



Rowans  
Hospice

# Information

**The Registered office** is Purbrook Heath Road, Purbrook, Waterlooville, and Hampshire

**Legal Status** – The Rowans Hospice is a private company limited by guarantee incorporated in England and Wales. Hospice have no share capital and in accordance with the memorandum of association, every member is liable to contribute a sum of one pound in the event of the company being wound up

**Founder** - Squire Robin Thistlethwayte







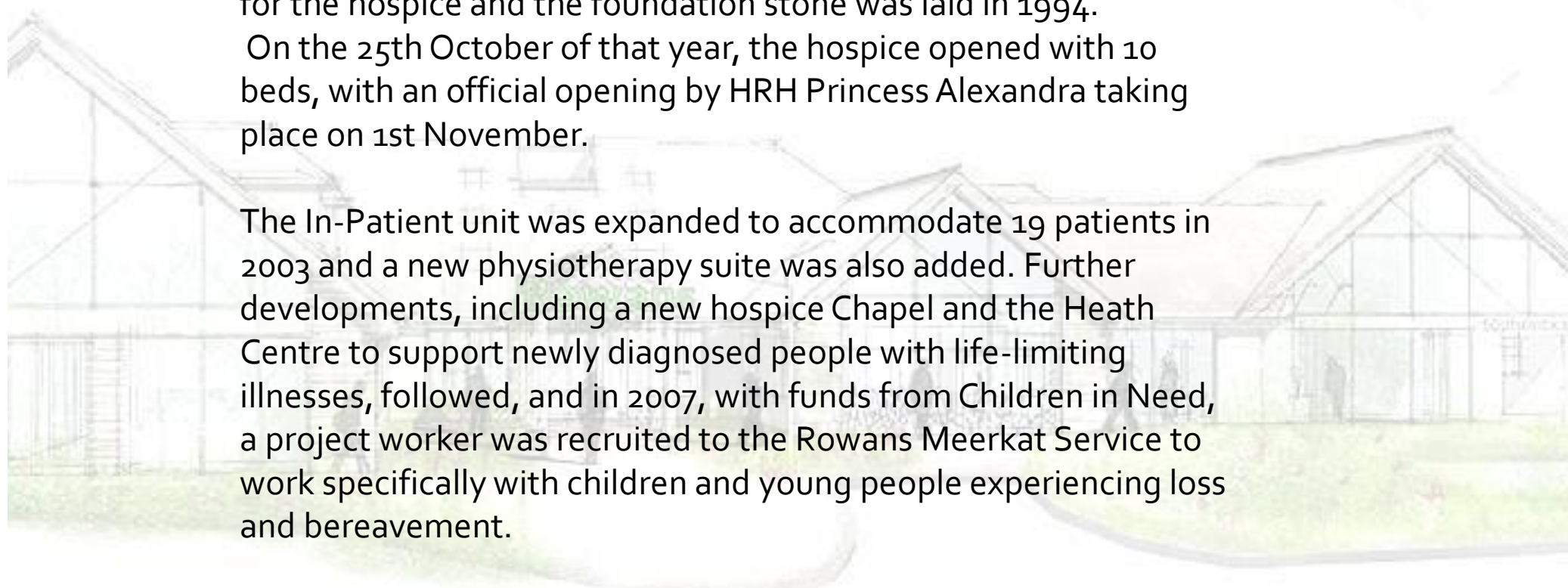
# *History*

The history of Rowans Hospice began in 1991.

Squire Robin Thistlethwayte donated 3.2 acres of land as the site for the hospice and the foundation stone was laid in 1994.

On the 25th October of that year, the hospice opened with 10 beds, with an official opening by HRH Princess Alexandra taking place on 1st November.

The In-Patient unit was expanded to accommodate 19 patients in 2003 and a new physiotherapy suite was also added. Further developments, including a new hospice Chapel and the Heath Centre to support newly diagnosed people with life-limiting illnesses, followed, and in 2007, with funds from Children in Need, a project worker was recruited to the Rowans Meerkat Service to work specifically with children and young people experiencing loss and bereavement.



