Welcome

2016/2017 was a milestone year in the history of WellChild and for the thousands of families that it supports. In the year that marked the tenth anniversary of the WellChild Nurse programme, we supported more families than ever before, helping to give their children the best possible chance to thrive – safe and properly supported at home.

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In my tenth year as WellChild Patron, I am proud to see the great strides made by an organisation so close to my heart. None more so than the growth of the WellChild Nurse programme, which also celebrated its tenth anniversary recently.

When I became Patron of this fantastic charity, the very first WellChild Nurse post in Birmingham was still finding its feet and we had much to learn. A decade later, 35 of those incredible WellChild Nurse posts have been created right across the UK – this network now includes Northern Ireland with a WellChild Nurse in Belfast.

Thank you to everyone who has been involved in the growth of this programme. You have played a part in vital and often life-changing support for thousands of children, young people and families.

At the WellChild Awards this year, once again I met many inspirational children and young people living with serious and exceptional health needs. Their strength, positivity and often good humour in the face of such difficult circumstances never fails to astound me, and it brings the need for WellChild’s crucial work into focus.

We live in challenging and uncertain times. For so many families, organisations like WellChild offer a lifeline that otherwise would not exist. Our challenge, as we look forward to the next decade, is how to meet the need of this growing population of families who are looking to us for help and support.

Our role in the lives of these children, young people and their families has become more important than ever and I urge everyone to do what they can to help build on the great progress made this year, and over the last ten years.
This year has truly been a milestone year for WellChild. Although our organisation’s roots stretch back almost 40 years, it was the establishment of the WellChild Nurse programme with four pilot posts in 2006 that set WellChild on its current course. It allowed us to start the process of taking the charity from its background in research funding to the provision of the vital and practical support programmes for families that we are continuing to develop.

Our year began with a celebration of 10 years of WellChild Nurse programme growth, culminating in the launch of ‘Bad Day’, our first ever charity single, at the 2016 WellChild Awards. It was a year that saw us consolidate our successes to widen support to more families right across our programmes, from Helping Hands to the WellChild Family Tree network.

Through research and campaigns such as #notanurse_but, we further developed our understanding of the key issues facing thousands of families across the UK, helping us to pave the way for a new strategy in the year ahead.

It has been difficult this year to escape media stories about a health and social care sector in crisis, or of a child health workforce under increasing pressure. We have seen numerous high profile public debates about the challenges facing adult social care, but little attention given to children and young people living with serious and exceptional health needs.

One thing has become clear – our role as a critical lifeline, advocate and friend to the growing number of these children, young people and their families is more relevant and important today than it ever has been in our history. They must not become the forgotten group.

Message from our Chief Executive

COLIN DYER, CHIEF EXECUTIVE
Thanks to advances in medicine and medical practice, the number of children and young people living across the UK with serious or exceptional health needs is growing. Many will spend months, even years in hospital simply because there is no support enabling them to leave. For those families already at home, the ability to deliver the round the clock care required to keep their children safe is constantly challenged by inconsistent and inadequate levels of support and training.

WellChild’s role in supporting this growing population of children and young people is more important than ever when set against a backdrop of an NHS and social care system under increasing resource pressure, a child health workforce shortage and with adult care dominating public policy.

It is estimated that the number of school children in England with complex needs may have risen by 50% in the last decade.†

† CDC, True Colours Trust (2017) Understanding the needs of disabled children with complex needs.
Building on a
DECADE OF CARE

Since 2006, the WellChild Nurse programme has become a critical lifeline for a growing number of families wanting to get their children home from hospital. During the year we celebrated the tenth anniversary of the programme and invested over £450,000 into its growth.

“\nThe support of our WellChild Nurse has been a game changer. She sorts everything from medical supplies to home adaptations, communicating with the many professionals involved as well as being, quite literally, a shoulder to cry on. We would be lost without her.”

