

Welcome!

Hello and welcome to The Link, the first edition of the new-style newsletter from Sue Ryder Care. You are receiving this as you have kindly supported Sue Ryder Care in the past by either donating to the charity or supporting one of our events.

Sue Ryder Care is a national healthcare charity providing care for adults - some as young as 18 - living with life-limiting conditions including Cancer, Huntington's disease, Parkinson's disease, Multiple Sclerosis, Motor Neurone Disease, Stroke, and Brain Injury.

Across Yorkshire there are four Sue Ryder Care centres – Wheatfields in Leeds and Manorlands near Keighley provide specialised hospice care, whilst Holme Hall near Market Weighton and Hickleton Hall near Doncaster provide long-term neurological care. To keep these centres open we need to raise £2.5 million each year in Yorkshire alone.

Throughout this newsletter we will give you information about events and charity-wide news with particular emphasis on North & East Yorkshire.

We intend to send you three newsletters a year – this one in spring, one in June/July, and another in the autumn. If you would prefer not to be included just let us know - our contact details are below. And we'd be delighted to receive some feedback!

What would you like to see included in the next edition? Do get in touch.

We hope to see or hear from you soon!

Deborah Rack or Jackie Sedgwick
North and East Yorkshire Fundraising
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North & East Yorkshire
www.suerydercare.org



Classic and Vintage
 Vehicle Show
 Saturday 7 June
 12-4pm
 Holme Hall
 Holme-on-Spalding-Moor
 Live music, stalls
 and refreshments

In the next 12 months....

- 350,000 *more* people will be diagnosed with Cancer
- 150,000 *more* people will have a stroke
- 10,000 *more* people will be diagnosed with Parkinson's Disease
- 1,200 *more* people will be diagnosed with Huntington's Disease

Help Us Help More

How you can help

There are many ways you can make a real difference to the lives of those cared for by Sue Ryder Care.

- Invite us to speak at your club or society
- Join our running team
- Take up a challenge
- Volunteer –
 - there's always admin to do in the office
 - or you could help at one of our events or street collections
 - or volunteer in one of our shops
- Make a donation
 - either a one-off
 - in memory of a friend or relative
 - a covenant
 - a regular monthly payment by direct debit
- Take part in or attend an event
- Collect loose change using a Sue Ryder Care home collecting box
- Organise a raffle at your workplace or local pub
- Hold a dress down day at your workplace

For more ideas call Deborah or Jackie on 01904 426920

What Sue Ryder Care means to me – Heather and Gordon's Story

Heather's husband Gordon has Huntington's Disease. He was formally diagnosed in 1993.

When the time came for Gordon to move to Sue Ryder Care - Holme Hall, Heather kept unpacking and repacking his belongings. She could not let him go, she could not let others take over his care. Heather describes herself that day as, "incoherent," but Gordon simply said, "We have to do it, it's what I want."

The next few months without Gordon were harder than she had imagined.

But Sue Ryder Care staff comfort her. When she feels worried, upset, anxious, they listen to her. She can pick up the phone and call, at any time, and receive immediate support.

Friends and family asked why Gordon chose Sue Ryder Care - Holme Hall, a good hour's drive away from the family home. At least, they did until they came to Gordon and Heather's wedding anniversary party at Holme Hall. Then they saw Gordon's home and experienced the loving atmosphere and friendliness of everyone they met. They saw this really was a home away from home for Gordon.

Heather no longer needs to explain what made them decide upon this particular centre – they finally understand for themselves.

Heather and Gordon have two dogs. The dogs are welcome at the Sue Ryder Care centre and can come into Gordon's room to visit. The wardrobe is full of dog



bowls, biscuits, toys, and blankets so they too have a home away from home! The dogs also visit the other residents and their families, spreading smiles throughout the centre.

Gordon and Heather thoroughly enjoyed walking together, both here and abroad, and in September 2008, on her 55th birthday, Heather will walk 100 miles on the West Highland Way. She is doing this walk not only for Gordon, but to raise funds for Sue Ryder Care.

You can help her increase the money she hopes to raise by supporting us today with a donation. Please help us help more people like Heather realise that a life changing disease does not limit the support and compassion of others.

Ground breaking plans to transform care services



Sue Ryder Care's 2020 Vision aims to expand our specialist services to care for even more people, helping put back what their conditions take away.

Sue Ryder Care has announced a bold and ambitious £40 million modernisation and investment programme to develop its specialist neurological and hospice care services throughout the UK.

The programme, "**2020 Vision: Taking Care of the Future,**" aims to develop a range of specialist hospice and neurological care services nationally by 2020. Five exciting projects have already been earmarked to be part of the next five years' expansion plan - taking place in Dundee, Aberdeen, Lancashire, Peterborough, and Cambridgeshire.

These initial projects were chosen in part as a result of insightful research conducted by Sue Ryder Care's newly created Health Informatics Team. Through this research, we can be sure to expand our services to those areas which need us most.