# Structure of Company

## The Hospice Executive Group comprises:

Ruth White	Chief Executive
P J Morey	Medical Director
Erika Lipscombe	Director of Clinical Services/ Matron
Jenny Redman	Director of Quality
Carol Milner	Director of People Services & Retail
Mark Van Wijk	Director of Finance
Amanda Clapham	Director of Marketing and Income Generation (until 2 October 2017)
Theresa Bailey	Director of Marketing and Fundraising (Since 30 October 2017)

The Trustees have approved a detailed schedule of delegations to make it clear which decisions are reserved for the Board of Trustees and which can be made by board sub groups or members of the Hospice Executive Group.

Trustees  
(Directors)



Managers



Workers



Volunteers

# Fixed Assets



Group Assets	Land and Buildings £	Fixtures and Fittings £	Computer Equipment £	Motor Vehicles £	Total £
<b>Cost</b>					
At 1 April 2017	5,864,143	574,879	214,257	89,335	6,742,614
Additions	176,966	85,062	50,452	-	312,480
Disposals	(123,932)	(92,541)	(29,391)	-	(245,864)
Balance at 31 March 2018	5,917,177	567,400	235,318	89,335	6,809,230
<b>Depreciation</b>					
At 1 April 2017	1,485,044	493,235	166,004	60,742	2,205,025
Charge for the year	151,330	54,770	47,175	11,057	264,332
Disposals	(123,932)	(92,541)	(28,328)	-	(244,801)
Disposal	32,502	-	-	-	32,502
Balance at 31 March 2018	1,544,944	455,464	184,851	71,799	2,257,058
<b>Net book value at 31 March 2018</b>	<b>4,372,233</b>	<b>111,936</b>	<b>50,467</b>	<b>17,536</b>	<b>4,552,172</b>
Net book value at 31 March 2017	4,379,099	81,644	48,253	28,593	4,537,589

Charity Assets	Land and Buildings £	Fixtures and Fittings £	Computer Equipment £	Total £
<b>Cost</b>				
At 1 April 2017	5,740,212	341,675	138,684	6,220,571
Additions	176,966	72,983	40,188	290,137
Disposals	-	(92,541)	(26,979)	(119,520)
Balance at 31 March 2018	5,917,178	322,117	151,893	6,391,188
<b>Depreciation</b>				
At 1 April 2017	1,405,107	300,986	104,793	1,810,886
Charge for the year	139,837	28,462	37,392	205,691
Disposals	-	(92,541)	(26,979)	(119,520)
Balance at 31 March 2018	1,544,944	236,907	115,206	1,897,057
<b>Net book value at 31 March 2018</b>	<b>4,372,234</b>	<b>85,210</b>	<b>36,687</b>	<b>4,494,131</b>
Net book value at 31 March 2017	4,335,105	40,689	33,891	4,409,685

In the event that the Freehold Property ceased to be owned by the Rowans, there is a restrictive covenant in favour of the donor of the land. Land and Buildings includes Freehold interests of £2,338K, long leasehold interests of £1,967K and short leasehold interests of £23K.

# Cash flow



## Cash Flows from Operating Activities

Net cash provided by operating activities	21	215,126	1,154,720
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## Cash Flows from Investing Activities

Dividends and interest from investments		242,986	178,009
Purchase of property, plant and equipment		( 312,480 )	( 1,199,909 )
Cash transferred to investments		( 213,134 )	( 746,634 )

Net cash used in investing activities		( 282,628 )	( 1,768,534 )
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Change in cash and cash equivalents in the reporting period		( 67,502 )	( 613,814 )
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Cash and cash equivalents at the beginning of the reporting period		1,574,729	2,188,543
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Cash and cash equivalents at the end of the reporting period		1,507,227	1,574,729
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# Income

All income is accounted for when the charity has entitlement, the receipt is probable and the amount is measurable.

**Donations** - Donations and all other receipts from fundraising are reported gross and the related fundraising costs are reported in other expenditure.

