



# our house



newsletter january 2011

## Featured in this issue:





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**Richard House**  
London's First Children's Hospice



## Chief Executive's Message

**Welcome to the winter edition of Our House. This newsletter is focused around Harry's Million, which was started by Harry – a member of our Young Adults Group, our fundraising team and the guest editor of this issue.**

We are becoming increasingly aware as to how important it is for those who use our services to become more involved in determining the future of Richard House, as we aim to meet the needs and preferences of children, young people and their families. Therefore, Harry's Million is an exciting step towards raising the vital funds needed to deliver this, and I am especially delighted that Harry is taking the lead here. Well done Harry!

Here at Richard House we are finalising our plans for next year, and continuing to consider how we need to position ourselves to face the future in the longer term. The radical and rapid changes across the public and private sectors in the UK represents enormous challenges but also new opportunities for all health and social care organisations, including those like Richard House. Our strategic aim is to be "rooted within our communities", to really understand how we meet the needs and preferences of children, young people and their families, but also our wider role in our local and wider communities. We are conscious that we have a part to play in East London (and beyond), and to that end, we need to understand our communities

better, and how we engage with other people and other organisations.

We have recently received eight grants from the Department of Health, which the Coalition Government made available as a one off additional fund of £30 million for the children's hospice and palliative care sector in England (and all the money has to be spent by the end of March 2011!). One of these grants is to carry out a scoping exercise to gain better information about our local communities, and to identify a plan about how we can further engage with them.

Obviously we hope Harry's Million will help us reach out further into those communities and raise awareness and funds of what we do.

I hope you enjoy reading about our work through the eyes of Harry – please let us know your feedback if you have any comments to make.

Thank you very much for your ongoing support and without further ado let me hand over to Harry for this very special edition of Our House.

My best wishes,

**Peter Ellis**  
Chief Executive



## The campaign explained



**Harry's Million is a new campaign that came to me when I began working in the fundraising team at Richard House.**

On my third week I came for a meeting with my new boss, Maria. On her computer was a fake £1 million note, so I asked her can I 'ave it. She said: "Yeah, but on one condition - you raise £1 million for Richard House." And Harry's Million was born.

We would like you to help us raise £1 million over the next three years for life-limited children to have the freedom they deserve.

Without your crucial support, children and young people could miss out on the tailored care and support that makes such a difference to their lives.

With your help, Harry's Million will allow us to continue to deliver this care and reach more children and families in need.

On average a child or young person stays at Richard House for two weeks over the course of a year. Or over 1 million seconds. These 1 million seconds are precious and make a real, positive impact to their lives:

**1 million seconds to be free... from the life-limiting conditions that restrict children's lives** both physically and mentally. Richard House offers them freedom, tailored



Imelda Staunton and Harry

to each individual's needs and backed up with the medical and spiritual care they require.

**1 million seconds to be normal... like anyone else.** Richard House allows them to do things that others take for granted, like staying up all night, playing computer games, or even going to the pub for some of the young adults like me.

**1 million seconds to enjoy at Richard House... through the range of exciting activities and experiences we make happen.** Like painting, making and starring in our films, music therapy sessions, day trips to places like London Zoo and much much more.

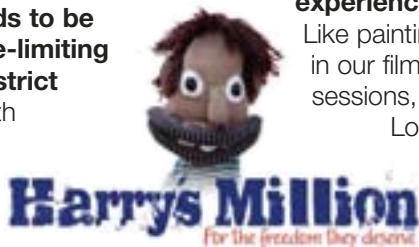
**1 million reasons to give... whatever**

**you can to help Harry and others like him that need your help.**

To help promote the campaign, myself and some of the other youngsters here helped create a puppet called Harry - based on me and which you can read more about in this issue (page 6)! Since then the puppet has been busy interviewing celebrities, including Barbara Windsor, the lovely Debbie McGee and Richard House supporters Imelda Staunton and Jim Carter.

Visit [www.facebook.com/harrysmillion](http://www.facebook.com/harrysmillion) to see the interviews.

Follow Harry's Million and share with your friends and family - together we can raise that million!





## Growing up at Richard House

**Growing up is never easy for any youngster. The journey from being a child to an adult as a disabled person is a potential poker game sometimes you win and sometimes you lose, with many life lessons along the way.**

Would that change be harder if you had a life-limiting condition? How would you be able to have the confidence to express yourself and become the person you want to be without being wrapped up in cotton wool and over protected?

