

Martha Trust: an extraordinary charity working with extraordinary people...



2011

Fresh challenges New opportunities

2011 has been my first year as Chief Executive of Martha Trust and I couldn't have joined at a more exciting time.



Without doubt we're facing some of our toughest challenges yet but necessity, as they say, is the mother of invention and we are determined to turn these challenges to our advantage.

For a couple of years now we have received no inflationary increase from our funding authorities which means, in real terms, our income has fallen. This financial squeeze is also now threatening cuts from some of our funders and in one case at least, a position in one of our homes has remained vacant.

The pressure is also being felt by our supporters – the individuals, companies, schools, churches, trusts and groups who so generously and loyally contribute towards our work. But as difficult as these challenges are, they present us with an opportunity: to become fitter and stronger, to provide an even better service, and to do so as efficiently as possible.

We will continue to give the people who live at Martha Trust the highest standards of care, and the very best opportunities in life – no matter what the cost. Your help in this will be vital and you can be confident that everything you do to support us will make a real difference to the people we care for.

Thank you
George White, CEO

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ANNUAL REPORT 2011 Contents



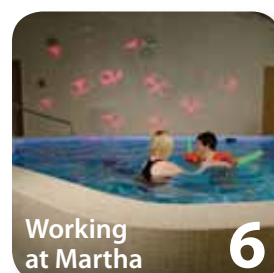
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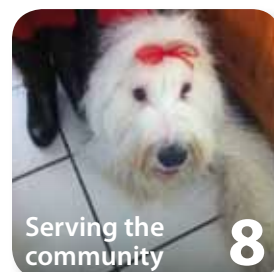
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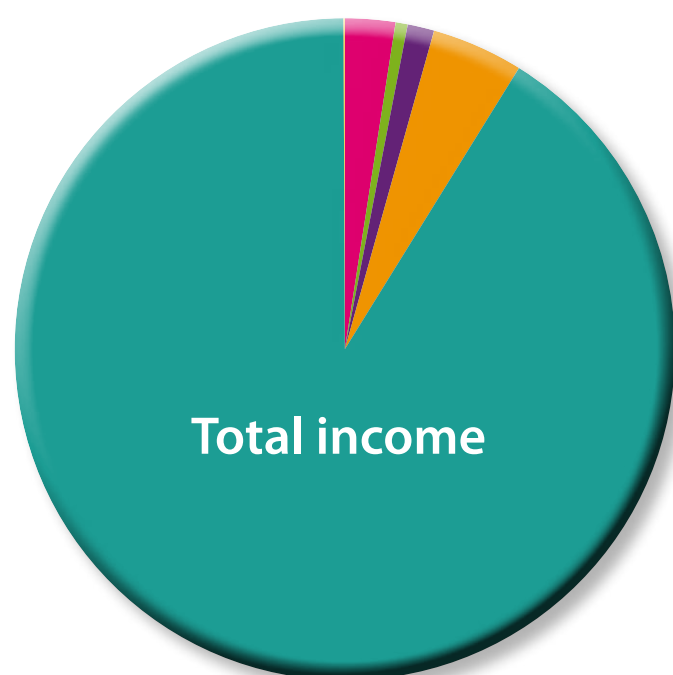
- ▶ Two new residents, Chantelle and Ann Marie joined Martha
- ▶ We restructured our home management team and recruited two new Home Managers for Deal and Hastings
- ▶ Our new CEO, George White, joined us with a strong background in safeguarding and care
- ▶ Three new Trustees were appointed bringing with them valuable skills in finance, fundraising and clinical care
- ▶ Our residents now have improved and highly detailed personalised care plans
- ▶ We enhanced our communications with a redesigned twice-yearly newsletter, Facebook page and Twitter account, and regular coverage in the regional press
- ▶ We brought in a number of measures to improve staff training and development, appointed a new HR Manager to review all HR processes and carried out a comprehensive job review
- ▶ We successfully defended ourselves against £29,000 in fee reductions through contract negotiations
- ▶ We began a new training programme for our Trustees
- ▶ The hydrotherapy pool at Deal was extended and refurbished, a high-tech sound and light system was installed at the Hastings' pool and the sensory garden at Hastings was re-designed and landscaped
- ▶ The first ever Martha Trust legacy campaign was launched encouraging people to leave a gift to Martha in their will
- ▶ And according to our annual questionnaire, 88.4% of our staff agreed or strongly agreed that they are happy working at Martha