MUM OF CURTIS, 10 YEARS OLD, CORNWALL
Rogan spent the first 10 months of his life in hospital. His condition is undiagnosed, but he has a tracheostomy to help him breathe, is ventilated overnight and fed via a tube. WellChild Nurses Linda and Laurie supported Rogan’s mum and dad, giving them the skills they needed to care for Rogan, such as how to change his tracheostomy, what to do in an emergency and in how to perform CPR. Thanks to this specialist training and support, Rogan is now at home doing really well and is even attending nursery two days a week!

“Rogan is doing really well at home now. Our WellChild Nurse was fantastic in helping us coordinate everything needed to have him come home to us. It is such a comfort to know she is on the end of the phone whenever we have any concerns.”

ROGAN’S DAD, WAYNE

Empowering families TO CARE AT HOME

ROGAN 2 YEARS OLD, EDINBURGH

Rogan is doing really well at home now. Our WellChild Nurse was fantastic in helping us coordinate everything needed to have him come home to us. It is such a comfort to know she is on the end of the phone whenever we have any concerns.”

ROGAN’S DAD, WAYNE
Over the course of the year we reflected on our successes, increased investment and implemented learnings to expand our programmes to ensure more families than ever before can enjoy a better quality of life and get the support they need to care for their children safely at home.

**Widening support FOR FAMILIES**

1,026 parents and carers connected for mutual support and friendship via our expanded network, the WellChild Family Tree

146% more than previous year

22 children and young people with Wolfram Syndrome supported at a specialist clinic

52% of estimated UK total

8,000 visits a day to the Medicines for Children online tool providing information for families on medicines and their application, including:

15 new instructional videos

36 homes and gardens made safe, accessible and sensory for children, young people & their families via our company volunteer programme WellChild Helping Hands
ZAIN 4 YEARS OLD, SHEFFIELD

Zain has complex medical needs including a tracheostomy to help him breathe and difficulties with mobility. Zain’s existing garden was overgrown, uneven, with unsafe fencing and lots of obstacles which meant Zain could not safely access any outdoor space at home. We wanted to give Zain a safe, bright and accessible space where he would be able to play with his sister and develop his mobility. Our WellChild Helping Hands volunteers from Interserve worked tirelessly for two days to completely transform the garden.

"It is the BEST garden I have ever seen!"
ZAIN’S OLDER SISTER
WellChild spent much of this year raising awareness of the needs of a growing population of children and young people with serious or exceptional health needs amongst the public and decision makers.

Shining a light on the NEEDS OF FAMILIES

WellChild’s documentary ‘A Decade of Care’ about the development of the WellChild Nurse programme and the growing needs of families was viewed by over 12,000 people online.

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The WellChild Single, Bad Day

featuring the WellChild Nurse and Families Choir, Scouting for Girls and Josh Daniel made number 43 in the iTunes singles chart and generated widespread media coverage. The single and video helped communicate the reality of life for thousands of families.

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The WellChild Single, Bad Day

42,152 people watched the #notanurse_but parent video diaries

Parents from the successful online campaign were invited to address health professionals at two high profile conferences during the year at the Royal College of Paediatrics and Child Health (RCPCH) and London School of Paediatrics.

15 Parent Ambassadors

recruited across the UK to help us reach more families in need and to help us raise greater awareness at a regional level.

17,000

Parent Ambassadors

recruited across the UK to help us reach more families in need and to help us raise greater awareness at a regional level.

Shining a light on the reality of life for families caring for a child with serious illness at home.

43

The WellChild Single, Bad Day

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Shining a light on the reality of life for families caring for a child with serious illness at home.
Our Patron, Prince Harry and a host of celebrity guests gathered to celebrate inspiring stories of children and young people from across the UK at the 2016 WellChild Awards at The Dorchester in London.

In association with GSK, the ceremony generated headlines across national and regional television and newspapers. ITV breakfast show Good Morning Britain and Mail On Sunday magazine YOU, were once again media partners for the event.

As well as rewarding many inspirational children, young people and professionals, the WellChild Awards helps place the issues facing families across the UK firmly into the public spotlight.
Connecting families for SUPPORT & FRIENDSHIP

CHARLIE  5 YEARS OLD, WALSALL

Five year old Charlie spent large amounts of his early life in hospital. He has a rare genetic condition that has resulted in a number of significant health problems including chronic lung disease and oxygen dependency. Charlie is fed via a tube and developmentally delayed.