Luckily I've been able to make my mark on the world partly due to my enigmatic personality and modesty but also with thanks to the help and support from people around me including Richard House Children's Hospice.

I am one of Richard House's Young Adult Group members (YAG) and



have been at the hospice since 2001. In the years that I have been going to the hospice, or my home away from home, more than just my clinical needs have been looked after.

If I could sum up the hospice in one word I would say it is freedom.

Richard House has enabled me to get opportunities in life that I never thought would be possible. Not only have they given me support and help with my care needs but they have also assisted me with other things in my life like education and job opportunities.

What makes Richard House really

special is it moves along with you, it helps you and it doesn't abandon you. Normally you're stuck, if you're at home you're stuck there, but at Richard House and the Young Adults Group you're always relaxed and totally free, you don't feel shackled down by your impairments or the things that you have to deal with. You're just happy.

Most children's hospices are unable to provide a service to their young adults once they reach the age of 19. Richard House understood early on that there was a real need for a service like this, and in 2008 they set up the Young Adults Group.



## the life of harry singh



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*“At Richard House you don't feel shackled down by your impairments. You're just free.”*

The Young Adults Group has helped me and my friends, we've grown up at Richard House together. It has helped me explore exciting activities that many other people our age would take for granted as part of their social life, from going to pubs, clubs and the theatre or just staying in, playing some video games and grabbing a pizza or a Chinese with your mates, oh and I love karaoke.

The YAG group went on a weekend away in Blackpool. For us it was the first time we went on holiday without our parents. It was an experience I will never forget. It was

great being with the carers. They were all just like mates because we all have known each other for a while.

It was such a great success. The young adults are planning another trip away for a week to Bognor in the future.

I'm now working at the hospice on a part-time basis in the fundraising team. I really like working at Richard House, it's great

experience for me, and I have learnt so many things that will help me with future employment, so that I can build a life for myself. None of this would have been possible without Richard House and that's what motivates me to help raise funds for other children in a similar situation to me. I get to give something back to the hospice that still gives me so much.

And hopefully Harry's Million will help even more and ensure that Richard House keeps going.





## How I became a screen icon

**In case you didn't know, some of the key faces of Richard House have had the full puppet treatment.**

It's all courtesy of a link-up between Richard House and Absolutely Cuckoo, the creators of the iconic children's CBeebies programme Waybuloo.

Absolutely Cuckoo founders, Dan Good and his partner Lucy Chesher, came in to the hospice and working with some of Richard House's children helped transform six people into puppets.

The six were Irene Chamberlain, our receptionist; chief exec Peter Ellis; Nike Adebayo, one of our siblings; Cara Smith, one of the children at Richard House; transitional lead Neil Williamson; and of course yours truly, Harry Singh.

In our puppet form - the six of us are now the stars of a new film that highlights the work that goes on at Richard House. You can view it on our website and on our Facebook page.

It was all great fun - and I caught up with Dan to ask him what he made of the experience and how he's enjoyed the link up with Richard House.

Dan said: "We'd made a couple of films for an NHS Trust about children's mental health - and it was there that we started to understand the power of our puppets to communicate powerful messages. It was then that we contacted Richard House.

"My partner Lucy Chesher and I decided early



Dan Good, creator of Waybuloo with the six new Richard House puppets.

on that if we were going to make a film about the hospice it would be as much by the kids as possible. So a group of children, siblings and young adults worked with us to draw the puppets and then create them from socks and fabric. We simply cleaned them up and refined them a little before filming.

"It was a fairly simple process. Choose a sock, stick some eyes on it. Make it look like the funniest and/or ugliest version of the person it is supposed to represent, and off you go!

"Irene was my favourite to make because of the great big mouth, on the puppet not the subject! We also really enjoyed making and puppeteering Cara. She was so



Josh and Neil work on the puppets



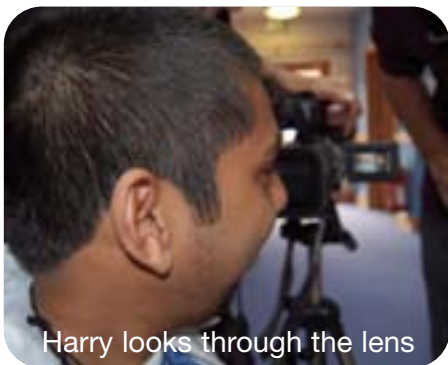
## harry's million news

definite about her views and opinions that it was really easy to bring her to life as a puppet.

