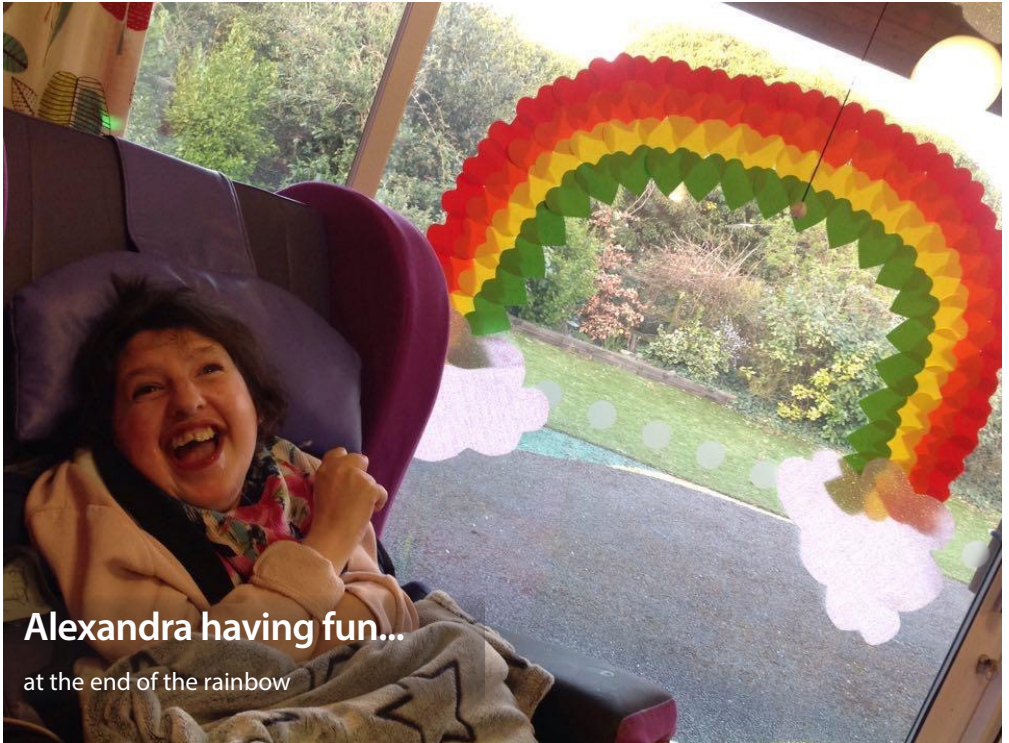


# Martha NEWS



Autumn 2020



Alexandra having fun...  
at the end of the rainbow



Enjoying the shade



Fundraising heroes



Thank you all!



Throughout this newsletter, you will see tributes to our amazing staff at Martha. It is hard to put into words their wonderful dedication since we went into lockdown due to Covid. I wanted though to pay tribute to the families of our residents through these very difficult months. Being parents to a person with profound and multiple disabilities is hugely challenging but perhaps even more so when they cannot visit the homes and have to rely totally on the Martha staff to care for their loved ones. To help them we have a wise Parents Representative Group who meet with the management team by Zoom each week, who have set up various social media support groups to bring families together. Alongside, supporting all of us, have been a wide variety of people and organisations who have provided financial help. I am proud to say that all these things make Martha a very special place and I could not be more proud of being the organisation's Chief Executive.

George White  
CEO Martha Trust

## Rising to the Challenge

The Covid-19 pandemic has been a challenging and distressing time for many and we are very mindful of the impact this continues to have, not only on the wider community, but also the Martha community. It has been felt particularly by our residents and their families, who until very recently have not been able to visit their loved ones due to shielding.

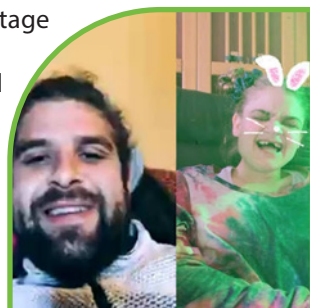
At Martha we have been humbled by the total dedication and commitment of our staff across all areas of the organisation during this difficult time. And so we want to take this opportunity to celebrate the achievements of our care team and give you an insight into the very different life at Martha over the past few months.

Having gone into lockdown in March, we have had to be creative in our efforts to keep the individuals we support engaged, entertained and healthy. Our amazing care teams have worked

tirelessly through a very hot spring and summer, valiantly dressed in full PPE, with the sole focus of providing a safe and stimulating environment for everyone who lives here.

