

Dear Supporter,

Welcome to our new look Summer newsletter! You will see that the charity now has a new name – Alexander Devine Children's Hospice Service – and a new logo. As a dedicated supporter of our charity, we feel it is important that we explain to you the reasons behind this exciting new development.

Firstly, we felt it was very important that the name of the charity more closely conveyed its aims and objectives – we are working to build a children's hospice in Berkshire and we will be helping all families with children with life-limiting conditions, not only those suffering from cancer.

Secondly, thanks to your much valued support, as a charity we have over £770,000 in raised funds, and are now providing a service throughout East Berkshire with our Alexander's Nurse, and will be providing a service in West Berkshire in partnership with the Royal Berkshire Hospital in Reading in the not too distant future.

Finally, we wanted to develop a modern new logo to reflect the new name of the charity, but at the same time retaining the elements that we, and you our supporters, hold dear. So as you can see we have kept the distinctive dolphin and the colour blue, both of which our son Alexander loved. (A huge thanks to Rob Grigor, and Brandwidth in Windsor for their considerable time and patience in helping us develop this new logo, at no cost).

So, it is an exciting time as our charity goes from strength to strength, but we would like to reassure you that the values our charity firmly believe in remain the same – the needs of the family at the centre of all we do, a commitment to providing the best level of service we possibly can and a heartfelt respect and thanks to all you committed supporters out there who give so much to Alexander Devine Children's Hospice Service.

With heartfelt thanks

Fiona and John Devine

The Beaconsfield RAMs sign up Alexander Devine!

Alexander Devine Children's Hospice Service is the new official sponsor of Beaconsfield Football Club. An anonymous Alexander Devine supporter was approached to become the Club's new benefactor, and agreed – providing the Club agreed to put his favourite charity's logo on the team shirts, and hoardings around the ground. Beaconsfield FC was only too happy to oblige and an exciting new partnership was born!

Dennis Byatt, Commercial Manager at the Club said: "We were delighted to support Alexander Devine, and will work with our sponsor to ensure we raise additional funds for this amazing charity." Fiona Devine added: "Our son Alexander was a big football fan, and we are very grateful to our anonymous supporter for making this happen. Not only will it generate more funds for the charity, but it will also raise awareness of the work we are doing."



News

New Mayor of the Royal Borough of Windsor & Maidenhead supports Alexander Devine

29-year-old Cllr Catherine Bursnall, the new Mayor of the Royal Borough of Windsor & Maidenhead, is England's youngest ever mayor, but she has long been a supporter of Alexander Devine.

In a recent interview in Berkshire Life, Catherine said "One charity that stands out to me in particular is Alexander Devine Children's Hospice Service which seeks to raise money to build a much needed children's hospice in Berkshire. I am passionate about helping them achieve their goal of raising the funds."

Fiona Devine added: "We have enormous respect for Catherine and her tireless efforts on behalf of not only our charity, but the community of Windsor & Maidenhead generally. Alexander Devine feels very privileged to be her chosen charity now she has become Mayor."



Alexander Devine works with the Royal Berkshire Hospital in Reading to fund an Alexander's Nurse for West Berkshire

Alexander Devine Children's Hospice Service was recently approached by the Royal Berkshire NHS Foundation Trust in Reading who had heard about the invaluable work our first Alexander's Nurse is doing throughout East Berkshire. We are now working with the Hospital, to see if we can fund an Alexander's Nurse to help families with children with life-limiting conditions in West Berkshire.

insightful vision, which seeks to bridge the gap between hospital, home and hospice care. I think the vision of Alexander Devine Children's Hospice Service is unique in that it actively seeks to embrace the NHS care and staff already involved in a looking after a child. It aims to provide 'joined up thinking' which is hugely beneficial for the child, their family and the professionals involved in their lives.'

Dr Abigail Macleod, Associate Specialist Paediatrician at the Royal Berks, recently wrote of our work: "This is an innovative and special charity which approaches palliative care for children in a wholesome way. Sadly, it was born from painful experiences, but has resulted in a unique and

More thanks go to... Maidenhead Rotaract, Wokingham Lions, Wexham Park Golf Club, Datchet Golf Club, Sainsbury's Maidenhead and the Household Cavalry based in Windsor, for their incredible fundraising efforts and support.