“As for the hardest to make? Well that’s easy, it was Harry. He needed a body, arms and hands, whereas the others were just talking heads.

“In fact we still have not quite finished Harry, he keeps coming back for changes.

“It’s all because his new found celebrity status is turning him into a bit of a diva! The latest thing is that the puppet does not have enough bling.”



Harry looks through the lens

I asked him what he really enjoyed about working with Richard House. “It’s all been great, really,” said Dan. “We loved watching Neil trashing the Wendy house in the garden to make Josh and Cara laugh. I enjoyed being constantly chased around by Ruby. Discussing fine malt whiskies (ha ha) with you.

“It was all very funny! The subject matter is also very emotional so it was

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*“It was a fairly simple process. Choose a sock, stick some eyes on it. Make it look like the funniest and/or ugliest version of the person it is supposed to represent, and off you go!”*



Nike, Josh and Lucy work away

quite tough at times too.

“But just hanging out with the group, chatting, drawing, sewing, having a laugh, was really special. Richard House is such a happy place, I suppose I did not expect that, in a way.”

It’s all a long way from Dan’s early childhood sitting in front of Bagpuss, but the path was already shaping even then.

“Bagpuss was my favourite show as a kid. But I moved on to much more bonkers favourites after that... The Banana Splits, Button Moon, Magic Roundabout, Chorlton and the Wheelies...I liked the weird ones! All this kind of stuff has really inspired the work we do in kids TV now.

“The idea for Waybuloo started life a bit of a zen-like philosophy for helping children to be happy and content, ‘a WAY’. When we

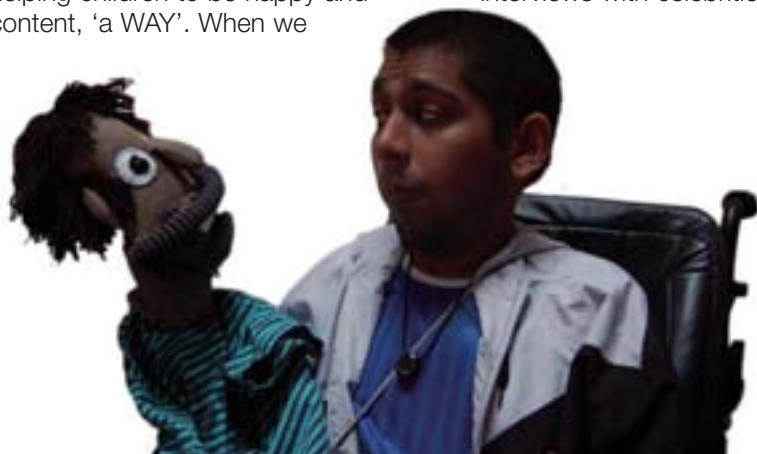
decided on floatation as the representation of happiness, the big balloon-like heads seemed right...and lovely big eyes to show lots of emotion.”

As for the future, well sometimes Dan is all take take take. And he’s got a few specific aims for me and the Harry’s Million campaign.

“We are really big fans of Jamie Oliver so I want you to grab him. That would be really powerful, fun and emotive. But, for your sake...I’m going to say go get Kelly Brook instead!”

That’s better!

Since then Dan and the Waybuloo team launched the film at Richard House at the start of December, and Dan continues to be involved with the filming of Harry and the puppet’s interviews with celebrities.





## Making the transition

**One thing I've learnt about Richard House is that it doesn't like to stand still and that goes for transition as well.**

The Young Adults Group has been great, but Richard House is keen to go further and this summer the hospice began building closer links with the neighbouring adult hospice St Joseph's in Hackney.

The two organisations ran a specialist summer camp for young adults throughout August. The camp was an opportunity for young people like me to have fun and find out about the care on offer there.