Charlie's family were supported by WellChild Nurse Rachel, who put the practical and emotional support in place to help get Charlie home from hospital. In March 2016, Charlie's Mum Rachel joined the WellChild Family Tree, hoping to meet other families from across the UK who could relate to the unique challenges she faced caring for Charlie.

Since then, the family has regularly attended family events and has played an active part in the national parent-driven #notanurse,but campaign, helping to shine a light on the reality of life caring for a seriously ill child at home.

"The WellChild Family Tree is an amazing place where I can talk to other parents that are in the same sort of boat. There is no judgment and everyone is so kind and helpful. Massively needed to be able to vent too! Thanks to the people who gave me this space."

CHARLIE'S MUM, RACHEL
WellChild remains entirely reliant on the fundraising support of individuals and organisations. Corporate partnerships, challenge events and social events remained our primary sources of income during the year. Highlights included:

- Long standing partners GSK funding their 10th WellChild Nurse
- Prudential RideLondon Charity of the Year Partnership
- Record income generated from the 2016 WellChild Christmas Fair at Daylesford
- New partnership with Infiniti Retail Group to save the charity thousands of pounds each year through the provision of cars used for family visits across the country.

During the year, WellChild also became a voluntary member of the new Fundraising Regulator.

Income sources

- EVENTS: 28%
- CORPORATE PARTNERSHIPS: 26%
- CHALLENGE: 26%
- TRUSTS: 7%
- LEGACIES: 5%
- INDIVIDUALS: 3.5%
- MAJOR DONORS: 2.3%
- STATUTORY: 1.5%
- INVESTMENTS: 0.5%

Charitable expenditure

- 19% HELPING HANDS
- 10% CHARITABLE EVENTS
- 32% WELLCHILD NURSES
- 3% INFORMATION & CAMPAIGNING
- 32% FAMILY INVOLVEMENT, PARTICIPATION & COMMUNICATION
- 4% RESEARCH

£2,344,327 income generated

Picture opposite, clockwise from top left: one of our fundraising Prudential RideLondon participants, three of our Prudential RideLondon finishers; the 2016 WellChild Christmas Fair; members of street dance group Diversity arriving at the 2016 WellChild Awards; Sir Rod Stewart and Penny Lancaster at the 2016 WellChild Awards; WellChild vehicles kindly donated by Infiniti Retail Group.
Developing a clear WAY FORWARD

WellChild’s role in the lives of children, young people and their families is more important than ever. This year we paved the way for a new strategy by further developing our understanding of their needs and priorities. In a challenging climate, we still have so much to do.

£52,453 invested during the year into research to identify and evaluate services, ensuring we are channelling our work to where it is needed most.

Continue reading about priority areas below:

CONTINUING CARE
TRAINING
EMOTIONAL SUPPORT

3 priority areas
Continuing Care, Training and Emotional Support identified from evidence from the #notanurse_but campaign as priority areas for the year ahead.

Help us meet a growing need

This year our programmes reached over 2,300 children and young people living with serious illness. But this is only just over 2% of the estimated 100,000 children and young people in the UK today.

We want to reach everyone who needs us.

We improved and made safe 36 bedrooms and gardens this year for children with serious illness and exceptional health needs. We received over 180 applications for help. Sadly, with limited resources, we were not able to help everyone.

Find out how you can help at wellchild.org.uk/get-involved
Thank you to all of our staff, supporters, ambassadors, volunteers and partners for making this milestone year so special for so many children, young people and families.

- 28 dedicated staff based at our headquarters in Cheltenham, Gloucestershire
- 777 volunteers gave up their time to assist with the operation of the charity, including:
- 573 company volunteers taking part in Helping Hands projects during the year.