Technology has played an important role, with most families taking advantage of Skype, Facetime and WhatsApp to have virtual 'visits' with their family members.

Even Panos, our music therapist, has managed to continue with individual and group online music sessions at Deal, which both residents and staff have participated in with gusto!



## Martha News online

We keep our production costs to an absolute minimum, but you could help us save even more money by signing up to our newsletter by email.

Simply email us at [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) quoting 'Martha News' in the subject line. You will then receive your newsletter in pdf format, so it won't even clog up your inbox!

## Follow us

on Facebook and Twitter



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Of course, the opportunity to have a water fight during the heatwave could not be missed - the unsuspecting management team at Mary House falling victim to many soggy ambushes.

We are blessed with beautiful grounds and shaded outdoor spaces at both Deal and Hastings, which has provided many opportunities to take advantage of the wonderful weather in recent months. Giant outdoor games have been in constant use in shady spots beneath sail awnings and trees.



As well as tinkering on the piano, Peter is a big fan of playing catch indoors and, having grown up on a farm, was so excited to have lots of time to pursue his hobby out in the fresh air.

Even recent high winds have not deterred us. We have seen and heard residents and staff roaring with laughter as they have flown kites together, often wondering who is having the most fun!

You may wonder what we have been up to on days when the weather has let us down? Well, the Notting Hill Carnival may have been cancelled, but the Martha Hill Carnival was in full swing. And the bright, cheery activity centre buzzed with excitement as decorations were created for the big day.





## ...Rising to the Challenge

Although we can never take the place of a hug with their families, trips out to the cinema, carriage riding or a visit to the sea front, it has been a joy to observe the staff working so hard to fill this void by creating a fun, carefree and active home life for our residents.

As well as supporting our residents it has been equally important to support their families. To enable them to feel closer to what has been happening in their family member's daily lives, we have rolled out access to our electronic care plan family portal called Care Note Story. It gives a snapshot each day of their loved one's health and wellbeing, giving reassurance during this understandably worrying time.

We have also been communicating with families on a very regular basis, and are very lucky to have such a supportive and proactive Parent Representative Group. As well as attending fortnightly online meetings with the management team, they have set up a family Facebook page and dedicated WhatsApp group to share their thoughts and give each other support. We also held our first virtual Family Forum by Zoom in June, which enabled us to bring together families from both sites for the first time.

The feedback from families during the lockdown has been, without exception, both generous and supportive. Here are just a few of the comments we have received:

*"Just wanted to let you know how much we appreciate all the efforts management are making in order to protect our relatives at this extraordinarily difficult time. No easy task, especially when you all have your own families to look after as well. The nurses and carers are doing a fantastic job keeping us in touch... and we are so thankful that our son is living with such caring and supportive staff."*

*"We are so grateful for the support the staff and home have given us over the last three months. We are also grateful to them for keeping our relative safe and well. Thank you."*

*"We see a continuous improvement in care, completely embraced by all the staff we meet. Martha Trust is holistically caring, families are welcome members of the Martha Team. We would be lost without them."*

*"It has been very difficult not visiting during the Covid 19 outbreak. However the Facetime facilities have been a godsend. Delighted that Martha has remained pandemic free thanks to the efforts of the staff and management."*

*"The adjectives that best describe all of you at Martha Trust are – compassion, kindness and commitment THANK YOU."*

The restrictions of living with the threat of Covid-19 in a care home can at times feel overwhelming, but we are extremely proud of our support workers, senior support workers, nurses, management team and head office staff. They have supported each other and shown such resilience and determination, all the while ensuring there is laughter echoing around each of our three homes. We thank them all.

## Martha's Fundraising 'Lockdown Heroes'



We'd like to say a huge well done and thank you to our lockdown heroes!



### Steven's World Gone Wrong

Children's author Steven Vinacour came on board to support Martha with a children's book he has written and produced in lockdown, with the assistance of 191 co-authors!

He ran creative writing sessions online with his family, with the idea the viewers would come up with all the ideas for a story.

The response was amazing and they had over 400,000 children tune in from all over the world!

The book can be downloaded free of charge, however Steven is encouraging people to make a donation to Martha.

Steven raised £140 via his Just Giving page, to support his fundraising at <https://bit.ly/3e7O4q2>



### Dawn to Dusk

Pilot Nic undertook the Dawn - Dusk Challenge in her G-TECC aeroplane along with one of her treasured bears, raising over £1,000 for Martha.

