's is all about people; our patients, their carers and families, our employees, our volunteers and our supporters. The logo reflects this representing the people as several areas that interlink to make up all the facets of St Luke's. If you were to take away one of these areas the Hospice simply couldn't function, as the logo wouldn't be whole with one of the parts missing.

Why does St Luke's need a new look?

Our research shows that in the past St Luke's has presented a diffused public image compared with some other local charities that are now increasing their presence across



Sheffield. To a large extent some of the myths that currently abound about St Luke's have been compounded by its perceived old fashioned image and public perception. A strong visual identity will help us connect with key audiences and communicate more effectively. In previous research it was clear that the majority of people felt that the current snake logo no longer summed up how people feel about St Luke's and what they associate with the Hospice.

Focusing on the future

Creating a new logo for St Luke's is an important step forward in the Hospice's history and the decision was not taken lightly. The brand image was investigated through lots of focus groups, and people from across the Hospice were involved. Patients, employees, volunteers, carers and trustees, and those with no link at all to St Luke's, were invited to participate and voice their opinions. In total there were 32 groups and over 100 people joined in. When asked about the re branding project overall there was positive reaction to upgrading/re branding. Here's what some of the focus groups said

"It's about time this was done".

"It is a really big task, but it needs doing."

"We need a better image to show what we are all about – a snake doesn't do that."

Why are various colours used in the logo?

St Luke's communicates with many different audiences and a complementary colour scheme has been chosen to represent the different areas of St Luke's, and the families of literature that apply to them. Green has been chosen for Patients and Families, yellow for Employees and Volunteers, orange for Fundraising and Events and purple for Shops.

What about the shops?

The shops will also benefit from a bright new look and the logo and branding will follow a similar look and feel as described above. For sometime now the shops have been looking tired and in need of

some repairs. This is currently being investigated and we hope the new main brand image will provide an excellent opportunity to update the shops and increase their revenue potential at the same time.

Why does the new logo have Sheffield in it?

Our research showed that adding the name 'Sheffield' into the new branding was favoured to give the Hospice differentiation, as there is more than one St Luke's Hospice in the country. We are proud to be the one in Sheffield, and Sheffield's only Hospice. Let's shout about it!

There was overwhelming support for the final chosen visual identity. Here are just a few of the comments

"Nicer than current snake logo."

"The more I see it the more I like it."

"It shows people pulling together."

"Looks like people with arms around each other."

"People holding each other."

"Joining hands."

"It suggests one unit, caring, togetherness."

"It makes me think of a group, people working together."

"To me it symbolises multi racial organisation."

"The interlinked heart is complex but very simple."

"It is very positive, it looks like a diamond, but multifaceted."



Reeder's Digest

From Mike Reeder, Spiritual Care Coordinator and Eric, Hope and Honey, our Chapel bears.

Someone once said "that there is nothing that enhances the good old days more than a bad memory." Rightly we tend to forget the bad times and events of our lives and recall with great joy the good ones.

It will be the same for you as you look into all that 2007 has been and the opportunities of 2008. The way we sort out and file the events of our life are very important, for there comes a time when we need to lay to rest the past in order to move into the future.

We do that in many and varied ways, for instance it could literally be sorting out the house or the filing cabinet. Sometimes we have to visit places that we hold in great affection, just to look and be still.

Sometimes we have to get in touch with people to say "hello" or "sorry" or "please forgive me". It may be more formal in that we make a regular appointment to work through a situation with someone. For some they may feel that they need to come to God to ask for help, encouragement and forgiveness, for some it will be through their own or other peoples' philosophy of life, which ever need is there to actively do something with the reflections.

Life for all of us is a forward process, we cannot go back and we cannot stand still. There are always new hurdles to negotiate and new events to experience. In order to do that we need to sort out the past, which nearly always will take courage and determination. For I read the other day that "if you kill time, you'll bury your opportunities".



Join the Master Cutler's Challenge – Launch event February 7th at the Cutlers' Hall

The Master Cutler's Challenge is designed to encourage teamwork and entrepreneurship as well as raising a lot of money for the Master Cutler's nominated charities, St Luke's Hospice and Rotherham Hospice.

The challenge is... to turn £50 into as big a sum as possible for the benefit of these deserving charities, and we would love your company to join in!