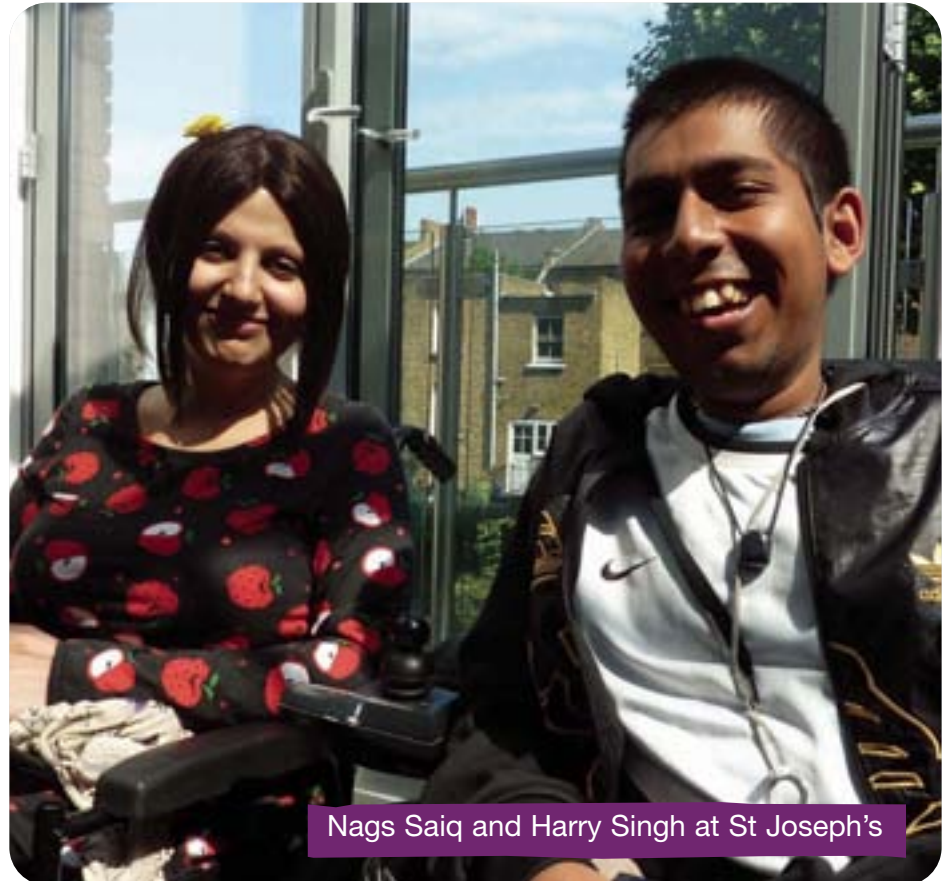
Ten of us went across and were given the chance to tour the hospice, get benefits advice, have some occupational therapy and enjoy a range of entertainment.

It was also a great opportunity to break down a few barriers and smash a few preconceptions.

It is an incredible step forward for both Richard House and St Joseph's. Transition from a children's to an adult hospice is quite a difficult and daunting process for many reasons. For example, the nursing styles and types of conditions treated are very different.

Nursing in adult hospices is different as they normally care for people who develop conditions later on in life. People who have lived a full life with a range of experiences unlike young adults who have had a life-limiting condition for all or most of their lives.

When these youngsters, like me, move onto an adult hospice the care



Nags Saiq and Harry Singh at St Joseph's

teams aren't always equipped to deal with some of the specialist medical needs we have and also provide us with the unique activities that Richard House does. A lot of adult hospices are unable to accept young people unless they are in their final days, but that is not the case with St Joseph's.

Neil Williamson, a senior nurse here has been leading on transition at Richard House and I asked him what the new tie up actually means to him. He said: "Both hospices are dedicated to ensuring that the transition from London's first children's hospice to the adult hospice in Hackney is a smooth one. The summer camps were an excellent starting point for that process and

the feedback has been very positive. And there's more we can do."

Richard House is now looking at a range of other options and programmes to further strengthen the ties between the two organisations.

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*"A lot of adult hospices are unable to accept young people unless they are in their final days, but this is not the case at St Joseph's."*



## A sparkling night with the stars

**It is nice to mix it with the stars - as I've been doing over the last few months for Harry's Million - and our annual ball was another event where the great and the good came out to support Richard House.**

Held at the Grange Hotel in St Pauls in early November, celebrities Imelda Staunton, Jim Carter and Kulvinder Ghir joined 400 other attendees at a glamorous charity ball which raised in excess of £100,000 for the hospice.