**Legacies** - Legacies are recognised when all the three criteria below are met:

- a. Establish entitlement – in practice this would be estate accounts being finalised or cash received or where there is agreement on an interim distribution.
- b. Where receipt is probable – being named in a will makes a receipt probable.
- c. The amount is measurable – in practice this could come from estate accounts, cash received or correspondence from executors/solicitors confirming an amount to be distributed. Measurability will also be met where a reasonably accurate assessment can be made of the value.

**Grants (Including Government Grants)** - Grants, where related to performance and specific deliverables, are accounted for as the charity earns the right to consideration by its performance. Where the grant is received in advance of performance, its recognition is deferred and included in creditors.

Where entitlement occurs before the grant is received, it is accrued in debtors.

**Gifts in kind** - are included at valuation and recognised as income, expenditure and fixed assets, as appropriate.

**Volunteers** - No amounts are included in the financial statements for services donated by volunteers – with volunteers contributing over 12,000 hours during the year, the amount involved is significant but difficult to quantify.





# Income

Income	£	£	£	£
Turnover	2,558,541	2,558,541	2,353,582	2,353,582
Interest receivable	171	171	657	657
<b>Total income</b>	<b>2,558,712</b>	<b>2,558,712</b>	<b>2,354,239</b>	<b>2,354,239</b>
<b>Less Intercompany Transactions</b>				
Charge for operating the retail gift aid scheme	-	( 654,290 )	-	(499,352)
<b>Income Excluding Intercompany Transactions</b>	<b>2,558,712</b>	<b>1,904,422</b>	<b>2,354,239</b>	<b>1,854,887</b>
<b>Expenditure</b>				
Cost of sales	2,135,930	2,135,930	2,003,534	2,003,534
<b>Less Intercompany Transactions</b>				
Charges for services provided by Rowans Hospice		( 73,199 )		( 80,632 )
<b>Expenditure excluding Intercompany Transactions</b>	<b>2,135,930</b>	<b>2,062,731</b>	<b>2,003,534</b>	<b>1,922,902</b>
<b>Profit</b>	<b>422,782</b>	<b>( 158,309 )</b>	<b>350,705</b>	<b>( 68,015 )</b>
<b>Total Contribution to the Hospice</b>				
Profit		( 158,309 )		( 68,015 )
Charges for services provided by Rowans Hospice		( 73,199 )		( 80,632 )
Donations generated via the retail gift aid scheme		639,378		462,348
Gift aid on these donations		155,400		110,508
<b>Total Contribution to Hospice</b>		<b>563,270</b>		<b>424,209</b>



## 2. Donations and Legacies

	Unrestricted Funds £	Restricted Funds £	2018 £	2017 £
Donations				
- Retail Gift Aid Donations	794,778	-	794,778	572,856
- Other Donations	990,608	13,208	1,003,816	1,010,478
Legacies	2,733,471	20,000	2,753,471	3,780,440
Grant Making Trusts	20,244	30,650	50,894	264,168
	<b>4,539,101</b>	<b>63,858</b>	<b>4,602,959</b>	<b>5,627,942</b>

## 3. Income from Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2018 £	2017 £
NHS Contract	718,223	-	718,223	749,853
Social Services Funding	73,429	43,438	116,867	91,251
Grants	82,406	107,976	190,382	88,998
Education Income	33,563	25,880	59,443	64,571
	<b>907,621</b>	<b>177,294</b>	<b>1,084,915</b>	<b>994,673</b>

	Notes	Unrestricted Funds £	Designated Funds £	Restricted Funds £	Total Funds 2018 £	Total Funds 2017 £
<b>Income From:</b>						
Donations and legacies	2	4,539,101	-	63,858	4,602,959	5,627,942
Charitable activities	3	907,621	-	177,294	1,084,915	994,673
Fundraising	5	1,111,042	-	-	1,111,042	1,029,774
Investment income	6	242,977	-	9	242,986	178,009
The Rowans Hospice Trading Company	4	1,904,422	-	-	1,904,422	1,854,887
Rowans Care Agency	4	200,660	-	-	200,660	34,302
<b>Total Income</b>		<b>8,905,823</b>	<b>-</b>	<b>241,161</b>	<b>9,146,984</b>	<b>9,719,587</b>