The challenge took Nic over nine hours. She covered 574 nautical miles and has written a book about the challenge which will now be sent in as her competition entry to this worldwide challenge!



## 20,000 Pitch Challenge

Sir Roger Manwood's School Senior Boys Rugby Team undertook a 20,000 Pitch Challenge in aid of Martha.



20 players cycled, ran and walked the equivalent of 20,000 rugby pitches, which is approximately 2000km, however in the week long challenge they ended up completing a staggering 2977km and have so far raised over £1272! A HUGE "Well Done" and "Thank You!"



## Land's End to John O'Groats

Nick Luckhurst's Slimming World groups took on the Land's End to John O'Groats Challenge.

38 group members took part. They cycled, swam and walked the distance over a week and raised £200 for Martha.

## Masks for Martha

Long term supporter Pat Wilson has raised an incredible £8,500 for Martha through making her fabric face masks!

Pat is no stranger to supporting Martha, having embarked on two car challenges – Rome or Bust and Monte Carlo Madness, raising in excess of £13k with her friend Jill Burford.

Pat started making the masks initially for neighbours and friends in the street she lives in, however as more people were asking for the masks and wanting to donate, she saw it as a perfect opportunity to raise money for the charity that is close to her heart.

Pat and her friend Mary are covering the cost of materials so all monies donated go directly to our amazing residents.



If you would like to order a face mask and support Pat's project, please visit her fundraising page at <https://bit.ly/3cprV6s> or contact our fundraising team on **01304 610448**



## The 2.6 Challenge

Martha were fortunate to have a number of supporters take up the 2.6 Challenge.



Tony took on a 50km bike ride and raised £300!



Kerry and Simon completed a 26 mile bike ride raising £170!



Brett took on the #twopointsixchallenge with a 100km indoor cycle challenge in aid of Martha Trust and has raised over £3,000!

His daughter Charlotte who lives at Martha, was on Facetime with him as he crossed the finish line!





# Ways to get involved

Martha, like our peers in the charity sector, has been significantly impacted by the current COVID-19 pandemic, especially our ability to fundraise. With many of our fundraising events having to be cancelled it has left us with a big gap in our voluntary income. Our fundraising is crucial and pays for the extras like our hydro pools, activities and specialist equipment, that make the difference between sympathetic, holistic care and just minding someone.

Here are our Top Ten ways you can help to support Martha at this time...

...encourage your friends and family to do the same!

## 1 Support our Christmas raffle

We have some amazing prizes this year, including our top prize an overnight stay in London and theatre tickets for two! 2nd and 3rd prizes are £150 and £100 respectively.

It is a great way to support Martha Trust at Christmas. We'd love to hear from you if you would like to be a raffle seller, taking extra tickets to sell on to friends and family. Tickets cost £1 each and are available to purchase individually or in books of five.

To purchase tickets please complete the stubs of the tickets enclosed and return them along with your payment to **Martha Trust, Homestead Lane, Hacklinge, Deal, Kent, CT14 0PG.**

If you would like to purchase extra tickets please call us on **01304 610448.**

## 2 Help us spread the word

Follow us on Facebook and invite friends and family to do the same. Simply go to your liked pages, find Martha Trust and select 'invite friends to like Martha Trust Facebook page'.

If all our current followers got just one more person to follow us we could double our reach from – 2,847 to 5,694!

## 3 Become a Martha Champion

Join our team of Martha Champions and help make a difference to the lives of people with profound disabilities!

Set yourself a personal challenge and raise sponsorship online by setting up a Virgin Money Giving or Just Giving page. Or use a skill to raise money for Martha.

## 4 Make a difference when shopping online

Next time you need to pick something up online, visit **easyfundraising.org.uk** and support Martha Trust while you shop. Easyfundraising.org.uk is an extensive online shopping directory which boasts over 2,700 of the biggest names in online retailing including Amazon, M&S, Boots, Next, Argos and John Lewis. It's free to register and they will donate up to 15% of the purchase price back to Martha.

Or if you are shopping with Amazon, then use **AmazonSmile**. AmazonSmile works in the same way as amazon.co.uk, the only difference being they will automatically donate 0.5% of eligible purchases to Martha! Simply go to smile.amazon.co.uk and log on with your normal Amazon account and start shopping!

## 5 Sign up to the Dover Lotto

The Dover Lotto is a great way to support Martha, and you are in with a chance of winning a £25,000 jackpot! Tickets cost £1 with 50% of the ticket sale going to Martha Trust! Visit [www.doverlotto.com](http://www.doverlotto.com) or call **01304 776123** 9am-5.30pm Monday – Friday.