The challenge will run over a six month period, during which time you will have the opportunity to meet other participants while testing your

organisations' teamwork, ingenuity and entrepreneurship.

Entry is limited to 100 companies so make sure you sign up now to secure your place within the Challenge. To join in log onto <http://www.mastercutlerchallenge.com/> for your entry form or, contact Aimee Ward at St Luke's on (0114) 2357554 for more information.

The challenge will be launched with a special Champagne Reception at the Cutlers' Hall on 7th February 2008 at 6.00 pm. For more details please call Aimee Ward on the above number.

Fundraising roundup

Plant sale

In October Mildred Morgan, a volunteer for 12 years, held a plant sale and raised £551.

Autumn fair

For the first time ever the Autumn Fair was held off site due to space restrictions. It was fantastic that so many members of the general public could come along and join in and we raised over £2,450.



Dasher's Dash

Over 60 people in festive fancy dress ran and rode their bikes through Ecclesall in fancy dress, raising a few eyebrows and lots of money for St Luke's.



What a card!

Julie Thurkettle is a Phoenix Cards agent and has donated a percentage of her profits to St Luke's for a number of years. This year is no exception here is Julie handing over a cheque for £350!

Make a Deal Make a Difference Week

The first ever Make a Deal, Make a Difference Week raised nearly £500 through various activities including cake sales, car washes, fancy dress days and school assemblies. Thanks to everyone for helping us to make a difference with the money raised.



"Dad has finally passed away free from pain, I can't thank the staff enough, I don't think they realise how fantastic they are."
Quote from family member

That s a grand amount

Thanks to all who supported St Luke s Grand Christmas Draw, we raised £55,000!

Festival of Light

The annual Festival of Light was once again a memorable evening and raised over £40,000.



Halloween party

A group of local youngsters raised a spooky £101.10 at their Halloween party.

Steel City lovelies

A group of ladies from across Sheffield got together and posed for a calendar which they sold in aid of St Luke's. So far they have raised almost £2,000. If you would like a copy please contact St Luke's.



Yee ha!

In memory of Ian Goldthorpe, four friends Joanne Webster, Peter Mathers, Val Wilson and Vicky Shovelton organised a barn dance and raised £600!

Mobile phone recycling

Thank you to everyone who has donated mobile phones for us to recycle; to date we have raised a fabulous £914

Cup of tea and a chat

St Luke's caring and support encompasses more than our patients; we also care for their families and loved ones and this support continues throughout the illness and beyond. St Luke's has a dedicated bereavement service which is run by Penny Merrett, our Bereavement Services Coordinator, and her team of volunteers who support bereaved people in the most appropriate way. Grief affects us all differently and therefore it is important that the right support is available to help those who have lost loved ones, to help them through this difficult time. St Luke's bereavement service helps in a number of different ways including telephone support, face to face meetings, counselling and drop in groups.

Last year 715 telephone contacts were made, there were 60 home visits and over 50 counselling sessions. Most of this contact is made by the bereavement volunteers. Drop In groups for bereaved people to meet socially happen fortnightly throughout the year, and last year there were 846 attendances. These groups simply couldn't happen without the fantastic support and commitment of the bereavement volunteers who facilitate them.



Here are some of the groups on their recent Turkey and Tinsel trip to Scotland over Christmas and New Year.

Here is one lady's story Eileen Dabill, my St Luke's experience: "Although St Luke's is known for many things I feel one aspect of care tends to be overlooked. I certainly did not know about it when my husband lost his battle with cancer in St Luke's Hospice. Just two months into my bereavement, and in the depths of despair, an invitation arrived on my doormat. It said to drop in for a coffee and a chat and it was from St Luke's bereavement service. I was reluctant to go not knowing anyone but I did go with encouragement from my family and friends. I am so glad I did.

"We are a happy group, often lots of laughter and yes sometimes tears. We meet alternate Tuesdays at the Friends Meeting House, 10.00am till 12.00 by the side of the Cathedral, for coffee and a chat. The following Monday we meet up and go to lunch. Nothing extravagant, just lunch and a chat but very welcome. I am now getting to enjoy and look forward to our meetings, and perhaps next year a little holiday together.

"It's not everyone's cup of tea, but if you get the chance please be brave and come along. You will be made very welcome."

