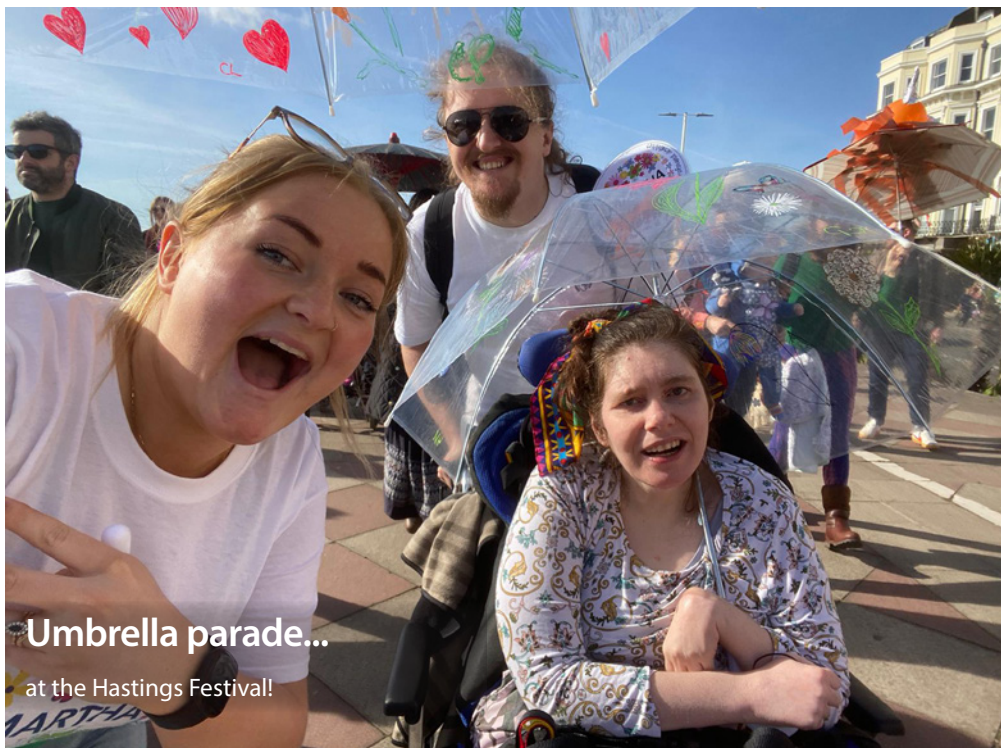


# Martha NEWS



Autumn 2023



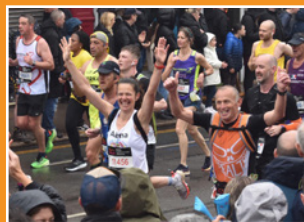
Umbrella parade...  
at the Hastings Festival!



Why not partner with us?



FUNdraising in Barcelona



Thank you all!



course of the year, we have welcomed around 60 individuals to our Deal site for six volunteer days. Between them they have helped to transform the gardens, including the creation of a fairy garden for residents and their families to enjoy, as well as essential decorating within the homes. We would very much like to hear from any companies in the Hastings area who would be interested in similar volunteering opportunities at our Mary House home.

At a time when our running costs are so high, we rely on the generosity of our supporters both financially and through volunteering to ease the financial burden. Without that support we would not be able to maintain the high standards of our homes or provide our residents with such a happy and stimulating life full of opportunities.

Thank you all.

Julie Gayler  
CEO Martha Trust

2023 has been a very positive year in many ways. Against a backdrop of the cost-of-living crisis and high inflation, our fundraising team have delivered some amazing results, with Martha's annual Music on the Farm event raising record-breaking net income of £35,000.

We have also been humbled by the level of support we have received from local corporate volunteer groups. Over the

## Contact Martha Trust

### Julie Gayler

CEO  
07876 246198  
juliegayler@marthatrust.org.uk

### Alice Moir

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

### Martha Trust, Kent

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

### Carol Baalham

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

### Kerry Banks

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

### Martha Trust, East Sussex

Mary House  
490 The Ridge  
Hastings  
East Sussex  
TN34 2RY

## 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, Twitter  
and Instagram



**A special 'thank you' to all the local businesses that have supported us in 2023, be it through sponsorship, making a donation, fundraising, donating an auction or raffle prize or supplying an item for free or volunteering.**

