

Martha NEWS



SPRING 2024



Our new sea creatures...

cast their spell on our residents



Why not become a sponsor...



or take part in an event...



and help support Martha!



2023 was rather a rollercoaster ride, being one of the most financially challenging years that I can remember during my 15 years at Martha Trust. The ongoing work to secure appropriate funding to meet the needs of the residents at Martha, combined with managing high inflation and the cost-

of-living crisis has required total commitment and creative thinking from everyone who works here.

Despite those challenges, enabling the people who live in our homes to lead as fulfilling a life as possible remains the focus of everything we do, every day. And, as always, there are many things to celebrate and be thankful for, much of which would not be possible without your generous support.

One major success has been the recent completion of a fundraising appeal to purchase a THERA Trainer Tigo for

our home in Hastings. The trainer has been found to have a range of benefits such as improvement to circulation, especially good for our residents who are prone to cold and swollen feet. Building muscle tone and bone density is also a huge benefit to some of our residents who can use walking stands and pacers. And not least, they're such fun to use!

We look ahead to 2024 with great optimism and positivity and look forward to having you along for the ride!

Julie Gayler
CEO Martha Trust

Contact Martha Trust

Julie Gayler

CEO
07876 246198
juliegayler@marthatrust.org.uk

Alice Moir

Associate Director – Fundraising & Marketing
01304 610448
alicemoir@marthatrust.org.uk

Carol Baalham

Fundraising & Marketing Officer
01304 610448
carolbaalham@marthatrust.org.uk

Kerry Banks

Fundraising & Events Officer
01304 610448
kerrybanks@marthatrust.org.uk

Follow us

on Facebook, Twitter
and Instagram



Martha Trust, Kent

Frances House and Martha House
Homemead Lane
Hacklinge
Deal, Kent
CT14 0PG

Martha Trust, East Sussex

Mary House
490 The Ridge
Hastings
East Sussex
TN34 2RY

Martha News online

We keep our production costs to a minimum, but you could help us save even more by signing up to our newsletter by email. Simply email us at 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!

The underwater world of Martha

Shortly after we welcomed in the New Year, there was disaster! It was the 8th of January and news broke that the boiler which heats the hydropool at Deal was broken. This left us unable to use the pool until a new boiler had been fitted, scheduled to happen the following week.

This left the dilemma of what to do to avoid disappointing the residents, as well as them missing out on the benefits of their hydro sessions. Being in warm water, free of the constraints of a wheelchair and almost weightless, allows for play, games and therapeutic exercise

which can relieve pain and boost the immune system.



So that morning, Natalie, Martha's Resident Engagement & Communication Lead, had a discussion with the dedicated hydro team and together they came up with a plan for the week. It was decided that two of the hydro team would go up into the main houses and give

five residents a musical spa bath daily, so they at least didn't lose out on a fun water experience that week. All of our residents love hydrotherapy!



This plan just needed Clive. Knowing that Clive is very hands on and loves DIY, Natalie had a chat with him about an idea she had to jazz up the white walls of the hydropool while it was out of action. Natalie had carried out a little research and figured out that the residents living at Martha who are partially sighted, or have any sight problems, would benefit from some dark shapes on the white wall. The theory was the images would stand out more and they would perhaps be able to see them better.

Clive was thrilled with the idea, so he and Natalie put their heads together and came up with the idea of sea creatures in a very dark navy against a white wall. That morning Clive got his head down and started drawing the creatures on the wall. After just five days he had completely finished, leaving us with fantastic results!

The next step was to test if their research was correct, so Natalie went into the house and took a couple of residents down into the hydropool to show them the new look. Wow! They all spotted the new artwork straight away, with

one person even naming every sea creature he could see on the wall.

He seemed to be particularly impressed with the mermaid sitting on the radiator!

We can't thank Natalie and Clive enough for their inspiring idea and design.

It's safe to say the residents at Martha Trust love the new look in hydro and Natalie often sees them looking and smiling at the sea creatures.



Partnering with Martha

Each year we look to work with local organisations and businesses to deliver projects that ensure the people we support are able to lead an enjoyable and meaningful life. We look for partnerships where we are able to work together to raise awareness of profound disability, as well as raise much needed funds and deliver shared goals. Whether you are looking for a strategic partnership, or employee engagement through fundraising and events, we have many opportunities available to partner with Martha in 2024 and beyond.

We love to shout about our partnerships! So we can guarantee lots of local press coverage – we also have regular slots on BBC Radio Kent,

Deal Radio and Academy FM plus a great following on social media.

We currently have sponsorship opportunities across our 2024 events calendar, including our annual car challenge – Rome or Bust, main sponsorship is available for £1,000 or sponsorship of the Martha car for £100, and our flagship music event – Music on the Farm.

We also need raffle and auction prizes to help boost income from our 2024 events.