Financial snapshot

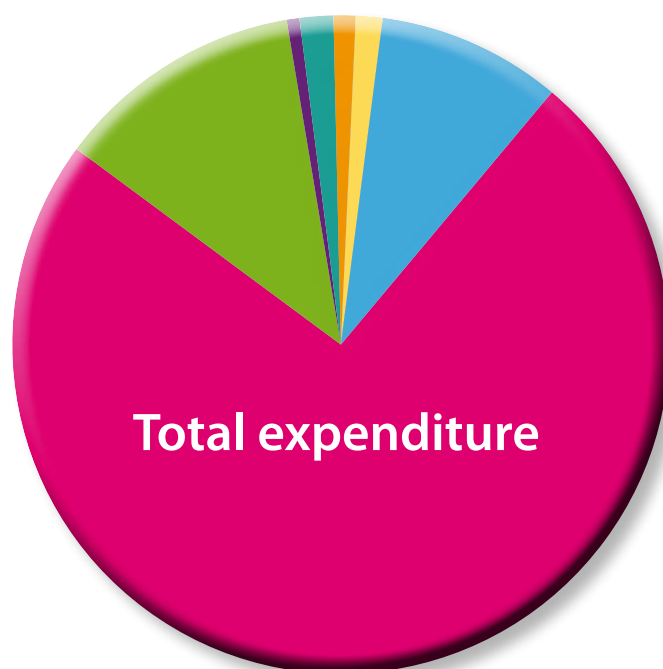
Our finances at the end of 2011

- ▶ Total income – **£4,023,960**
- ▶ Total expenditure – **£3,838,440**



- Individual donations
- Group/school/church
- Company gifts
- Trusted & foundations
- Fees
- Bank interest

- Staffing
- Home
- Maintenance
- General office
- Legal/professional/bank charges
- Fundraising & publicity
- Depreciation & loan interest



A home for life

In 2011 Martha Trust was home to 33 people with profound disabilities. We also provided respite care to nine people and welcomed four people into our Day Care Centre.

We undertook 34,332 hours of round-the-clock nursing care and offered a programme of therapies tailored to each individual including hydrotherapy, aromatherapy, reflexology, sensory cooking, arts, crafts and music. And we ran activities like sailing and horseriding, trips to the cinema and to shows, days out and holidays.



Past

Following 15 years of tireless enthusiasm running Martha Trust, our Chief Executive Graham Simmons has taken up a new challenge leading a charity based in Manchester.

We were thrilled to appoint his successor, George White, who has a strong care background and brings with him a wealth of experience in safeguarding vulnerable adults.

We also welcomed three new Trustees from the worlds of finance, fundraising and clinical care, and appointed a highly experienced HR Manager, Jeff Southon.

Present

For the second year running, Martha received no inflationary increases from any of our funding authorities. In response we now have a dedicated Contracts Manager who, during 2011, successfully defended Martha against a potential reduction in fees of £29,000.

A vacancy at Mary House caused a further reduction in income but this was offset, in part, by new higher, individually tailored fees. The result was an overall reduction in income of £22,000 on the previous year.

We also saw a reduction in fundraising income during 2011. This was caused by the postponement of a key fundraising event while we recruited a new Fundraising & Events Officer, coupled with the effects of the economic climate.

Future

We've been developing a number of strategies to strengthen our position over the coming years including:

- ▶ a significant investment in a long-term marketing and fundraising plan which is even now beginning to bear fruit
- ▶ a new focus on marketing our care services across a broader area to ensure any vacant places can be filled quickly
- ▶ improvements in staff training and development and a thorough review of all Martha jobs and salaries
- ▶ renewed efforts to re-negotiate contracts with suppliers and outside agencies
- ▶ the Contracts Manager will continue negotiations with funding authorities to safeguard our fees.