To help fund these crucial projects we are launching our **Sunburst Appeal in May 2008**. Our goal is to raise £150 million by 2010 and increase our hours of care from four to ten million each year.

If you would like to contribute to the appeal please contact us at the York Fundraising Office on 01904 426920. Help us help more. Thank you.

Come on Girls!

Our first ever, women only, Midnight Walk will take place on Saturday 17 May 2008.

It's a 10km course starting and finishing at Sewerby Hall and walking along the foreshore in Bridlington. Entry is £12 and each walker will receive a T-shirt, sponsor form, refreshments along the way, and a well-deserved medal and breakfast at the finish line.

Walk in memory of a friend or relative, to keep fit or simply as a way of doing something a little bit different with your friends on a Saturday night. Whatever your reason, you will be helping to generate vital funds for Sue Ryder Care.

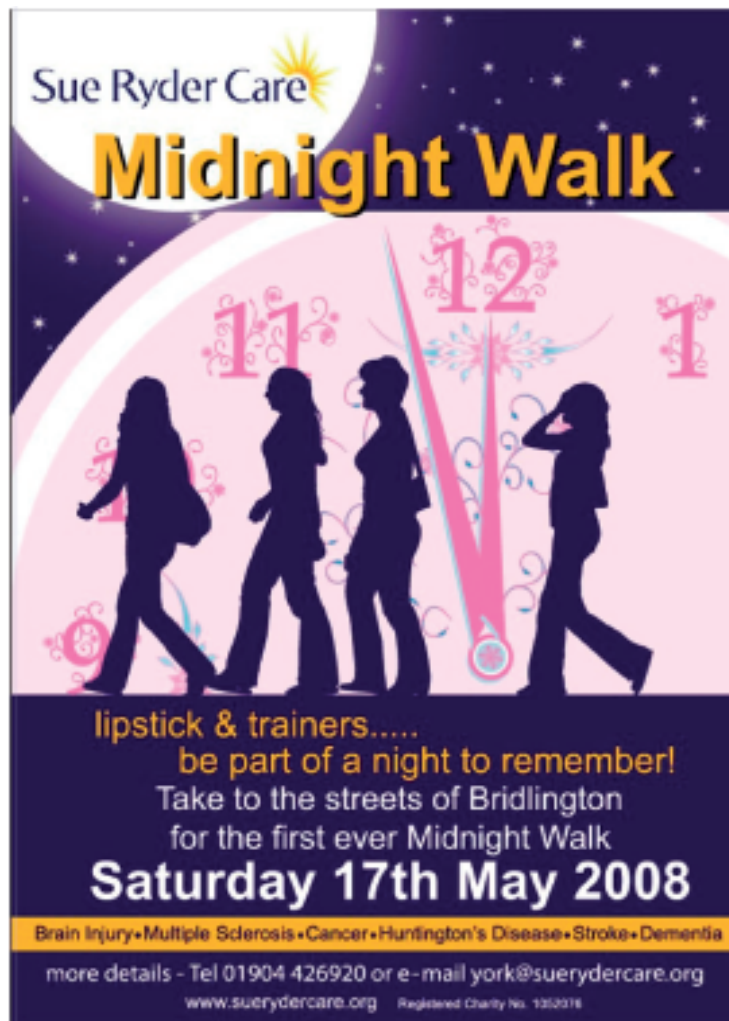
It'll be a fun night – BBC Radio Humberside will be covering the event, and Boots have donated a lipstick for each entrant...so what are you waiting for?

Ring 01904 426920 or e-mail york@suerydercare.org for an application!

**Lipstick & trainers...
be part of a night to remember!**

Men needed too!

We'd be delighted to hear from volunteers (male and female) to help on the night. We need people to act as stewards and marshals along the route, to serve refreshments, to offer encouragement en route, and to rattle those collecting buckets.... Please get in touch!



Sue Ryder Care
Midnight Walk

lipstick & trainers.....
be part of a night to remember!
Take to the streets of Bridlington
for the first ever Midnight Walk
Saturday 17th May 2008

Brain Injury • Multiple Sclerosis • Cancer • Huntington's Disease • Stroke • Dementia

more details - Tel 01904 426920 or e-mail york@suerydercare.org
www.suerydercare.org Registered Charity No. 1312016

Sue Ryder Care Overseas

Sue Ryder Care is an international as well as a national UK charity. Here, two Sue Ryder Care colleagues explain the importance of raising funds for Sue Ryder charities abroad.

'It's easy to feel that the problems facing the world are too big for one person to make a difference,' says Samantha Cheverton, Sue Ryder Care's Palliative Services Manager at Wheatfields Hospice in Leeds. 'I've felt that way too. Earlier this year I found out how wrong I was.'

Samantha recently visited the Sue Ryder hospice in Albania, where she was astounded to see how much the team there was able to achieve with such limited resources.