If you feel you can help play a part in transforming the lives of people with profound disabilities, then we would love to hear from you. Please contact us on **01304 610448** or email fundraising@marthatrust.org.uk



What's On at Martha in 2024

Martha Trust Golf Day

A great day's golf for a really good cause

Venue Walmer and Kingsdown Golf Club

Date Friday 26th April

Martha's Music on the Farm

Enjoy a day out with family and friends

Venue In the fields of Solley's Ice Cream Parlour, Ripple

Date Sunday 30th June 12-8pm

Music4Martha Deal

Come along to this free music event

Venue The Square, Deal

Date Sunday 4th August 12-6.30pm

Music4Martha Sandwich

Live music at this free event

Venue The Guildhall Square, Sandwich

Date Saturday 24th August 12-6pm

Rome or Bust

Our intrepid teams set off from Dover in our 2024 car challenge

Venue Dover to Rome

Date 21st – 24th September

Lotto

Buying a ticket to the Dover District Lotto is a great way to support Martha Trust, and you could be in with a chance of winning £25,000!

Tickets to the weekly draw cost £1 with 50% of your ticket cost going to Martha! Players must be 16 or over and physically located in the UK.

Odds of winning a prize are 1 in 50! With a top prize of £25,000.

You don't have to be local to play. To find out more or sign up today visit www.marthatrust.org.uk/lotto or if you aren't online you can call the dedicated Dover District Lotto number to play on **01304 776123** 9am-5.30pm weekdays. Don't forget to mention you want to support Martha Trust.



Give in Memory

Martha received just under £6,000 through in memory donations last year. 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 memory of a loved one:

Make a gift in memory

Give an online donation at www.marthatrust.org.uk/donate or send a cheque.

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.

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 and Just 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 with in memory giving then please call us on **01304 610448** or email fundraising@marthatrust.org.uk

Prince's Golf Day

Join us for golf at this magnificent venue

Venue Prince's Golf Club, Sandwich

Date Tuesday 15th October

Christmas Fayre

Let us get you in the mood for Christmas

Venue The Guildhall, Sandwich

Date Saturday 23rd November

Find out more or book online
www.marthatrust.org.uk/events
or call **01304 610448**

A HUGE thank you to each and every one of you for your ongoing support and helping us to transform the lives of our residents with profound disabilities.



Well Done to staff member Lizzie and her friends for completing Snowdon and raising £540 for our residents at Martha

Paul who completed London to Brighton in aid of Martha raising £555

The Kingsdown Social Club for their ongoing support and for raising another £100

The Past Rotarians of Thanet for inviting us along to give a talk about life at Martha and also for their kind donation of £120



Astor Palm Court Orchestra for a wonderful concert and for your donation of £100



Our friends at Archers Low Nursery for donating this gorgeous tree for our grounds at Martha

To the wonderful team at Ardo UK for all the fabulous food donations

Pfizer for their generous donation of £5,000

Port of Dover for once again thinking of us with all the donations of cleaning products



The firefighters from Dover Fire Station for inviting us over for a tour round the fire engine, meet some crew and for the kind donation of £410

Everyone who played Dover District Lotto supporting Martha in 2023 you helped raise £899



Long-term supporters Real Deal Roasters who celebrated their 10th anniversary with a raffle in aid of Martha and raised £120!

Co-op Funeralcare and the community for all the kind donations at Christmas

Dover District Council Cost of Living Community Impact Fund who have

Trust a grant towards our cost of living support for our teams at Martha



The team from Saga who gave up their time to come and volunteer in the gardens at our homes in Deal

To our main event sponsor in 2023 and 2024 – Superior Healthcare Group



To the wonderful team at the Mill Hill Co-op in Deal for supplying the items for the Christingle service at our homes

The Royal Marines Panto for their generous donation of £500



To our amazing supporters who donate regularly to Martha, you raised £10,602 for Martha in 2023!

To everyone who supported our Christmas raffle, either buying a ticket or donating a prize. Special thanks to NWR Ltd, Postage Supermarket and Town & Country Garden Services who donated our top prizes. The raffle raised £2,665!



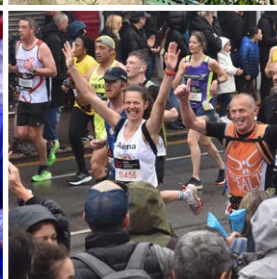
Hastings Roundtable for £2,000 donation towards our THERA trainer appeal

Southern Care Maintenance for making us their Charity of the Year in 2023 and donating £510



Deal Train Station for their ongoing support through taking donations in exchange for books to raise money for our residents at Martha. Over the years they have been supporting us they have raised over an incredible £1,900!





Registered with
**FUNDRAISING
REGULATOR**

Martha Trust, Homestead Lane, Hacklinge, Deal, Kent CT14 0PG
T 01304 610448 F 01304 615462 E fundraising@marthatrust.org.uk W www.marthatrust.org.uk

Registered Charity Number 1067885 Company Number 3467406