## 6 Set up a Facebook Fundraiser

Search Martha Trust on your Facebook, click on 'fundraiser' and select 'Raise Money' and follow the steps to set up your own fundraiser. You'll be amazed by the generosity of your friends.

## 7 Nominate Martha

Nominate Martha for the token scheme in your local supermarket or for any charity of the year schemes in the local community or place of work.

## 8 Support one of Martha's fundraising events in 2020/21

Book tickets for one of our organised fundraising events set to take place later in the year or in 2021. Have something to look forward to – we've got a great line up to choose from. Whether you'd like to join us for our Drive-in Cinema Christmas showing of Elf and Home Alone, join us for live music next Summer at one of our Music4Martha events, or if you are a keen golfer book a team at one of our charity golf days. Book online or call **01304 610448.**

## 9 Donate unwanted bottles or gifts

Martha are always in need of unopened bottles of drink for our barrow of boozes, and new and unused gifts for our raffles and tombolas! We ask you simply bag them up and get in touch with us on **01304 610448** or email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)

## 10 Make a donation

Making a donation to Martha, whatever the size, will help make a huge difference to us at this time. Make a donation online at **[www.marthatrust.org.uk/donate](http://www.marthatrust.org.uk/donate)** or post to **Martha Trust, Homestead Lane, Hacklinge, Deal, CT14 0PG.**

## Give in Memory

Martha has seen a growth in 'in memory' donations, in the last three years we have received an incredible £17,000 donated in memory of a loved one. This makes a big difference to a charity of our size.

Making a donation in memory of a loved one is a positive way of commemorating a life. There are three simple ways you can donate to Martha in this way

**1 Make a gift in memory** – give an online donation at [www.marthatrust.org.uk](http://www.marthatrust.org.uk)/donate or send a cheque.

**2 Hold a funeral collection** – collecting donations at a funeral or a remembrance service is a simple way for family and friends to join you in making a gift in memory of a loved one. Most funeral directors are happy to help with collections and will make sure all donations are passed on to Martha Trust.

## 3 Set up an online in memory page

– an in memory page is a great way for friends and family to celebrate and remember someone special. You can do many things with an in memory page, including posting stories, sharing pictures and memories, make a donation or use the page for events. An in memory page also shows the total raised in your loved one's name, so that everyone can see what they have achieved.

It's quick and easy to create an in memory page by using sites like Memory Giving, Just Giving and Virgin Money Giving. They provide a simple, sensitive way to remember a loved one and take you through a simple step-by-step process to create your page.

If you'd like help or advice on in memory giving then please call us on **01304 610448** or email **[fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)**

# THANK YOU

The support for Martha from the local community and businesses is amazing! We'd like to say a HUGE thank you for the amazing support Martha have received during the pandemic.

♥ To all the key workers across the UK who kept the country going throughout lockdown. With very special thanks to our wonderful teams at Martha Trust - who go above and beyond each and every single day - we are extremely proud of you

♥ Deal Judo Club and Warden House Primary School for their kind donation of Easter eggs for residents and staff

♥ The donations received from our generous supporters during lockdown including

£10,000 from the National Lottery Coronavirus Community Fund  
£400 from Neighbourly Community Fund  
£3,000 from Hastings Direct Community Fund  
£333 from Waitrose in Hythe, through their Community Matters Scheme  
£1,000 from Dover Lions  
£2,500 from Dover Rotary  
£4,000 from Kent Community Foundation  
£2,000 from the Hospital Saturday Fund for PPE  
£200 from Wellington Lodge  
£5,333 from Direction Law  
£2,591 from Jarmans Solicitors

♥ All local businesses that supported our staff raffle

♥ We have been extremely fortunate to secure donations of PPE from the local funding authorities, schools, businesses and sewing groups.

Special thanks go out to:

Arron Chandler  
Astor College  
Deal Co-op  
Deal With It – Transition Deal  
Dover Christ Church Academy  
Dover Grammar School for Boys  
Esther for her batch of clear visor masks  
East Kent Freemasons  
Goodwin Academy  
Hasting Makers for NHS and keyworkers  
Hastings Supports our NHS staff

Herringbone Kitchens  
Manna Hutte Garage  
Maskeraid  
Portal House School  
Safer Stronger Communities in Dover District  
Sandwich Technology School  
Sarah Vidler  
Sir Roger Manwood's School,  
The Canterbury Academy  
The Towers School







# Life in Lockdown