'There are only five nurses employed by the hospice – the only hospice in the country. Between them they provide 24 hours of care, free of charge, to over 139 patients and their families each year.'

Samantha visited Albania as part of a twinning

programme, which brings together Sue Ryder Care centres in Britain and our homes overseas. In addition to the hospice in Albania, Sue Ryder Care supports centres in 12 other European countries.

Ben Simms, who runs the international work at Sue Ryder Care, explains: 'From the first days of our charity – 54 years ago – Sue Ryder Care has worked internationally. Across Europe and in southern Africa, Sue Ryder Care continues to support the development of care services for vulnerable people living beyond the reach of national governments and other charities. Exchanging experiences and knowledge through the twinning programme is a vital part of what we do. So, too, is the fundraising we do on behalf of Sue Ryder homes in Albania, Kosova, the Czech Republic, Poland, and Malawi.'

If you would like to learn more about Sue Ryder Care's international work please visit our website at www.suerydercare.org/aboutus/international.asp or telephone Ben on 020 7400 0637.

Leave a gift in your Will

Gifts left in a Will help us to provide care that liberates lives, but currently only 14% of our supporters leave a legacy.

It is so easy to do and you do not even have to rewrite your Will unless you want to do so – you can leave a gift to Sue Ryder Care by completing a codicil (a PS to a Will). Please contact our Legacy Manager, Gill Cannon, on 01452 770749 or email her at gill.cannon@suerydercare.org and help us help more.

Thank you.

Achieve something great in 2008

We need people to take up a challenge for Sue Ryder Care.

Running, walking or cycling for Sue Ryder Care is a great way to get fit and feel fantastic.

What's more, you will receive a personalised service including support with fundraising, and training advice when you need it.

At the end of the challenge, you'll know that all the money you have raised will help us continue making a huge difference to people with life-limiting conditions and their families throughout the UK.

Our partnership with

justgiving.com means you can create your own sponsorship page, making it easy for friends and family to support you and keep up with your fundraising.

- Nidderdale Walk – 7, 15 or 22 miles, Sunday 18 May
- Humber Bridge Half Marathon on Sunday 29 June
- BUPA Great Yorkshire Run, 10km, Sheffield City Centre on Sunday 7 September
- Great North Run, 13.1 miles, Newcastle on Sunday 5 October

Or visit www.suerydercare.org to choose your challenge.

What your donation could achieve....

- £15 could provide daily pain relief for a month for someone with Multiple Sclerosis
- £25 could pay for a bereavement visit for a family after a loved one has died
- £100 pays for a nurse's shift
- £1000 pays for a profiling bed

giftaid it

If you are a UK taxpayer, gift aiding your donation could turn a £25 gift into £32. Please help us help more by filling out the enclosed form. Thank you.

Care that liberates lives

Retail Therapy

In this region there are Sue Ryder Care shops in: Bridlington, Filey, Cottingham, Driffield, Goole, two in Harrogate, Knaresborough, Hull, Pocklington, Richmond, Ripon, Scarborough, Thirsk, Whitby, and York.

They make fantastic places for bargain-hunting or if you are de-cluttering, why not donate a bag or two?

As well as quality nearly-new clothes and bric-a-brac, some shops also sell furniture. They all sell new goods depending on the season. Did you know we are the biggest retailer in the UK of doll's houses through the Hickleton collection?

Definitely worth a look!

Think before you throw - become a toner donor!

Sue Ryder Care raises funds through the recycling of printer cartridges and mobile phones. Up to £4 is given for each phone. For more information call Jackie on 01904 426920.

Help us sustain the care we provide

You can help us plan and develop our future services with confidence by offering a regular donation and it's really easy to set up by Direct Debit. You could even go that extra mile with a covenant where you agree to give a regular donation for a specified length of time, usually at least three years.

For more information please phone 0845 050 1953.

Events Diary

Our varied programme:

- Open Gardens – Seaton Ross, Sunday 4 May
- Midnight Walk – Bridlington, Saturday 17 May (see p3)
- Classic Cars – Holme Hall, Saturday 7 June
- Yorkshire Women of Achievement Lunch - Royal Armouries, Leeds, Friday 27 June
- Ride for Ryder – a 55 mile bike ride through the North Yorkshire Moors, starting and finishing in Scarborough, 6 September
- GP Taylor, author of Shadowmancer, will speak at a special lunch in York – 18 September
- Street Collections—Darlington, 10 October, Sunderland, 22 November, Hull, 29 November

If you can help, please call 01904 426920

Sue Ryder Care

Who we are and what we do

Sue Ryder Care is a leading provider of specialist hospice and neurological care as well as community-based services across the UK. We care for people living with complex conditions, including Multiple Sclerosis, Cancer, Huntington's Disease, Stroke, Brain Injury and Dementia. Sue Ryder Care is dedicated to helping people get the best from life whatever their condition.

Registered charity number 1052076