# Customers

## Rowans Hospice Trading Company – Rowans Retail

The Retail arm of The Rowans Hospice has achieved an outstanding performance in the year with a total trading income growth of 8.6% on the previous year, and on a like for like basis. This result has been achieved by the extensive knowledge and experience of the staff within our Retail shops, our Logistics team and within the Donation and Processing Centre. Volunteers are very important to the Rowans and never more so than in the Retail operation where we would not be able to operate without the support of our 600+ volunteers and to whom we are very grateful in that they give their time freely and donated a total of 98,371 hours in the year. This creates a saving of £772,215 based on the National Living Wage of £8.45 per hour.



The sales and profit growth is particularly noteworthy since the retail market has its share of challenges generally, according to the law firm RPC the number of retailers entering insolvency has increased by 7% to 1,071, where they state the reasons as high costs and the increasing shift from the high street to the internet where sales at the top 20 e-commerce sites increased by 23%. We ourselves have developed an online operation so that we remain competitive and where we also have the opportunity to sell those more obscure or specialist items, to what is an international audience!

Again, we acknowledge the skills and experience of our staff and volunteers for the success of the Retail division in the year, but we would not have been able to achieve these results without the support of our local community who donate their goods to us time and time again and we are so thankful for their donations.

There is no doubt there will be interesting challenges ahead for us in the 2018/19 year but we have planned opportunities to further develop our staff and volunteers within the Retail operation and the infrastructure around which it operates.







# Fundraising



## Fundraising

All of the services we provide are free from discrimination and free of charge. To continue to do this the Rowans Hospice needed to raise £5.8 million to fund charitable activities during 2017/18. The fundraising team and Retail Trading Company raised a large proportion of this money allowing the Hospice to continue delivering and developing the care that is needed within our community.



### The fundraising approach taken by the Rowans Hospice

Our aim at the Rowans is always to fundraise in an ethical manner. With the new regulations that are coming with GDPR we decided to go to 'opt-in' for everyone on our database. We have sent out two communications over the last 6 months and have managed the response and adjusted our data accordingly. We will only send communication to those who want it in the method they have agreed to.

We are signed up to the Fundraising Regulator and Fundraising Code of Practice and are using the FR logo on our marketing material.

The only third party acting on our behalf is Lottery Fundraising Services (LFS) with whom we have regular calls and meetings. We have regular inductions with lottery canvassers and we monitor their actions by telephoning new lottery members to ensure they are happy and did not feel coerced in to signing up.

LFS has a vulnerable person's policy and also gives dementia training for all their canvassers, together with a solicitation statement.

Named persons are Theresa Bailey (Director of Marketing and Fundraising) and Alison Calver (Fundraising Manager).

### Objectives

It is important that we consistently review each event to make sure that it is viable and bringing in an acceptable return on the investment of time and money. We will be looking at how we can engage with our local community to further build on our Support Groups, Corporates and local businesses. We believe through more education about our services we could increase support and therefore will be focusing on bringing more of the service user voice into our marketing as this will help enormously.

### Fundraising Team

The fundraising team had another successful year that was well supported by our local communities. Our regular events run by the Hospice team, raised a fantastic **£424,155** which was +6.2% compared to target. Our tenth anniversary of our Moonlit Memory Walk was extremely well supported with 1450 walkers raising £172K.

Excluding legacies £1.9 Million was raised by voluntary income.

Our Grand Summer Draw, Grand Christmas Draw and new spring 3-2-1 raffle raised between them £86,355 which was a +1.8% increase on last year.

The Rowans Hospice Lottery brought in £489,789 with 2,962 new members signing up during the year. Regular giving income has overall maintained its level at £93,164 with no real growth.

