

Martha
Trust is
unique -
and so are
the people
we care for...

Fun loving,
music
loving,
camera
loving Suzy
is the life
and soul of
any party...



The Ability
Swing at
Mary House
has been one
of the most
successful
purchases
we've ever
made...





2009 – a great year for Martha



Martha Trust is unique - and so are the people we care for.

Our residents have profound physical disabilities, multiple learning disabilities, and great potential.

And it's our job to unlock that potential.

2009 has been an extraordinary year for Martha. We've built an extension and a hydrotherapy pool, welcomed seven new people to our homes, launched a major fundraising campaign, completed our therapy rooms, explored the possibility of expanding further into Kent, and watched each of our residents continue to blossom and grow.

There are some major challenges looming, not least the rising demand for our services alongside cuts in public expenditure. But Martha is in robust health, and as well as performing even better than expected financially, we've increased our unrestricted income, built up our reserves and strengthened our fundraising. I am confident that Martha will meet every challenge in the year ahead. More importantly, we will continue to make sure that people with profound disabilities achieve their potential, lead full lives, and are as active and independent as they can possibly be.

Graham Simmons, CEO

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Headlines for 2009

2009 has proven both a busy and significant year for Martha Trust and one that we're particularly proud of.

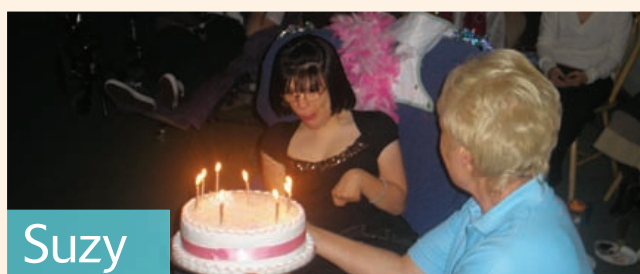
- We were awarded a top category of 'Excellent' in a number of key aspects of care, and an overall 'Good' rating attracting 2 stars by the Care Quality Commission
- We finished phase 3 of our Mary House project in August, just two months behind schedule and on budget. At a total cost £1.4m, work has included a new hydrotherapy pool and accommodation for four new residents
- We devised a new fundraising and marketing strategy, appointed a Fundraising & Communications Manager and strengthened the Fundraising Team
- For the first time we've been able to build unrestricted reserves
- We now have a fully equipped therapy suite in Deal complete with a full programme of activities to enhance the lives of our residents
- We achieved stronger financial results than expected and an excellent external audit appraisal
- We held our first Trustee training day and launched our now regular Family Forums to promote good communication with parents and families
- And we developed a new funding calculator to help us demonstrate good value for money



Residents and staff met The Princess Royal when she opened the new extension to Frances House in December with a sun room and accommodation for three new residents

People behind the headlines

Here are just a few of the people who have made 2009 so memorable.



Suzy

Fun loving, music loving, camera loving

Suzy is the life and soul of any party. Having gradually lost mobility growing up, Suzy has been able to regain some of her movement thanks to a Rifton Pacer Gait Trainer from St Leonard's Rotary.

The gait trainer gives Suzy far greater freedom, particularly when exercising. And by raising her up to a standing position, it brings Suzy face-to-face with the people around her.



Alison

Alison has become a qualified trainer in

MOVE, an extraordinary programme that will ultimately help our residents to sit more independently.

Michelle has become the first support worker at Martha to be trained under Alison as a MOVE practitioner. Together, they've been working intensively with residents like Charlene to help them to sit, giving them the freedom to interact with those around them and enjoy their surroundings without the restrictions of a wheelchair.



Tracey

Tracey began working for Martha

when she was just 16. Having left school to begin college, a brief spell at Martha convinced Tracey that this was where she wanted to be.

20 years on and Tracey has been the driving force behind Martha's new therapy suite, not only creating some of the sensory equipment herself at a great cost saving to Martha, but also developing individually tailored programmes for each resident. With her extensive expertise and genuine understanding of the unique abilities of each of her 'guys', Tracey is a vital component to life at Martha.