Agents Giving • Aldi • Anna's Face Candy • Archers Low Nursery  
AvMan Engineering Ltd • Bakkavor Tilmanstone Salads • Balloonarama Party  
Barclays • Big Shot Golf • Bloody Mary's • Blueleaf Care • Brandon Tool Hire  
Bumper2Bumper • Capital Containers • Castle Removals • Civica  
Cooks Fabrications • Co-op Funeralcare • Country Carpets • Crosskeys Coaches  
DAPA • Deal Fire Station • Deal Radio • Direction Law • Drink Outside The Box  
Dunkerley's of Deal • Eat and Mess • Eurotunnel • FirstLight Bistro  
Fowler Swimming Pools Ltd • Gin Sane • GM Pro Plumbing • Girlings Solicitors  
Hospital Saturday Fund • Hardmans Solicitors • Hutchings Timber  
Jenkinson Estates • J&R Carpets • JT & C Builders • JSN Automotive Ltd  
Karl & Peter Ladd Electricians • KCC • Keystone Talent Bank • Korkers Sausages  
K&M Roofing Sutton • Kreston Reeves • KW Fire & Security Ltd • Lidl • Lilly Roos  
Manchester United Foundation • Mark Bulley Ltd • Mark One Sound & Light  
MDC Diamond Removals • Mill Hill Deal Co-op • Mini Red Arrows • Moonreach  
Morrisons Margate • Nick Cunningham Plumbing & Heating Engineers  
NWR Ltd • OFP Timber Frame • Person Centred Software • Perrys • Pfizer  
Port of Dover • Postage Supermarket • Premier Signs & Graphics  
Priority Electrical Supplies Ltd • Rapid Relief • Real Deal Roasters • Reclamet Ltd  
Redmills Refurbishments • Rent A Bar • Riveroak Operations Ltd • Sainsbury's  
SAMS Ltd • Sandwich Coop • Sandwich Community Events  
Sandwich Technology School • Shepherd Neame • SMET  
Smye Rumsby • Solley's Ice Cream • Sota Solutions • Soul Chef Kitchen  
Southern Care Maintenance Ltd • Superior Healthcare Group • SwissRe  
The Glamourvan • The King's Head • The Larder Catering Services • The Port Arms  
Town & Country Garden Services • TREK Plumbing • Walmer Installations  
Weekday Warrior • Winnie & Flossy • Wyman Electrical Ltd • 9G Websites



# A year in the life of... me



**My name is Anneliese and I have worked for Martha Trust for a decade. I began as a weekend care assistant at Mary House in Hastings, working on the floor as part of the dedicated team making a difference and providing the Rolls Royce of care to our residents. As a trained chef in a previous life, I moved into the kitchen working with Juliette, our wonderful chef, as weekend and evening chef delivering a wide range of delicious meals seven days a week. In November 2022 I took on the mantle of Activities Co-ordinator at Mary House Monday to Friday.**

With local pantomime performances attended, Christmas celebrations and a dusting of snow, December was packed away into the loft ready for next year.

**January** 2023 began with the objective to renew our community links after the darkness of the pandemic and explore new opportunities both locally and further afield. We began with a trip to The Lion, The Witch & The Wardrobe in London's West End. Setting the bar high and reaching for the stars for our residents, lifting staff spirits and putting smiles on an awful lot of faces.

Our friends at Pet Pals and RDA Carriage Riding were contacted and booked in by the



end of the first week of January to inject a feeling of excitement into our Home. Then came the challenge of expanding our horizons and forming new connections within our community. After a lot of research and an open door for suggestions from our marvellous team of carers, I went to meet the Accessible Dance Group, who hold a weekly wheelchair users dance session within ten minutes of us. Visitations,

applications, and risk assessments done, we began a new chapter of community activities with three spaces reserved for our residents on a weekly basis.



**February** began with new excitement having listened to Donna, who asked me to explore Wheels for All in Eastbourne. An amazing set up where our residents can 'cycle' around a 400m running track once a week at the Sports College in specifically

adapted bicycles. More visits, applications and risk assessments resulted in two places reserved for our residents every week.



The results of these two new opportunities have been measured by the size of the smiles on the faces of our residents and staff.

In the first three months of this year, I looked at the structure of our activities within Mary House, and it became apparent that we needed a fresh approach to the overall mix of what we do and when. The essence of a person-centered approach demands



flexibility within a strong framework that delivers a variety of activities that enrich and enhance the lives of our residents on a daily basis, being mindful of avoiding the possibility of institutionalisation. With this in mind, I introduced a daily activity programme tailored specifically to each resident. We now have weekly and daily hand-over-hand arts & crafts, aromatherapy, reflexology, music therapy, Eye Gaze and sensory cooking sessions available to be accessed morning and afternoon.