For more information on St Luke's Bereavement Service please call Penny Merrett on (0114) 236 9911 or email p.merrett@hospicesheffield.co.uk

Get ready for summer

As the winter is drawing to an end the Fundraising Team's thoughts are already turning to summer and St Luke's Annual Summer Fair. The bric-a-brac stalls will be returning this year and we need your help with gathering pre-loved goods that are in great condition to sell at the Fair. If you have any almost new items that are in great condition please contact Aimee Ward on

(0114) 235 7554. We are particularly hoping for china, books, crystal, silver, homewear, hats, bags, accessories and jewellery.

The Fair will be taking place on Saturday 14th June so put the date in your diary and come along and enjoy St Luke's grounds in the sunshine.



Welcome on board

Thank you to all the corporate companies who have supported us in the past, your help and support is very much appreciated.

Sheffield United, it's a match united

Sheffield United Football Club has adopted St Luke's for the year. The first event of the year that they will be supporting us on will be our Bachelor Auction which will take place in their Platinum Suite.

you on board! If your company or work place would like to get involved with St Luke's then please contact Aimee Ward, Corporate Fundraiser on (0114) 235 7554 or via email on a.ward@hospicesheffield.co.uk

Thank you for your support, it is great to have

Kier Sheffield in a lather

To launch St Luke's Make a Deal, Make a Difference Week Kier Sheffield made the deal to top all deals by adopting St Luke's. Their fundraising activities leapt into action with a group of colleagues doing a fancy dress car wash, which raised a fantastic £450, kick starting the company's commitment of raising £10,000 in a year for St Luke's.



Limited edition prints for St Luke's supporters

St Luke's has joined with well known, local artist Bill Kirby to offer hospice supporters a special limited edition print of the well loved Coles Corner picture. Each print sold will raise money for St Luke's.

Sheffield artist Bill has painted Coles Corner in its heyday and this print brings back the nostalgia of a late rainy afternoon, in the rush hour, with people bustling and going about their business, under dim street lighting, while they intermingle with trams, prams, bicycles, delivery vans, cars, Sheffield Wednesday and United fans.



Bill attended Art School in the late 50's, and has lived in Sheffield for a long time. His work is on walls all over the world including USA, Canada, France, Egypt, Australia - and in Toyota Cars in Tokyo - and he has had Exhibitions in London's West End.

This Limited Edition print is only available through St Luke's Hospice Sheffield in conjunction with the Sheffield based Company Work of Art Ltd. Prints are only £39.00 for A4 (£17.50 going to St Luke's) or £69.00 for A3 (with £34.50 going towards St Luke's). To order a print please contact Work of Art Ltd or log onto www.georgecunningham.com or call (01246) 819665.

Will Power – Sheffield Hospices' Will Month Throughout May



Where there's a will there's a way - and there certainly is when local hospices join forces. In May St Luke's will be joining with BBC Radio Sheffield, and Rotherham, Barnsley, Chesterfield and Doncaster Hospices to create a Free Will Month.

Nearly 20% of St Luke's total voluntary income comes to the Hospice because people very generously leave us a gift in their Will. This source of income forms a vital and significant contribution to our funds and helps to ensure that we can continue to help those who need our specialist care, whilst helping us to safeguard and plan for our future.

There are many good reasons why you should make a will; peace of mind for you,

adequate provision for your family and friends, and the knowledge that your wishes will be carried out. You can control what will happen to everything you own, even specify your funeral arrangements and appoint legal guardians for your children.

If you've already made a Will which includes St Luke's we'd love to hear what motivated you to support our work in this special way.

From the 1st-31st May a number of solicitors across Sheffield will be offering to make or update simple Wills free of charge in return for a donation to St Luke's. For more information please contact Sue Hessey on (0114) 235 7560, s.hessey@hospicesheffield.co.uk or listen in to Radio Sheffield nearer the time.

60 seconds with...

Alison Snell, one of St Luke's Physiotherapy Team.

1. How long have you been at St Luke's?

Nearly 16 years!

2. How would you describe your job?

My aim is to support our patients and assist in managing aspects of their symptoms using different types of exercise, skilled massage, manipulation techniques, electronic treatments and more. All therapies are specifically tailored to meet each individual patient's needs with the aim of increasing their mobility and comfort. The physiotherapy doesn't just get patients walking again – for example it may improve circulation and/or movement in their arms or other parts of the body ultimately improving quality of life.