Senior Management Team
Mr Colin Dyer
Chief Executive
Mrs Linda Partridge
Director of Programmes
Mrs Vanessa Snell
Director of Operations
Mr Matt James
Director of Communications and Marketing

Trustees
Mr John Evans – Chairman
Mr Andrew Osborne – Treasurer
Mr Trevor Jones
Ms Rosemary Rogers
Mr Martin Kilcaiff (to 27 June 2016)
Mr Paul Richardson
Ms Fiona Macpherson
Ms Lisa Avelini
Mrs Joss Taylor
Mrs Elizabeth Morgan
Dr Edward Wozniak (to 15 November 2016)
Mr Nicholas Fisher (from 29 November 2016)
Dr Huw Jenkins (from 5 July 2017)

Advisors
Our four advisory panels meet regularly to help shape our charitable and business development strategy.

WELLCARD ADVISORY PANEL
A group of senior child health professionals from across the UK help to shape our strategic direction.

WELLCARD PARENT PANEL
A group of parents with first hand experience of caring for a child with exceptional health needs. Their knowledge and passion are invaluable in defining our strategy.

WELLCARD DEVELOPMENT BOARD
A group of successful business leaders and entrepreneurs who advise on the charity’s growth strategy.

NEW! WELLCARD CHILDREN & YOUNG PEOPLE PANEL
This newly formed group of young people from across the UK will provide feedback on WellChild programmes and generate ideas for better child and family engagement.

Corporate Partners
100 Women in Finance | Affinity Sutton | AGA | Allianz | Amdocs | AppDynamics | Arention Business Group
Audi Polo Challenge | Aviva | Bank of America | Cable Detection | Carrs Billington | Cherry Orchard Publishing
Cirrus Stan | Clanon Housing Group | Creed Foodservice | Danone | DWP | East End Foods | Eddie Stobart
Elenborough Park | Expion | Ford Sinclair Events | Front Events | GFI | GSK | Howes & Curtis | HHR | House-Moves
HSBC | Imagefast | Infini Retail Group | Interserve | Ipsos MORI | KBI Chartered Surveyors | KGI Insurance Group
Kingsley Naylor | Knight Frank | Loxa Solutions Group | Liquid Capital Group | London Stock Exchange | Qovia | Lynx Golf
Marin & Co | Morrison’s Foundation | MNB | Nest Design & Build | npower | Osborne | pallet-Track | Paragon
Parsimon | Platts | PwC | RSA | Quintessentially Foundation | SACA | Salesforce.com | Sky Bet | Sobi | Speedy
Sprax Serca | St James’s Place | SOBI | Talbot Underwriting | Target PR | Teklit | The Investment Room & The Lettings Room
Tigerfurl | Troyport | Unum | VictoriaPlum.com | Votabal | Zeus Packaging Group

Trusts and Foundations
Adinit Charitable Trust
Ann Jane Green Trust
Barbara Ward Children’s Foundation
Bahray Charitable Trust
Baron Davenport’s Charity
Bartlett Taylor Charitable Trust
BHSF Medical Charity & Welfare Trust
Boshier-Hinton Foundation
Brosty Foundation
Burstead Nursing Trust
Cecil Rosen Foundation
Charles S French Charitable Trust
Chandris Foundation
Collins Charitable Trust
Dame Violet Wills WEL Trust
Dennis Alan Yardy Charitable Trust
February Foundation
GFT Morrison Charitable Trust
Giffy Turner Trust
Helen Jean Cope Charity
House of Industry Estate
Hugh Fraser Foundation
Ilbert Trust
Israel Norman Smith Charitable Trust
Jesse Spencer Trust
John James Bristol Foundation
John Pryar Charitable Trust
Kempston Charities
Linda & Michael Weinstan Charitable Trust
Masacc Charitable Foundation
Mazars Charitable Trust
Mickel Fund
Mrs Hilda Beer Charitable Trust
Multithon Trust
Norman Family Charitable Trust
Norton Foundation
Pennygrass Trust
Racalfee Foundation
RAND Foundation
Shelley Charitable Trust
Sobell Foundation
Viscount Amaryn’s Charitable Trust
Waxamtree Trust
WPH Charitable Trust
Our Impact 2016/17

Building on a Decade of Care

Patron: Prince Harry

Follow us on Twitter and Instagram – @WellChild
‘like’ us on Facebook or join us on LinkedIn

For more information about WellChild:

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