Alexander Devine is Charity of the Year at:

- Mattel UK Ltd • Brigidine School, Windsor • The Cliveden Club • Sainsbury's Taplow • Sainsbury's Slough • Marks and Spencer Simply Food, Bath Road, Slough • The Langley Academy • Claire's Court Schools • Costco Reading (local charity of the year) • Iver Golf Club • Sonning Golf Club

A huge thank you to all staff, students, employees and customers at these organisations for their fantastic support.

Corporate Supporters

Thank you to:
Venture Photography, Eton • Pilot Pens, Maidenhead
• FM Global, Windsor
• Booker Reading • Agilent, Maidenhead



Forthcoming Events

Wentworth

On Saturday, 25th September 2010, Wentworth Golf Club will host a charity night in aid of Alexander Devine Children's Hospice Service. Hosted by Sir Michael Parkinson CBE, the charity's Founder Patron, this very special occasion will bring together Sir Michael and his friends including Rolf Harris, Kenny Lynch, Laurie Holloway and new jazz sensation Joe Stilgoe, who will come together to provide an intimate and hugely enjoyable evening.



If you would like to join the stars for a night of cabaret and chat in a truly magnificent setting, please contact Fiona Devine on 0845 055 8276.

Butterfly Ball

Following on from the huge success of their event in 2008, when they raised over £45,000 Nicola and Matt Dunnett have decided to organise another 'Butterfly Ball' in memory of their brave son Callum.

Callum was 4 years old when he died in December 2007. Callum suffered with a rare chromosome disorder called Wolf Hirschhorn

Syndrome. During Callum's short life, his parents needed respite care from a children's hospice and were amazed to find there was no such facility in Berkshire.

The 'Butterfly Ball' on November 20th 2010 at the Castle Hotel in Windsor will be an evening to remember, with dinner, an auction and silent auction and dancing until the early hours. For further information please email dunnettfamily@btopenworld.com or call 07793 724793.

Brothers Battle!

A pair of shameless siblings will don dungarees, big hats and moustaches... all in the name of Alexander Devine Children's Hospice Service.

Leaving any street-cred at the door, Rob and Andy van Terheyden will transform into Robio and Andigi for 'Super VT Bros: Battle of the Brothers!'. The primary school teachers will take on three light-hearted challenges this summer to determine once and for all who is the 'best brother'. After swotting up on some of the world's most boring subjects for 'Mundane Mastermind', and recording their own videos for 'Rap Attack', the fundraising mission will culminate in a comedy night to remember - with the brothers taking to the microphone themselves!



For details of how you can support the brothers log on to www.supervtbros.co.uk

0845 055 8276

www.alexanderdevine.org

Recent Events

Sir Michael and Lady Parkinson have a 'heavenly' time at Alexander Devine Ball

Sir Michael Parkinson CBE and Lady Parkinson enjoyed a wonderful evening's entertainment at the fourth Heaven Sent Ball at Oakley Court Hotel in Windsor on Friday, 7th May.

Sir Michael, Founder Patron of ADCCT was delighted to be at the event with his wife Lady Parkinson: "I am always impressed by the sheer dedication and commitment of Fiona Devine and her team, and at events such as the Heaven Sent Ball, it is wonderful to see how many members of the community throughout Berkshire come together to show support for this wonderful cause."



Active Health Clinics Open Day generates over £3,000!

Active Health Clinics celebrated their one-year anniversary by holding an Open Day and raffle to raise funds on Saturday, 26th June.

Dr Steve Mullan, Head of Active Health Clinics, said: "We wanted to do something special to celebrate our first year milestone, and an Open Day to raise funds for Alexander Devine seemed like the perfect event. The level of support from our staff, clients and new customers was amazing – all treatments on the day were free, but everyone having a treatment was asked to make an appropriate donation to Alexander Devine. The response was amazing, and together with proceeds from a raffle and silent auction, we raised over £3,000!"

Thanks also to the following for their fantastic support:

Sonning Golf Club (especially the Club Captain, Dr Jim Hobbs), Thames Valley Harley Davidson Group, Braywood Beavers FC, Ascot Charitable Trust Ball Committee, Councillor Jesse Grey, Councillor Kay Gilder – Woodley Town Mayor, "Throwback", The Rotary Club of Wokingham, Holyport Flower Arranging Group, Upton House School in Windsor, Reading Matins, Marilyn Coppinger. (Apologies to anyone organising an event as we go to press, we will mention you in our next newsletter!)