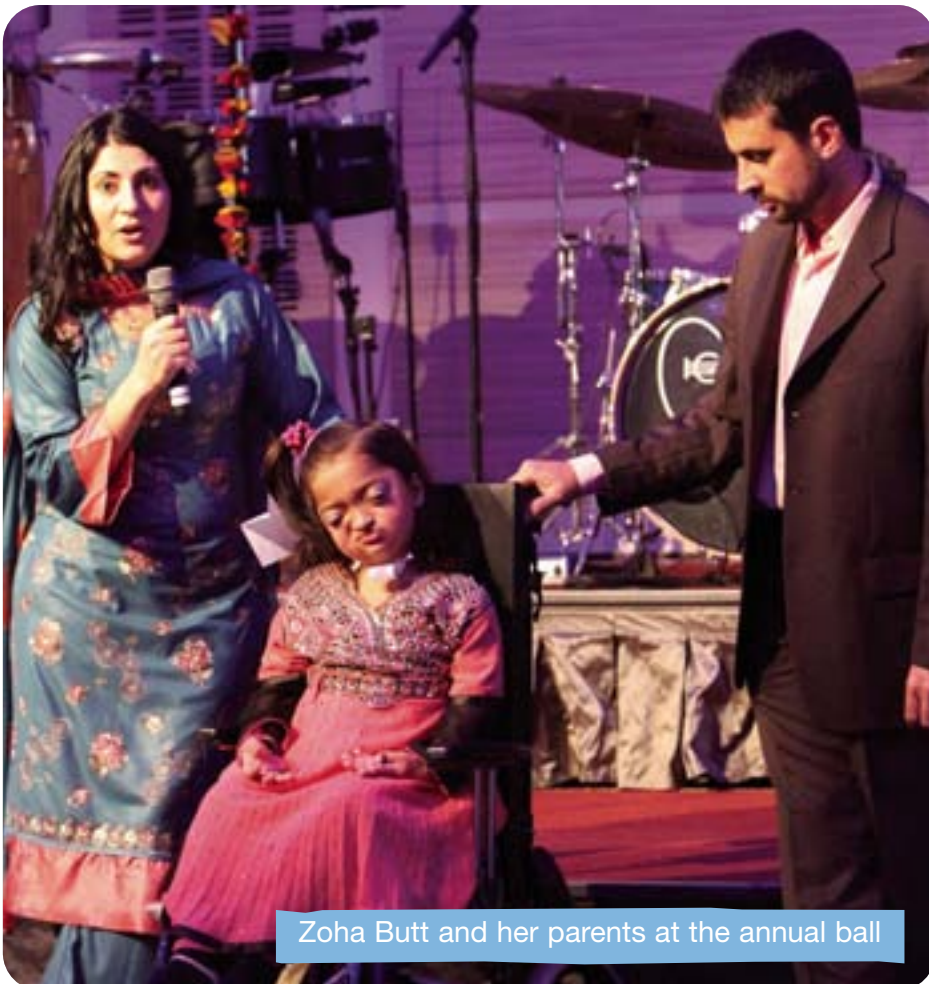
The evening started with a few party games from Richard House patron and Harry Potter star Imelda and her husband Jim, who stars in *Downton Abbey*, to raise a bit of dosh. Then Imelda gave a reading on behalf of a Richard House family, before celebrity supporter Kulvinder, from *Goodness Gracious Me*, took to the stage to perform a comedy skit.

Then it was the turn of one of the true stars of Richard House to take the limelight, when the parents of one of the hospice's children, Zoha Butt, spoke about what Richard House means to them.

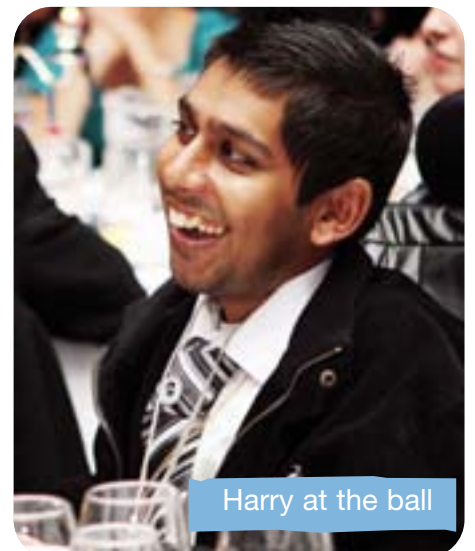
I spoke to her mum afterwards, and she said: "It was a magical experience for us as it was a chance for us to take our princess to a ball. Zoha has a rare condition called Marble Bone Disease and is the oldest surviving person with this disorder, as most children are only expected to live until they are of the age of seven, at best nine. We believe the care that Richard House has given her has made her healthier and stronger and defeat these odds.