Alexandra

Alexandra's parents were forced to

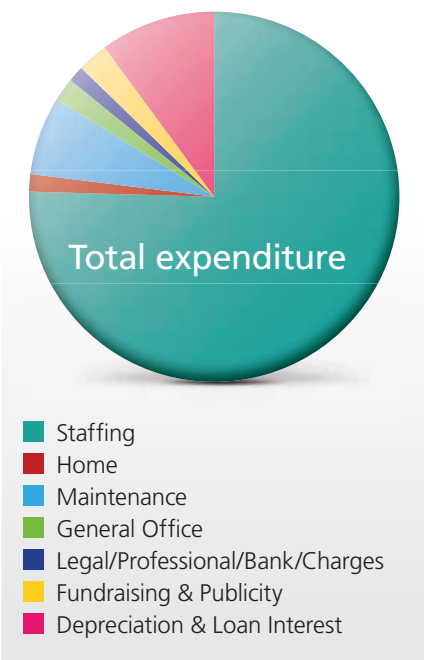
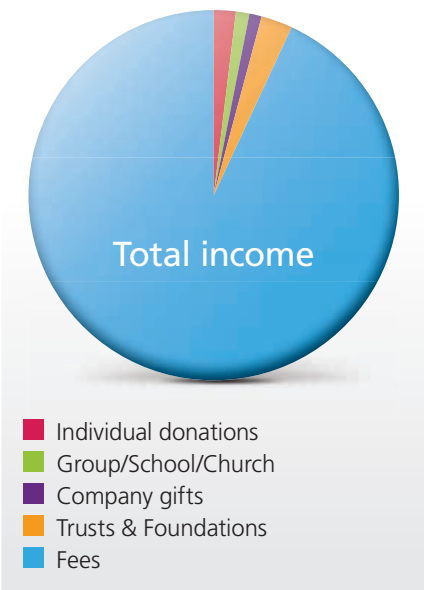
consider their daughter's long-term future when the college she attended could no longer manage her needs. But handing over the care of someone as special as Alexandra was almost impossible and neither John nor Linda could imagine anyone loving or caring for their daughter as much as they had.

But in the 18 months that Alexandra has been with Martha they have seen her blossom into a confident and outgoing young woman who loves her life and is loved by everyone around her.

Financial snapshot

By the end of 2009 we had exceeded our forecasts:

- Total income - **£3.54m**
- Total expenditure - **£3.39m**



Money in, money out

Martha was paid £3,288,544 in 2009 by Local Authorities and Primary Care Trusts to care for our residents. This money went a long way, providing:

- round-the-clock care for 33 people with PMLD
- running a Day Care Centre for 4 young adults who have just finished full-time education
- and offering respite care to nine different families to give them a vital break from caring.

All other costs from activities, outings and holidays through to specialist equipment and building extensions were paid for through our own fundraising efforts which in 2009

totalled £247,769. Among other things, we were able to:

- complete the extensions to Mary House in Hastings and Frances House in Deal
- build our new hydrotherapy pool at Mary House giving everyone at Martha regular access to the invaluable benefits of hydrotherapy
- take our residents on a fabulous holiday to Dorset
- complete our therapy suite
- and invest in the development of our staff with 30% of our support staff now NVQ qualified and many others working towards this.

Looking after the pennies



When work finished on our new hydrotherapy pool in Hastings, we set about raising funds for our old pool in Deal which is in urgent need of repair. To be efficient, we plan to expand the pool at the same time so that even more people can benefit from this invaluable treatment.

One for All

We're on track to make significant savings in staff travel expenses between our two sites in Deal and Hastings.

With public transport sadly not an option, we decided to invest in a 'pool car' for all staff which is taxed, serviced and insured by Martha. We got the best deal from Invicta Motors at Thanet who offered us an amazing price on a 2009 Ford Fiesta.

Liquid Gold

We always aim to get the very best price for Martha without having to compromise on quality.

During some particularly bad weather in 2009 our oil company let us down, our tanks ran low and we were forced to close our day centre in Deal. In our search for a new, more reliable supplier we managed to save nearly a third of the price on each delivery and more importantly our new company, Sprint Fuels, has proved to be completely dependable.

Give us Credit

It's not often that we have to use a credit card machine but it's a necessary expense at Martha Trust events.

We regularly shop around for best deals and with Card Save we've managed to reduce our yearly costs by 33%. We now pay a flat rate rental fee, having done away completely with the minimum monthly fee, making a total saving of £600.

Adding real value

The Ability Swing



The Ability Swing at Mary House has been one of the most successful purchases we've ever made. Medically it has no therapeutic value but it brings the very biggest smiles we've ever seen to the faces of our residents. And that's probably the best therapy of all.

Cost to Martha:

£5,500

Value to our residents:

Sheer happiness

The new Tilt Table



The new Tilt Table at Mary House is an extraordinary piece of equipment. It improves posture, strengthens leg muscles, aids digestion and enhances circulation. But above all, it brings people up to eye level, allowing them to feel genuinely a part of everything that's going on around them.

Cost to Martha:

£2,696

Value to our residents:

Standing tall

The future



The good news

The number of young people with profound physical and multiple learning disabilities (PMLD) reaching adulthood is growing.