3. What do you do on a daily basis?

The day starts with a multidisciplinary meeting, with many clinical professionals, where information is shared about patients and treatments for the day are planned. We work in the Inpatient Unit, the Day Hospice and also in the community visiting and treating patients in their own homes.

4. Most rewarding part of your job?

What could be more rewarding than getting people back on their feet again and helping them? It can be the smallest thing, such as a patient taking just one step on their own or it may be helping someone to get mobile again so they are able to enjoy their favourite hobby.

5. How do patients get referred to you?

We automatically assess all patients who are admitted to the Inpatient Unit, and the doctors and nursing staff also highlight more urgent needs as they are identified. In the community referrals are made to our Community Specialist

Physiotherapists, Gill Beal and Dayanee Singh Saini.

6. How do you work with other departments across the Hospice?

I work closely with all departments – a good working relationship is really important and this contact is vital to patient-centred care. It ensures that all of our patients' needs are assessed and the best possible care is given.

7. What has been your most memorable moment at St Luke's?

There have been so many over the years – it is difficult to choose one. There is nothing more special than when a patient becomes more independent and maybe a return home is now possible. It is always great when I hear that a patient has been able to have a special holiday or to enjoy family time again.



Care for a Cuppa?

Throughout May we are asking you to join in with hundreds of people from all across Sheffield to Care for a Cuppa, all in aid of St Luke's. No matter how much you raise, every penny helps. Here are just a few ideas to get you started

- Hold a coffee morning.
- Cuppa and cake break – ask all your colleagues to bake a cake and ask for a donation in return.

Absolutely everyone can join in and all the money raised will help St Luke's to keep on caring for the people of Sheffield. For more information call Jenny Beadman on (0114) 235 7556.

"My sister, myself and my husband have seen overwhelming kindness, gentleness and true caring. Thank you all so much."

In the news

Education awards

In October Professor Wilkes, the Hospice founder, presented one of St Luke's students, with the prestigious Grant Charitable Trust Award at a special ceremony at St Luke's. Each year the award is presented to the student who has demonstrated exceptional

commitment to the application of theory to practice throughout their period of study at the Hospice.

This year, prize-winner, Julie Readman, one of St Luke's own staff, was chosen to receive this award after completing her BA (Hons) in Supportive and Palliative Care.



'Bearilliant' Teddy Bear Picnic

In November two nurses, Rachel Platts and Cathy Gray, shared with employees and volunteers some of the fabulous work they have been doing with youngsters who have ill relatives at the Hospice. They help them through the process of accepting that a loved one is ill and also through bereavement. They help the youngsters via a variety of methods for example, the teddy bears with

rucksacks scheme, which act as an additional communication link between youngsters and those who are ill, they also have a selection of books and activities to help ease the bereavement process.



Relocation roundup

As I am sure you are aware, St Luke's is currently seeking to relocate the Hospice to the Norton Nurseries Site. Relocating the Hospice is a lengthy process with many steps and hurdles to cross along the way. A considerable amount of work has been done by the Trustees which has now led to us being able to confirm that St Luke's have made a formal request to Sheffield City Council. This will enable the Council to consider St Luke's proposals for a new location at the Norton Nurseries site.

The Charity Commission has issued an open letter about the Charity law position surrounding the

use of the area known as Norton Nurseries. It was a detailed and complex letter which has now been explained in more detail by legal advisors engaged by St Luke's. The letter confirms that the site could be available for hospice purposes.

If you would like any further information, then please log onto www.stlukeshospice.org.uk and click on the 'Future' button or if you would like to arrange a visit to discuss St Luke's aspirations then please contact Steve Kirk, Chief Executive on (0114) 235 7610. s.kirk@hospicesheffield.co.uk

"I loved my mum more than anyone and this hospice let her enjoy the last of her life. My eternal thanks to everyone."

Quote from family member



It's the first of its kind in Sheffield, it's innovative, it's a great night out – it is St Luke's Bachelor Auction and we would like to invite you to attend. The fabulous night will now form part of Sheffield's city wide Love2B event. It will be held on Saturday 16th February 2008 at Sheffield United FC Bramall Lane, Platinum Suite.