We have a magnificent hydrotherapy pool at Mary House. Our jewel in the crown. In order to use this wonderful asset to the maximum we identified the need to train enough staff to enable full use of the pool on a regular basis. This created the Mary House Water Squad (MH2O) with a dedicated What's App group to plan and deliver constant access to the pool for our residents. This is still a work in progress with many variables such as new staff joining, but I am determined to reach a level of provision that delivers

the very best of experiences for all our residents.

February saw us taking part in the Umbrella Parade for Hastings Old Town "Fat Tuesday" (Mardi Gras) Festival having decorated our brollies hand-over-hand in readiness for this huge community event.



In **March** we visited The London Eye and Aquarium, supported our Hastings Half Marathon, went to London Zoo, celebrated St Patrick's Day, and prepared spectacular Easter Bonnets and Bowlers to bring springtime colour to our home.



**April** became our coronation preparation month with Jack guiding our residents to compose a piece of music specifically for the Coronation of King Charles III. An afternoon tea banquet was created for Saturday 6th May as we all watched history in the making and even played Royal Bingo!

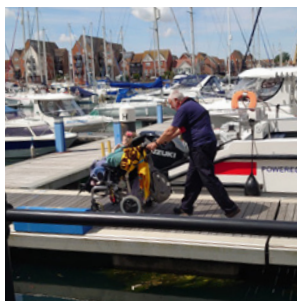
In **May** we went to Wingham Wildlife Park and began spreading our wings to parks and gardens for days out, enjoying the warmth of the early summer sunshine.



**June** saw us celebrating more glorious weather with a Mary House Bake Off, won by Stephanie, and a BBQ to bring staff on and off duty together for the afternoon.

In **July** and **August** we began what I hope will be an annual event from

this year onwards. Wet Wheels is a thrilling day out for residents and staff on the high seas! We are lucky to have these unique vessels sail into Sovereign Harbour near Eastbourne where we board and go for a sightseeing trip around the marina and then out to



the Sovereign Lighthouse. The weather was kind to us and everyone had the trip of a lifetime.

Now autumn is upon us with shorter days and darker nights. More events to plan and deliver with outings booked already to Diversity in Concert, Shrek The Musical, Paradise Park Illuminated Christmas Trail, and of course, four trips in four days for three residents and their families to the pantomime, which this year is Cinderella. "Oh no you didn't!" "Oh yes I did!!"



Mary House will be bedecked in Christmas joy, love and happiness with the hard work of the whole team. Then we will begin all over again for 2024.

Someone told me that the role of Activities Co-ordinator is easy. If you have enough staff on shift with the necessary skill set to enable an outing, a hydrotherapy session, a sensory cooking session exploring tastes, textures and aromas, and a hand-over-hand crafting session, I would agree wholeheartedly. The reality is that my 'plan A' at 9 o'clock invariably becomes 'plan B, C, D, E and F' by 9.45!

Weaving these sessions into days with appointments, breakdowns, maintenance, illness, extreme temperatures and the nationwide crisis in the care industry is a challenge. A challenge which we, as a team at Mary House, face every day.



## Fundraising adventure to Barcelona

Our seven intrepid teams set off on their adventure to Barcelona on 16th September. They all arrived safely after a fun and eventful journey.

The event wouldn't be possible without the support of our generous main sponsors Superior Healthcare Group, Nick Cunningham Plumbing & Heating Engineers, Sota Solutions, Agilico and Eurotunnel Le Shuttle. Thanks to their support and that of the friends, family and colleagues of the teams taking part, and all the local businesses who sponsored the individual cars, this year is set to be another record fundraiser.

We have already had lots of interest in our 2024 car challenge to Rome taking place next September. We have limited spaces available for this popular event, so if you are interested in joining our adventure ensure you register your interest with us.

Email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)  
or call 01304 610448





# Help us make a difference!

## Christmas Raffle

We are excited to have some amazing prizes this year. We know that this Christmas will be hard for many in the current financial climate, which makes us appreciate your support even more at this time.

Our top three prizes this year are all cash prizes, kindly donated by local businesses. What better way to show support of Martha this Christmas and you could be in with a chance of winning our top prize of £500!



1st Prize £500 donated by NWR Ltd



2nd Prize £200 donated by Postage Supermarket



3rd Prize £100 donated by Town & Country Garden Services



## Partner with us

At Martha we are extremely fortunate to partner with a number of local businesses. Their support is invaluable to us and makes a significant difference to what we are able to achieve each year.