Sporting News

12-year-old James walks 18 Miles in a day for Alexander Devine

12-year-old James Nicoll from Caversham walked 18 miles on Saturday, April 10th 2010 to raise money for Alexander Devine. The intrepid youngster undertook the walk, known as the 3 Towers Hike, with the 3rd Reading Caversham Scouts. James said: "After reading about brave Alexander Devine and the charity his mum and dad set up in his memory, I decided this was the charity I wanted to help. I had set myself a target of £500 so was really pleased when I raised over £600!"





Local businessmen take on cycle challenge for Charity

Local Maidenhead businessmen, Steve Harris of Maidenhead Flooring and Peter O'Mahony of Boxer Motor Company Limited, recently completed the challenge of a lifetime to raise money for our charity - on Sunday, May 31st they began a cycle from John O'Groats to Lands End (the JOGLE cycle) – a total of 1,022 miles which they completed in 12 days!

Peter added: "Both Steve and I have been aware of the fantastic work done by the Alexander Devine charity for some time. Our JOGLE cycle seemed like the perfect opportunity to do some fundraising. We wanted to try and help the charity raise some much needed funds so that they can build this local children's hospice that Berkshire so desperately needs."

As we go to press, the boys have raised over £3000 and the funds are still coming in!

Sporting thanks also go to: Richard Daniels and Richard Pollard, our two amazing London marathon runners; all those who ran the Reading Half Marathon for Alexander Devine, Elizabeth Robinson and her dog Jack who completed the Canix Half Marathon close to Stonehenge; St Edward's Middle and First Schools who joined together for a fundraising run at Eton College and Sam at The Pilates Gymnasium at Windsor Marina who organised a "Pilatesthon" for us attended by rugby stars Jason Leonard OBE and Paul Burnell.



Get Involved!

Anyone for golf?

On Thursday, 30th September Cookham Bridge Rotary Club have organised a fantastic golf day at the normally members only Castle Royle Golf Club near Maidenhead. Lady Parkinson and the Constable & Governor of Windsor Castle will be playing and it should be great day – after the golf there will be a special dinner in the evening, with an auction and sportsmen's forum hosted by sports commentators Jim Rosenthal and Clive Tyldesley. The target is to raise £10,000 for the charity. Tickets are £100 per person. If you would like to enter a team, or sign up to join a team playing on the day, please contact Chris Maskell. You can contact Chris at cwmaskell@btinternet.com or phone him on 07962 119677.



Thank you also to the Lambourne WAGS for organising a charity golf day for Alexander Devine on 28th July.

The Experience of a Lifetime

Join us on our Siklis Trek, and see the awe-inspiring views of the Himalayan sunrise. This is a fairly demanding but hugely enjoyable trek, and a wonderful way to help us raise funds for our children's hospice. The challenge is planned for October 2011, and will take place over half term, as we already have a few teachers signed up who need to be back in school the following week!



If you think you might like to take part in what will be a truly life-changing experience, we will be holding an information evening on Tuesday, 19th October 2010 at 7pm in Windsor. If you would just like to find out a bit more, without any pressure to make a commitment, we would be delighted to see you too!

To reserve a place at the information evening please contact Janet Brewer at Alexander Devine on 0845 055 8276.

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www.alexanderdevine.org

Calling all Windsor Half Marathon runners – sign up for “Parky’s Pride”!

Sir Michael Parkinson CBE, our Founder Patron, is encouraging runners to support Alexander Devine at this year’s Windsor Half Marathon on Sunday, September 26th 2010. All entered runners who choose to raise funds for our charity will become part of the “Parky’s Pride” team, which aims to raise £10,000 in sponsorship. Runners who have secured their place and would like to support us should contact Lynn Ellis at ADCCT on 0845 055 8276 to register for the “Parky’s Pride” team. We will support runners with fundraising advice, running vests and a warm and appreciative welcome (with refreshments!) at the end of the event!



Sir Michael Parkinson CBE said: “Alexander Devine have already funded Berkshire’s first dedicated community paediatric palliative care nurse, and she is making a huge impact helping families with sick children in their own homes. This is a wonderful charity, and although I won’t be running the Windsor Half Marathon myself, I will be with “Parky’s Pride” in spirit!”

Parachute for FREE!

If you have ever wanted to do a parachute jump here is your chance. Alexander Devine Children’s Hospice Service is looking for hundreds of adventurous volunteers to make a fundraising parachute jump and if you raise enough in sponsorship you will get to jump for free! There are three types of jump available – an ‘Accelerated FreeFall’ where you can experience the thrill of skydiving solo from up to 12,000 feet, a ‘Tandem Skydive’ from 10,000 feet attached to a professional instructor and a ‘Static Line’ jump which is performed solo from up to 3,000 feet -

and you can jump from any one of over twenty British Parachute Association approved airfields across the UK. No experience is necessary as all training is given and if you raise from £360 (depending on the type of jump you choose) you will receive your jump for free.