Working at Martha

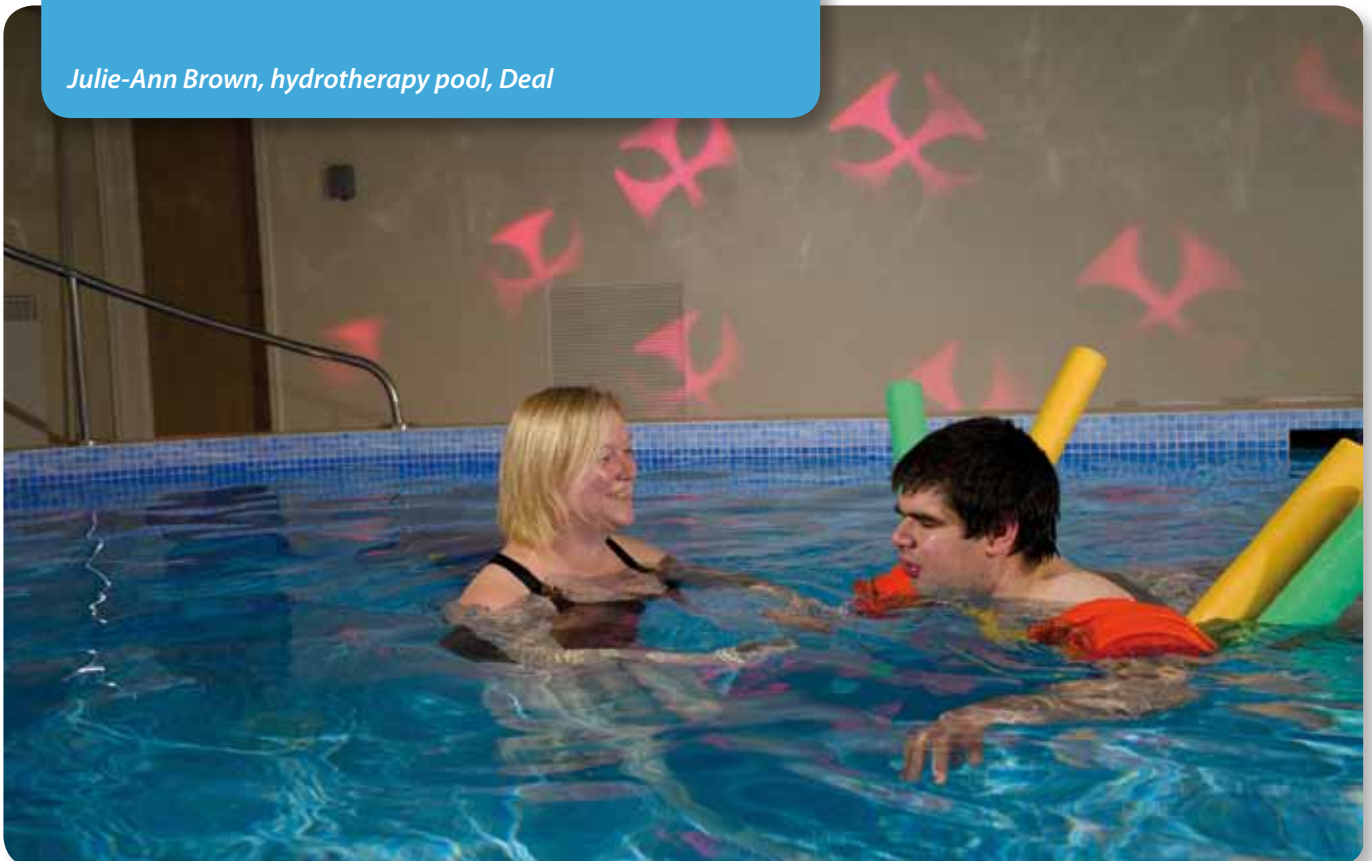
When I came to work at Martha Trust I only planned on staying a few months before moving on.

But during that time I got to know each resident individually and enjoyed spending time with them, caring for them and becoming a friend to them.

Nine years on and I work closely with everyone in the hydrotherapy pool. If you're having a bad day, all you need is a smile from one of the guys and your worries just go away.

They are so much more than the people I care for – they are my friends, my extended family and I wouldn't change a thing.

Julie-Ann Brown, hydrotherapy pool, Deal



Adding real value



Capturing the moment: great value

For less than £100 each, Martha has invested in a couple of hand-held flip cameras. No bigger than a mobile phone, the cameras take stills and video of amazing quality and are in constant use by the staff and residents.

It's the perfect way to capture what a resident has been doing and as soon as they've finished they can watch themselves using the camera's own screen. This reinforces what's been done in a therapy session and can help other staff to see what they've achieved. It can also trigger memories of a day trip or activity and provide a great opportunity to talk it through.

The flip cameras have built-in editing software so short films or video diaries can be put together showing families what their loved ones have been doing and the progress they're making.

Written reports are great but a picture, as they say, paints a thousand words.

A window on the world: worth every penny

The new 42" touch screen plasma TV in our Therapy Suite has transformed the way our residents view the world. Bought for £4,500 its height is adjustable so residents can use it when they're in their wheelchairs, standing in a gait trainer, or on the floor doing activities.