Partnering with Martha, whether it is through sponsorship, employee engagement or making us your charity of the year, is a mutually beneficial relationship. For Martha it allows us to secure funding, support and increased visibility of profound disability and our work, and for your business it creates good PR, brand building and most importantly a chance to make a real difference to some of the most vulnerable people in society.

With demands for our services on the increase we are looking for more local organisations with shared values to get involved and help us to make a difference to our residents with profound disabilities, enabling them to live their lives to the full.

We are currently looking for main sponsors for our 2024 events including our annual car challenge – Rome or Bust and our flagship event - Martha's Music on the Farm held in the fields of Solley's Ice Cream Parlour in Ripple.

To find out more about the opportunities we have for you to get involved in 2024 contact us on 01304 610448 or email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)

## Leave a legacy

By remembering Martha Trust in your will, after your friends and family have been looked after, you can leave a life-changing legacy to people with profound disabilities. Whatever size gift you choose to leave it will have a huge impact on our work. Just 1% of your estate can ensure we are transforming the lives of people with profound disabilities well into the future.

Your will reflects the person you are, the values you hold and shows your love to the people and causes you hold close to your heart. And leaving a gift to your favourite charity also comes with tax advantages.

Currently in the UK, you can leave everything to your spouse, civil partner, a charity or community amateur sports club tax-free, but after that each of us is subject to the inheritance tax threshold, currently standing at £325,000.

If you give away your home to your children (including adopted, foster or stepchildren) or grandchildren your threshold can increase to £500,000.

Beyond this threshold anything we leave behind is subject to inheritance tax at a rate of 40%. It's only charged on the part of your estate that's above the threshold.

That is, unless you leave it to an exempt body such as a UK-established charity. Charitable gifts left in wills are outside your estate before inheritance, enabling you to reduce the tax paid on your estate. However, if you leave at least 10% of your estate, after any exemptions, to charity, this reduces the rate of any inheritance tax due from 40% to 36% – which could save thousands.

Find out more about leaving a gift in your will at [www.marthatrust.org.uk/transformlives](http://www.marthatrust.org.uk/transformlives) or by calling 01304 610448 or email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)



## We'd like to say Thank you!

A HUGE thank you to all of you who have supported Martha during the past six months. We simply couldn't do what we do without you! With a special thank you to:

Pfizer for their generous donation of £5,000

Astor Palm Court Orchestra for organizing a concert in aid of Martha



Superior Healthcare for being our main events sponsor in 2023

Our friends at Solley's Ice Cream Parlour who held a Raspberry Ripple Fly-In ,BBQ and classic car meet and raised over £580



The Hospital Saturday Fund for their generous grant of £4,500 and ongoing support



Our team of runners who took part in 2023 TCS London marathon raising £11,666!

Alena Bartie, Bronwen, David, Gemma, Kate #Team Martha

The team from Pfizer UK for spending the day volunteering at our homes in Deal



Everyone involved in the Worth Open Gardens event which raised £455



Walmer Cricket Club for hosting their annual T20 Charity cricket match in aid of Martha and raising £900



Our young fundraiser Elizabeth Strong who swam an incredible 25,000m in May raising £435!

Hastings Winkle Club for their £200 donation



To all at St Peter's Church, Bexhill-on-Sea, for their retiring collection for Martha

The LAA Kent Strut who organised a charity Fly In at RSP Manston raising an incredible £2,200!



To the team at Girlings Solicitors for supporting us with our first 'Make a Will' month, kindly waiving their fee in return for a donation to Martha



The great team from Civica who spent the day volunteering with us

Deal Fire station for their £1,500 donation



The team from Swiss Re who have spent the day volunteering at our Deal homes



The wonderful team from Port of Dover used their volunteering hours at Martha spending the day in our gardens

Long standing fundraiser David Shooter for completing the London Landmarks Half Marathon and raising over £500



Martha Fundraiser Trevor Parker who set himself a challenge to run 50 x 10Ks in 50 days in a row plus the Brighton Marathon in under 4.30 hours

Hastings Beer and Music Festival for making Martha one of their beneficiaries this year



**A HUGE thank you to everyone who supported Music on the Farm 2023!**  
**You helped to make it our biggest and best event yet - raising £35,000**



Supported by



**T** 01304 610448 **F** 01304 615462 **E** fundraising@marthatrust.org.uk **W** www.marthatrust.org.uk

Registered Charity Number 1067885 Company Number 3467406