Community fundraising raised £270,610 from sponsorship income and organised events. Our Hospice Support Groups raised £95,186 and our corporate engagement is growing each year with a total of £65,614 being raised this year. We continue to enjoy support from our corporate partners at all our events where their 'hands on' support is very much appreciated.





# Fundraising

## Fundraising Expenditure

	2018 £	2017 £
Fundraising staff	231,738	215,619
Hospice events	80,819	79,235
Support group expenditure	13,667	13,178
Lottery and raffle operating costs	102,541	94,936
Lottery development (canvassing)	102,370	88,434
Investment management costs	37,507	34,800
Other fundraising costs	40,437	59,994
Support Costs (note 8)	155,128	92,708
	<b>764,207</b>	<b>678,904</b>

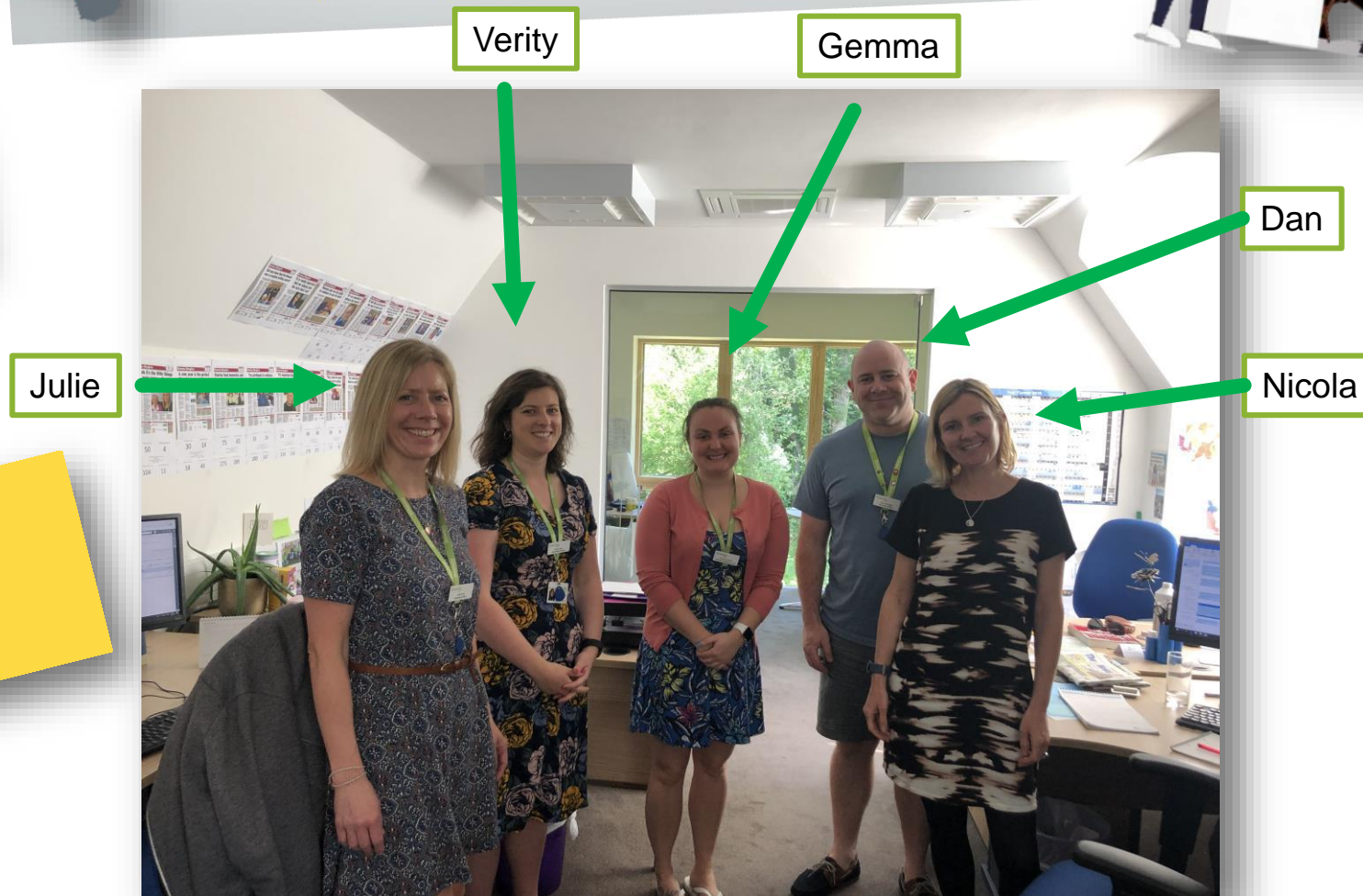
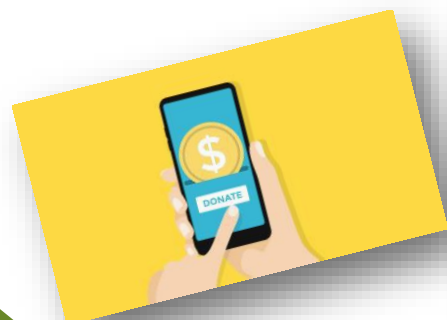