The huge screen makes it easy to see and residents can view footage of themselves enjoying a sensory session or a trip out. They can play games, watch their favourite music videos and play along, and view giant-size photos of their friends and families.

Better still, they can talk to their families using Skype and have regular, daily catch ups or keep in touch when their families are away.

The joy of being able to see a loved one, even when you can't be with them, is beyond measure.

The ultimate therapy: priceless

By 2010 the state of our hydrotherapy pool at Deal had become critical. So while work was underway to build a new pool at Hastings, we successfully raised the £260k needed to extend and refurbish the pool at Deal.

You can't over-state the importance of hydrotherapy in the lives of our residents. It's often the only time they are free to move, stretch, relax their bodies, and play.

Hydrotherapy strengthens muscles, relieves stress and stimulates the immune system which encourages the production of endorphins, improves circulation and digestion, and even reduces the body's sensitivity to pain.

It's also the only way that many of our residents can ever enjoy close physical contact with other people.

And you can't put a price on that.

Serving the community

It's not just the people who live at Martha who benefit.

Some people just pop in...

Cengiz is a lovely, gentle young man with an incredibly good nature and a mischievous sense of humour. Like his mum, Merih, he loves hustle and bustle and being around people, so Martha's Day Care Centre in Deal is the perfect environment for him.

Having finished school in 2010, Merih wanted to make sure that her son continued to be stimulated and challenged, and that he had an outlet for his creativity. At the centre, Cengiz takes part in music therapy, arts, crafts, sensory cooking. And there's plenty of reading and story-telling, something he loves, and his particular favourite, hydrotherapy.

But it's the quality of care that Merih values above all at Martha: "Cengiz' care needs are quite demanding but he is always extremely well looked after. The staff are compassionate and take their time getting to know each person, so they are finely in tune with their physical and emotional wellbeing. They pick up on the small things that only a family member might notice, like a slight change in mood or health.

"Having Cengiz at the Day Care Centre and knowing he is so happy and well cared for has given me the freedom to continue working. It's improved our quality of life as a whole family and helped us to appreciate the time we spend together even more."

And some people stay for a while...



DooBeDoo, an Old English Sheepdog is a regular face at Martha – for the past 20 years his owner, Elizabeth, has been visiting us for respite care.

Staying at Martha is a great opportunity for Elizabeth to enjoy some independence. She can join in all the activities and therapies on offer, catch up with her friends, and relax and play in the hydrotherapy pool.

When she's at home, Elizabeth loves spending time in the garden, reading whodunits and Enid Blyton, and watching the Six Nations Rugby with her dad. The family regularly go on holiday to France and when the weather's warm enough Elizabeth swims and takes boat trips on the lake.

The journey to Martha has become so familiar to Elizabeth that she whoops with delight when she realises where she is going. And she's equally excited when the time comes to leave as she knows she'll be going home to her family and dog.



Around five years after Elizabeth began staying at Martha, her father, Humphrey, became a Trustee of the charity: "I saw, first hand, what Martha could do for people and what it meant to the residents and their families, and I wanted to offer my support.



"Elizabeth gets a great deal out of her stays at Martha and it gives her mum and me a chance to catch up on some of the things we aren't able to do when she's at home. If she ever needed permanent care, we know Elizabeth would be safe and happy at Martha."

A busy year

In 2011 you held coffee mornings, quiz nights and harvest festivals, sent us donations, volunteered your time, sponsored us, held collections, walked, cycled and even jumped out of aeroplanes for us.

And you made sure that each of our events was a huge success:

You raised **£6,500** during a spectacular night of fun and fashion at the Guildhall, Sandwich in March

In July you joined us for a wine tasting at the stunning Salutation Gardens in Sandwich, raising **£3,700**

You visited Animal Mania at Pencester Gardens in Kent run by Dover Town Council with over **£200** donated to Martha Trust from the dog and pet shows

And you danced your legwarmers off during a marathon two hour sponsored Zumbathon which brought in over **£1,000**

In September The Harley-Davidson Riders Club gave our Monte Carlo Madness teams a fantastic send-off for our annual four day car challenge raising nearly **£24,000**

You raised over **£8,000** in October at the Geraint Jones Golf Day at the magnificent Princes' Club in Sandwich

And in November, you walked over hot coals at the Betteshanger Lions Rugby Football Club Firework Spectacular raising **£2,500**



Also in 2011...