So if you would like to make a thrilling skydive from 10,000 feet or an exhilarating solo jump from up to 3,000 feet give us a call at the office on 0845 055 8276 - we will send you a full information pack and everything you need to take part in the experience of a lifetime.



Support Us...

Volunteers

Without the amazing support of our volunteers throughout the community, who regularly give up so much of their time to help us fundraise, Alexander Devine would simply not be able to achieve its aims. All our volunteers are greatly appreciated, but we would like to give the following a special mention:

Jackie Wilson – Jackie has managed our community fundraising activity in Wokingham and the surrounding area almost since the charity began. She has worked tirelessly organising events, setting up fundraising stalls, giving presentations about the charity's work and recruiting other volunteers. Jackie has now had to reduce her commitments due to health issues, but will continue to attend events on our behalf and give presentations. We owe her a huge debt of thanks and are immensely grateful for all the work she has done.



Helen and Richard Johnson – Helen and Richard run our Maidenhead Fundraising Group which last year generated over £24,000 for the charity – a fantastic achievement! Again, they dedicate a huge amount of time to raising funds for the charity, and regularly give up their weekends on our behalf.

Yvonne King – Yvonne, together with her husband Mick and friend Ann Jones, organise collections around the Windsor and Slough areas. Alexander Devine Children's Hospice Service is always front of mind for Yvonne, and she is always talking about the charity to friends and family, and thinking up new ways to raise money!

Can you help us?

Alexander Devine is always looking for new volunteers to help fundraise. The Charity still need to raise almost another £1 million to commence building its children's hospice and we urgently need volunteers to:

- Help at community events eg. manning a fundraising stall for a few hours or assisting with a collection;
- Set up a fundraising group which will organise a number of local events throughout the year
- Join "Alexander's Angels" – a group of people who give up 1 or 2 evenings/afternoons a month to speak about our charity at local groups eg Women's Institutes, church groups

Volunteering can be very rewarding, and we would love to hear from you, whatever your age and whatever you have to offer. And we can guarantee you'll get something back from volunteering – the chance to meet new friends, experience new situations and visit new places.

Interested? Then call Lynn Ellis on 0845 055 8276 or email her at lynne@alexanderdevine.org.

Legacies

Any gift you decide to make to Alexander Devine in your will would be gratefully received and put to good use. However much you decide to give, you can rest assured that Alexander Devine will not have to pay any Inheritance Tax on the bequest you make. Your solicitor will be able to advise you on the best option for your circumstances.

Lottery

By participating in our lottery you can help to provide an important and regular income stream for the charity. If you would like an information leaflet on our lottery, please contact Lynn Ellis at lynne@alexanderdevine.org or call her on 0845 055 8276.

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Family Story - How Alexander's Nurse helps 2-year-old Joseph Ennis

Two-year-old Joseph was born with with subglottic stenosis, a narrowing of the airway which means he needs a tracheostomy to be able to breathe properly. The fear of it becoming blocked, and the fact that Joseph can't make a sound, means mum Michele has hardly ever let him out of her sight since the day he was born. Her job as the main carer is 24 hours a day, every day. She sets her alarm every 20 mins during the night so that she can check on him.

There is an intense bond between them, but there is also intense pressure and Michele admits it put a great strain on her relationship with her husband, Joe. For her, Alexander's Nurse Lucy Jones, funded by Alexander Devine Children's Hospice Service, is nothing short of a godsend, giving her precious minutes to herself, even just to have a quick bath.



She explains: "We have tried to get respite care but none of the people we spoke to were confident to stay with Joseph on his own. But Lucy is aware of the tracheostomy and was happy to go through the training. It's about me being comfortable leaving him too."

Michele talks about the hard work Lucy has put in building up a rapport with Joseph. Lucy is now the only person other than Michele who he will allow to change the tapes on his tracheostomy.

"She's got something special", says Michele. "It is a vocation for her."

(With thanks to Michele and Joseph Ennis and Berkshire Media Group).

Gift Aid

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Did you know that for every £1 donated by individuals to Alexander Devine we can claim back 25p from the Inland Revenue (HMRC) which, put into simple terms means that for every £1,000 raised we can claim back £250 from the Government in gift aid! Contact us for more details.

Contact us

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