The evening will include a wine reception and a three course sit down meal with wine at each table. On the evening a wide range of bachelors with date packages will be available. All will be dressed in dinner jackets and auctioned one at a time with each eligible bachelor responsible for providing an appropriate date package. There will be a bar open throughout the evening and disco following the auction.

The event has already raised interest, along with a few eyebrows, so come on, get your friends or colleagues together and book a table or tickets today. No matter if you are just intrigued, or single and will be bidding on our eligible bachelors you are guaranteed a great night out to remember!

If you would like more information about the Bachelor Auction please contact Aimee Ward on (0114) 235 7554 or email on a.ward@hospicesheffield.co.uk.



Sponsor a Nurse

St Luke's is about employees and volunteers taking the time to improve the lives of others.

St Luke's specialist nurses do more than control symptoms and pain, they offer support with the other difficulties that a serious illness can bring. The exceptional nursing team prides itself on not only offering essential care to patients and their families, at difficult times, but in going a step further. At St Luke's we may not be able to add days to life, but we can add life to days.

Help the team at St Luke's to keep on delivering essential care, by sponsoring a nurse and helping us to keep on caring.

Please give as much as you can, every penny counts.

- £25 - One Hour Care
- £50 - One Home Visit by one of our Specialist Palliative Care Team
- £100 - 24 Hours Holistic Care

If you sponsor a nurse not only will you be making a real difference to real people, you will also receive a special certificate and letter updating you on just how you have helped make a real difference.

I would like to keep St Luke's caring!

To sponsor a nurse simply complete and return this form along with your choice of payment details

Name (Mr/Mrs/Ms/Miss)

Address

Postcode..... Daytime tel no:

Email Date of birth

St Luke's Hospice will not give or sell your address to any other organisation

I would like to support St Luke's Hospice by making a payment of

£25 per month

£50 per month

£100 per month

Other amount £ per month

Payment by standing order

Bank name: PLC

Address

Postcode

Name of account holder

Account number

Sort code / /

Payment authority

Please pay: National Westminster Bank plc

Millhouses Branch

997 Abbeydale Branch

Sheffield S7 2QE

Account number 24343218 Sort code 54-41-47

Are you a UK taxpayer? Yes No

If you pay tax, then please consider making a gift aid declaration and add 28% more money to your gift at absolutely no cost to you.

For every £1 donated, we will receive 28p extra - a fantastic way of increasing your gift.

By simply ticking this box Yes, I would like to gift aid it! *Gift Aid UK*

Sign Date

Once complete, simply return this form to:

Sponsor a Nurse, Fundraising and Communications Department,
St Luke's Hospice, Little Common Lane, Sheffield S11 9NE

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Events Listing

- **Launch of Master Cutler's Challenge**
Cutlers' Hall February 7th, 6pm
- **Bachelor Auction**
Sheffield United, Bramall Lane, February 16th
- **Chatsworth Dinner**
Chatsworth House, 1st March 7.30pm for 8.00pm
- **Charity Lunch & Fashion Show**
Baldwins Omega 7th April 12 noon
- **Care for a Cuppa** Throughout May
- **Will Power** Throughout May
- **Golf Day**
Abbeydale Golf Club 13th June 8.30am 1st tee
- **Summer Fair** St Luke's June 14th
- **It's a Knockout** July 12th
- **Balloon Race**
August, first home game of the season Sheffield United
- **Shops Fashion Show**
18th September Sheffield United, Bramall Lane
- **Master Cutler's Gala Dinner**
Cutlers' Hall September 19th
- **Baldwin's Ball** Baldwin's Omega September 27th
- **Gourmet Dinner** Whirlowbrook Hall 10th October
- **St Luke's Anniversary Celebration Concert**
Saturday 11th October
- **Make a Deal, Make a Difference Week**
27th October - 2nd November
- **Christmas Merchandise available**
Mid October onwards
- **Autumn Fair** TBC
- **Kelham Island** 6th & 7th December
- **Festival of Light** 7th December
- **Dasher's Dash & Rudolf's Ride**
14th December 9am
- **Service of Celebration & Remembrance for Christmas** Sheffield Cathedral 14th Dec 1pm - 4pm
- **Silent Auction** Throughout December

Keep in touch...

If you would like any further information about anything that you have read in this newsletter please do not hesitate to contact the Fundraising Department.

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