In fact, according to the Emerson Report (2009 CeDR) the number of adults with PMLD in England is increasing by 1.8% on average each year.

Reflexology Sessions



Alongside more traditional medical treatments, we run regular reflexology sessions. Beginning with unbridled excitement, each session often ends with the resident in a deep sleep. The treatment allows our reflexologist to pick up on some medical conditions which we can then treat.

Cost to Martha:
£20 per session

Value to our residents:
Feeling good

The Cat in the Hat



Green Eggs and Ham is the most popular book in our library. It's read to our residents by carers and support workers at least once every week and greeted with huge enthusiasm every time. The almost chant-like quality of the poetry captures their attention and utterly enthralls them.

Cost to Martha:
£5

Value to our residents:
Priceless

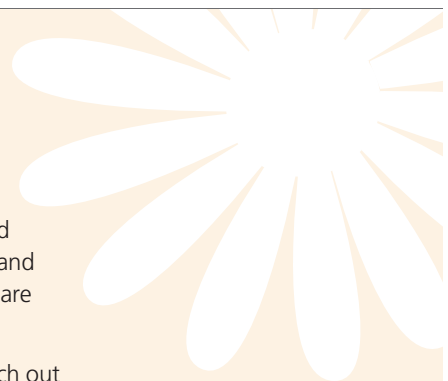
The challenge

Martha currently provides residential care for 33 people, together with day care and respite care for many others.

But alongside a growing number of people with PMLD is a rise in the number who will need even more care. An increase in lone parent families, households where both parents work, and the need to provide care for elderly parents or relatives, all have an effect on the time and care available to someone with PMLD.

As the only charity in Kent uniquely placed to respond to this need, Martha will have to reach out to even more people in the years ahead. And we'll have to do so in a poor economic climate and amid cuts to public expenditure.

We simply can't do it without your help and support.



A very big thank you

We owe much of our success in 2009 to the tireless energy and enthusiasm of those who give up their time and money for Martha.

In 12 short months we hosted a Charity Dinner, the Chart Hills Golf Day, a Classic Car Show, the Classic Tours Challenge, the Companion Dog Show, a Fire & Glass Walk, the Geraint Jones Golf Day, a Ladies Lunch & Fashion Show, a Rotary Conference, a Shocking Tie & Odd Shoe Day and the Mad for Madrid Car Rally!

Our supporters have run marathons, cycled huge distances, driven across continents and even walked over hot coals for us.

Our thanks go to each and every one of them, including the organisations which have generously supported us during 2009 and beyond:

- The Development Trust
- Maxwell Family Foundation
- Basepoint
- Pfizer (UK) Ltd
- Dover Rotary Club
- St Leonards Rotary Club
- Community of the Presentation Ronald Cruickshanks Foundation
- Miss Pannett Charitable Trust
- Stella Symons CT
- Brighton & Hove Charitable Youth Trust
- Elaine & Angus Lloyd Charitable Trust
- Ernest Luke Charitable Trust
- I & L Lass Charities Ltd
- Joseph Strong Frazer Trust
- Hospital Saturday Fund Charitable Trust
- Adrienne & Leslie Sussman Charitable Trust
- Forest Hill Charitable Trust
- Linmardon Trust
- R & B Lawson Charitable Trust
- David Solomons Charitable Trust
- 29th May 1961 Charitable Trust
- Childwick Trust
- JC Robinson No 4 Trust
- Sir Derek Greenaway Foundation
- Percy Bilton Charity
- Ward & Partners Charitable Fund
- Roger De Haan Charitable Trust

- Blatchington Court Trust
- Charlotte Marshall Charitable Trust
- John Coldman Charitable Trust
- Weens Walker Fund
- Stella Symons CT
- Kent Handicapped Caring Assoc
- Argus Appeal
- Forbes Charitable Trust
- Francis & Eric Ford Trust

And to our dedicated Trustees:

- Leslie Bulman (retired 23.07.09)
- Humphrey Clarke
- Enid Flood
- David Horton
- Mike Shaw
- Tessa Stevenson
- Rodney Stone (Company Secretary)
- Paul Morgan (Chairman)

And to our inspiring volunteers – some of whom are also staff and trustees:

- Ann & Trevor Price
- Tessa Stevenson
- Jenny Bates
- Norma Jarvis
- Debra Lagden
- Martin & Roz Uden
- Gordon & Elaine Love
- Fred & Christine Marsh
- Enid & Derek Flood
- Rodney & Doreen Stone



Just some of the people we have to thank for their generosity of time and spirit.



Best wishes and an enormous thank you from everyone at Martha Trust.



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