## Fundraising

	2018 £	2017 £
Support groups	95,186	107,956
Hospice initiatives	433,895	372,744
Rowans Hospice raffles and lottery	576,144	549,074
Other activities	5,817	-
	<b>1,111,042</b>	<b>1,029,774</b>



# *Marketing team (my team)*





# *Marketing team (my team)*







# *Interesting about Rowans name - logo*

The Rowan tree is small yet incredibly bold. Its leaves, blossoms and berries make exceptionally colourful statements on the face of the land. The legends associated with the Rowan are also bold and dramatic, making it a tree you cannot ignore.

In Scotland the magical and protective qualities of the Rowan tree were recognised and utilized by Highlanders. The cross beams of chimneys were often made from Rowan and on Equinox and Solstice days Rowan sticks were laid across the lintels to reinforce beneficial influences. In Devonshire and Worcestershire Rowan was brought into the house on Holy Rood Day (3rd May) to utilize its protective qualities.





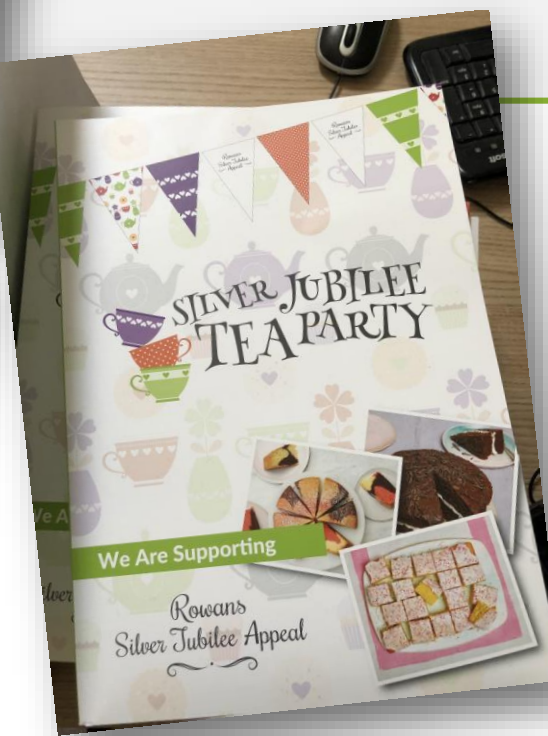


# My work

The first week I was doing presentation about charity's – schools and children

Next three weeks:

- Groups – meeting with patients
- Fundraising staffs
- Meeting with colleagues
- Making Bunting
- Campaign – photos
- rewriting letters
- Folding papers into envelopes







# My presentation

**2. Raise vital money**

Whether you and your pupils want to host a Coffee Morning, get dressed up and dance or explore the great outdoors on a Macmillan walk, we've got just the event for you. Here are some of our favourite ideas of fun events for young people. We could help you to make your ideas into a great day too - please contact us using the form below.