British Gypsum, Robertsbridge named us their 'Charity of the Year' and have since raised over £3,000 towards our work, built lasting relationships between our two organisations and helped raise awareness of the wonderful work the company does in supporting its local community.

And we had some fantastic support from hundreds of individuals, churches and groups including:

Donald Gordon
Eastry Church of England Primary School
Geraint Jones
Paul Craven
The Robertsbridge Wheelers
Northbourne Park School
Sophie Southwick, Natasha Smart, Lauren Goodban and Jess Jones
St Mary's Church, Eastry
Abi Reynaert and The Fitness Mix

We received some incredibly generous donations from:

Albert Hunt Trust
Albert Smith Trust
AM Order of Purchasers
Angus Lloyd
Ardwick Trust
Barclays UK Banking - Community Relations
Beatrice Laing Charitable Trust
Bernard Sunley Charitable Foundation
British Gypsum
Bruce Wake Charity
Charlotte Marshall Charitable Trust
DMA Trust
Donald Forrester Trust
Forest Hill Charitable Trust
Garfield Weston Foundation
Godinton Charitable Trust
Hastings & St Leonards Ladies Miniature Golf
Hugh (Robin) Stevens Charity
Joseph Strong Frazer Trust
Kathleen Lawrence Charitable Trust
Kent Handicapped Caring Association (KHoCA)
Lady Eileen Joseph Foundation
Marley Building Materials Ltd
Paul Morgan
Pfizer Community Programme
Raymond & Blanche Lawson Charitable Trust
Raymond Cruickshanks Foundation
Reubens Foundation
Roger De Haan Charitable Trust
Rooney Foundation
Rotary Club of Dover
SEM Charitable Trust
St Georges Church, Deal
Ward & Partners Charitable Foundation
Westfield & Birchington Rotary Club

And we were supported by some really wonderful companies:

Basepoint
Veolia Water Southeast Limited
Coach & Horses
Lorica Consulting Ltd
Millard Insurance
British Gypsum
Ian Carmalt Pianist
MTS Cleansing Services Ltd
Nick Cunningham Plumbing & Heating Engineers
Marley Building Materials Ltd
Sota Solutions
Coolings
Alpollo Air Conditioning
B E Enterprise Ltd
Fleet Partnership Solutions
Pfizer
Ball Colegrave Ltd
Intercrop Ltd
Rayner Brown Construction
International Food Service Equipment Ltd
Kibblewhite Gardens
Barclays
The Helping Hands Company
Dickinson Dees
Harris and Sheldon Group Ltd
Archant KOS Media
CPG
Specsavers Opticians
Systems Technology (SE) Ltd
Boots
Stitch in Time
TMB International
VR Sani-Co Ltd
Ox in Flames Ltd
Imperial Ductwork
GH Grain
What a Load of Rubbish

All of you, together with the hundreds of individual supporters we simply can't mention here by name, have made a huge difference to the lives of the people we care for. Thank you.

Sad farewells

Everyone who lives at Martha makes their own, unique contribution to life here. So we'd like to remember four extraordinary people who sadly died during 2011.



The beautiful Philippa Spickett whose ever-smiling face appears on so many of our leaflets. Philippa's family have placed an ornamental copper tree in the garden at Hastings as a wonderful reminder of her.

Carla Grimmett who was the life and soul of the party. Carla loved music, dancing, the colour purple and butterflies and she could bring a smile to the face of anyone who met her.

Jennie Coppins, an absolute star and disco diva who liked late nights, lie-ins and dancing to Robbie Williams in her room with the disco lights going.

And Andy Hogben-Cloke, who attended our day centre, one of the nicest, friendliest and happiest people you could meet with a notorious smile that stretched from ear to ear. Andy brightened everyone's day.

Philippa, Carla, Jennie and Andy are greatly missed. Our thoughts and love are with their families.

Looking ahead

In 2012 we'll be focusing all of our efforts on continuing to provide the highest standards of care possible, working with external agencies providing occupational therapists, physiotherapists and speech and language therapists to improve individual care planning; introducing new safeguarding policies; developing new Clinical Governance and Quality Assurance Policies; and ensuring all our staff continue to develop their skills and expertise.

We'll continue to negotiate lower costs on resources, improve communication between families, staff and external agencies, and introduce some new initiatives for staff like the Employee Assistance Scheme and a volunteering programme.

And, as ever, we'll need your help to do it.

So thank you for the generosity and support you've shown Martha over the past 12 months and please, please help us to keep up the good work!



On behalf of everyone who lives and works at Martha – thank you