"Money raised from events like the ball will help Zoha and the other children at Richard House to continue to receive the care that they need but will also enable the hospice to give them fun-filled activities, which makes Zoha smile and provides us with happy memories."

Unique prizes including a signed Rolling Stones guitar, a basketball signed by Seb Coe, Sally Gunnell and other members of the Olympic committee, as well as a Liverpool football package donated by hospice patron Joe Cole were all auctioned in aid of the charity.



Zoha Butt and her parents at the annual ball



Harry at the ball



## Under the spotlight

Colin Byrne, Chief Executive of Weber Shandwick's UK and EMEA region



### How did you get involved in working on Harry's Million?

I know Maria Barry of old and have always admired her and her work. She told me about the hospice, took me there, I was moved and hooked.

### What about Harry's Million appeals to Weber Shandwick?

We like big bold challenges, we like working with passionate people and great issues or causes. We also liked the digital element and the creative thinking behind the campaign.

### How many staff are involved in the partnership and how are they involved?

Four or five depending on what's being done.

### What are the big benefits to Weber Shandwick in working with Richard House on Harry's Million?

It's an innovative campaign. A lot of our clients want to do something bold but often want to do it gradually. There is a sense of urgency and 'let's go for it' about this campaign, and we are all learning together as we go along. At WS we adopt one or two pro bono campaigns a year, and we like there to be a good fit in terms of the people we work with and the methods used.

### How do you envisage Harry's Million developing over the next three years?

I think it will be a big success and set a benchmark for other non-profits.

### Why is online social networking so crucial to Harry's Million?

Because the campaign has to reach way beyond its core stakeholders and audience, and has to make maximum use of the precious input to celebrities. It has to become a word of mouth phenomenon.

### What can people do to support Harry's Million?

Talk about it, spread the word, advocate it, donate!

### What is the highlight of your partnership?

Working with Harry and the team to make a real difference to the lives of people who deserve a break.

### What ideas have you got planned for the future for the partnership?

At the moment we are learning together as we go along. But whatever our teams come up with will be ground breaking and exciting. And tremendously worthwhile.

## Corporate round-ups

We are very grateful to the following companies:

**Field Fisher Waterhouse** – who sponsored the Harry's Million eYeka video competition and have been busy raising funds through their £10 seed challenge.

**Grosvenor** raised an amazing £35,000 through their Grosvenor's Got Talent evening, with more funds still coming in.

Long-term supporters **Weil** and Olympic site based **Volker Highways** both sponsored different aspects of our Annual Ball, ensuring more money on the night went directly to Richard House.

New supporters **Barlow, Lyde & Gilbert** raised a superb £7,500 from a quiz night and are continuing their support of Richard House as a charity of the year.

**White & Case** raised a fantastic £5,000 from their annual quiz night, which yours truly was lucky enough to attend.

Society members and long-term supporters **Hiscox** continued their support through a quiz raising £4,000, their annual Christmas donation and Christmas raffle. Special thanks to Terry Kemp for all his support of Richard House and enjoy your well deserved retirement.

And finally, a huge thank you to Stephen Green at **CitiGroup** who took on the XL Factor 'Fat Banker Challenge', shedding pounds and raising a whopping £10,000 for Richard House in the process.



## Stepping out in the community



In the week before Christmas, a number of the Hammers dropped in on the hospice. **West Ham United** are long-term supporters of Richard House – and premier league stars Mark Noble, Tal Ben Haim, Jack Collison, Victor Obinna, Kieron Dyer, Pablo Barrera and Peter Kurucz put smiles on the kids, families and staff's faces with their visit and several bag loads of gifts. The players even put their hands in their own pockets to donate £2,165 to the hospice. And Mark Noble is now all set

to become a Richard House patron. Still won't stop me from supporting Liverpool though!



**The London Doctors Orchestra and Choir** put on a brilliant performance in aid of Richard House on 16 October at the Holy Trinity Church in posh South Kensington. They sang their hearts out for us to the tune of Mozart, Nicolai and more, lovely jubbly!

**Gallions Reach** supported us again this year with all the proceeds from their 2010 Christmas Extravaganza coming to Richard House – nice one. There was loads going on, including an outdoor ice rink and a fancy European market selling German food, maybe they'll sell some curry next year for me! In the end they raised around £1659, and there's still more rollin' in!