**World's Biggest Coffee Morning** - Help your school or youth group be part of our biggest event of the year with our selection of fun events for young people. Your team means you can have fun and raise money for Macmillan. **Macmillan** means you can have fun and raise money for Macmillan.

**Your Walk. Your Moment.**

YOU SET THE CHALLENGE YOU CHOOSE THE ROUTE.

**It's your walk so when and where you go is completely up to you. You can take on a solo challenge or team up with friends. Or you could even organise a big walk and get your whole community involved.**

**Every mile you walk and every pound you raise will help people affected by cancer to take back control of their lives.**

**The children cheered when they heard how much money they'd helped to raise. Magic.**

**Louise Scott, teacher**

**World's Biggest Coffee Morning**

**THANKS TO YOU WE RAISED £26,214,352 IN 2018**

**The biggest event of the year**

**People all over the UK host their own Coffee Mornings and donations on the day are made to Macmillan**

**Fundraising Ideas**

Get inspired and get fundraising!

**Fundraising Ideas - place**

**Fundraising at home**

Fundraise from the comfort of your own home and raise money for sick and expert pets by yourself, with the family, housemates or friends.

**Give it up for PSDA**

You can give something up and create the money you'll usually spend on it to PSDA instead. Take the challenge and your donation could help save a pet's life.

- Giving up one packet of cigarettes means you could donate £7 and help towards the cost of a pet's treatment to help a young pet. Just bank how many packets you could buy if you want to give them up for good!
- Giving up one fast food takeaway could save you £10, which could help to buy 10 metres of bandage. £10 could go towards organising a vet for a whole day, longer how many pets this could help!
- Give up your usual weekend Costa Coffee and instead have a simple coffee and homemade cake every day of your challenge, you could even pay a treat to get one and pass that money on to a pet in need!

**More ideas...**

There are plenty of other ways to fundraise from home. Here are some great ideas:

- Murder mystery evening
- Casino & wine night
- Dinner party
- Casino night
- Fancy dress party
- Barbecue night
- Halloween party
- Coffee morning
- Baking party

**Fundraising at school**

Are you a student, are you a teacher, or are you a parent? Whatever connection you have to a school, we'd love you to share your love of pets and encourage your school to help support PSDA.

Here are some fundraising events you can do at your school or through your child's school.

- Sponsored silence
- Teddy bear's picnic
- Non-uniform day
- Sponsored walk
- Treasure hunt
- Summer fête
- Talent show
- Concert

**Fundraising ideas for kids and students**

For students there some ideas like movie marathon, frock swap or man vs food

**Fundraising ideas for students**

How about:

- **yellow paint run** - pay entry to bring old clothes in exchange for others
- **movie marathon** - make sure you get in some film-festival treats for the home, completing challenges along the way, all without spending a penny!
- **playing 1001** - get dropped off at a mystery location and hitch-hike all the way!
- **library five Friday** - get your library to donate all of the fines for late or lost books paid on a Friday
- **auction of promises** - whether it is taking around your mates for a week or doing the dishes
- **a barn dance or quiz**
- **sponsored sleep out**
- **grab-crawl** - different courses in different local pubs - what could be better?
- **a man vs. food** contest.

**Fundraising ideas for kids**

Here are some ideas for how to have fun with the kids and raise vital funds for Macmillan while you're at it. Why not try:

- **a dodge ball tournament** - have a little prize-giving ceremony at the end with awards for most creative design and good sporting attitude!
- **treasure hunt** - a classic, but always a challenge
- **a super hero day** - dress up as your favourite superhero - don't forget not all heroes wear capes. Macmillan sees a hero in the world of Science too!
- **a car boot sale** - this is a good opportunity to have a bit of a clear out too!

For kids there some ideas like treasure hunt, super hero day or car boot sale

**CANCER RESEARCH UK**

Together we will beat cancer

Angela's beating cancer right now

Donors are helping more people like Angela get good news

**Get Involved**

**About Cancer**

**Right Now**

# Sources

[www.rowanshospice.co.uk](http://www.rowanshospice.co.uk)

Google pictures

My pictures

Information from my supervisor