Richard House has been busy over the last few months marking the festive season. On 12 December there was the hospice's annual **Santas on the Run** race down the South Bank. Around 160 people raised £10,000 – with yours truly among those donning the red hat and beard for the dash. Then four days later and it was Richard House's Carol Service at All Saints Church in Poplar. The local school choir from St Saviours Primary School sung at the service, belting out classic Christmas carols and readings were given by supporters and ambassadors of Richard House. With the great entertainment and light refreshments provided afterwards the evening was great, not even Scrooge himself could have ruined our 'Christmas Carol'!



This year the Hindu festival of light Diwali and the Islamic festival of Eid-ul-Adha fell on the same week, and because we're all a big mash-up of cultures and colours here at Richard House we put on our first event to celebrate them.

We called it the **Festival of Light**. Loads of people braved the cold weather at the end of November, including Iman Qayum (our patron and the Imam of the East London Mosque). It was a great night, and I definitely had a good time. We even had our own Richard House celeb perform for us as Murad sang the night away.



## Events

This year promises to be an exciting one for Richard House with a number of new activities to get involved with.

### WEAR RED

7-11 February 2011

In the build up to Valentine's Day, why not join our WEAR RED day? For a minimum donation of £1 you too can help support the hospice by Wearing Red. Contact **Ben Alonso** on **020 7540 0230** or email **BenA@richardhouse.org.uk**

### Virgin London Marathon

17 April 2011

If you have your own place in the world's premier marathon, why not join our team and we promise to support you every step of the way. Email **events@richardhouse.org.uk** or call **020 7540 0204**.

### 10 Bridge Walk

15 May 2011 – Central London

After the success of last year's 10 Bridge Walk, Richard House will be going for it again. Starting at Clapham Common, the walk will wind its way across London's iconic bridges ending at Tower Bridge. Registration fee is £15, minimum sponsorship is £50. Visit [www.richardhouse.org/10bridgewalk](http://www.richardhouse.org/10bridgewalk)

Call **Ben Alonso** on **020 7540 0230** or email **BenA@richardhouse.org.uk**

### Ladies Midnight Walk

25 June 2011 – London City Airport

Richard House will be hosting its first ever Midnight Walk. The 10-mile route will check in at London City Airport and head round Canary Wharf. Walk under the stars and stop off at three exotic-themed locations. £15 registration fee and a minimum sponsorship of £100.

Visit [www.richardhouse.org/midnightwalk](http://www.richardhouse.org/midnightwalk) or call **the events team** on **020 7540 0204**.

### The Zambezi Canoe Challenge

2-15 September 2011

Experience the trip of a lifetime spending six days canoeing down the Lower Zambezi River in two-man canoes. Spend a few days helping on a local project to improve facilities for children who are HIV positive. £350 registration fee and a minimum of £3600 sponsorship. Email **events@richardhouse.org.uk** or call **020 7540 0204**.

## eYeka and Top PR chip in

Co-creation community eYeka and leading international PR agency Weber Shandwick have really got behind Harry's Million.

eYeka helped Harry's Million get off to a flying start, running an amazing video competition, inviting amateur filmmakers to say 'what they would do if they had £1 million'. The results were superb with films ranging from the funny to some clever animations and even a song! You can view the winning entries on our Harry's Million YouTube channel or on our Facebook page

[www.facebook.com/harrysmillion](http://www.facebook.com/harrysmillion)

Weber Shandwick have been instrumental in securing some of the celebrity interviews that I have done these past few months. These include the lovely Debbie McGee, who tells us about her love of curries, Nick Hewer, Lord Sugar's faithful advisor from the Apprentice, and the real East Ender Barbara Windsor. You can view all of my interviews with these celebrities on our Facebook page

[www.facebook.com/harrysmillion](http://www.facebook.com/harrysmillion)

Thanks to everyone at eYeka and Weber Shandwick for all their help so far. And a special thank you to Lloyd Pestell at Courage Media for filming and editing all the interviews – top man Lloyd!

## Legacy

Leaving a gift in your Will is a great way to ensure that Richard House can continue to make a difference not only now but in the future. Consider it as a way of supporting the hospice that costs nothing now. Whether it is £5 or £500,000 Richard House will treasure any gift you are able to make. Obviously family come first, but a gift to Richard House will show just how important you think the hospice is.

A gift doesn't have to be money. The hospice will gratefully receive any gift that you think could be turned into something that will help Richard House. To find out more contact Richard House's Individual Giving Manager, **Grey Msonthi**, at **greym@richardhouse.org.uk** or call **020 7540 0229**.