

People Partnerships Progress

Cruse Bereavement Care
2010/11 Annual Review



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(London)

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Her Majesty the Queen

Patrons
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Ann Cryer
Mark Francois MP
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William Radice
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Gisela Stuart MP
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Lt Gen Sir Freddie Viggers KCB CMG MBE DL
Dame Jo Williams

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Life President
Dr Colin Murray Parkes OBE

Chair
Nigel Tricker ❖

Vice Chairs
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Revd Dr Peter Hammersley ❖
(deceased 23/06/2011)

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Sandra Benjamin
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Barbara Cullingworth
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Lorraine Johnson (20/11/2010 to 02/10/2011)
Valerie Miskimmon
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T Michael Pearson MBE
Valerie Poole
David Pritchett
Bridget Ramsay ❖
Colin Robertson ❖
Pamela Rutter
Malcolm Shorney
Joan Towle MBE
Anne Wignall (appointed 20/11/2010)
❖ = Executive Committee member

Committee chairs

Executive Committee
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Client Services Committee
Frances O'Mahoney

Conference Planning Committee
Simon Godfrey

Organisational Development Committee
T Michael Pearson MBE

Training Committee
Malcolm Shorney

Directorate team

Chief executive
Debbie Kerslake

Director of fundraising
Liz Taylor

Director of services
Catherine Betley

**Director of finance and administration
and company secretary**
James McCormack

Director, Cruse Cymru
Richard Paterson (to May 2010)
Janet John (from 14/06/2010)

Director, Cruse Northern Ireland
Anne Townsend

People

Tom Hargreaves

Tom Hargreaves is 75. A retired police officer, he nursed his wife at home for three years until she died of cancer in March 2009. He goes to the weekly bereavement support group run by Amersham Cruse.



'I thought, I'm a man, I should be able to get through this. After a year I finally realised I wasn't.

'We lost one of our daughters 29 years ago. She died in a car accident. She was 24. At the time the local vicar suggested I went to Cruse but I was working, I was a police officer. I thought I was ok. You can hide yourself in your work.

'When my wife died, I was pleased she was out of her pain. But you are suddenly on your own. I thought for a year I could do this, I could manage. Then I went to my doctor. I was depressed. He didn't know that my wife had died. I am a diabetic and he put me on insulin but eventually my daughter said "You can't keep this up, it's bringing you down instead of helping you," so I went back to the GP and he said to try Cruse.

'I rang and they suggested I go to the social group. It was the hardest thing I have ever done, to walk through that door cold. I woke up one morning and thought I can't go on like this or I will do something stupid. I walked in and Judy came straight over. She had lost her mother. She came over to me and we sat at a table and talked. She was marvellous.

'I have carried on going ever since and made lots of friends. It helps knowing that you have got a group of people there for you if you need them. They're not like friends who knew your wife and walk across the road to avoid you. These people understand because they have been through it. Some have been widowed for many years and they still go to the group because it's a place where you don't have to pretend to be something you're not.'

2010/11 Chair's report

Cruse Bereavement Care is a national charity, but our work is firmly embedded in the communities that we serve. This Annual Review of our charity's 51st year gives just a few examples of Cruse's work in the community and illustrates how we work with other community groups to bring support to those coming to terms with the universal tragedy of bereavement.

Cruse began life as a widows' charity and, although our clients are still more often women, that bias is changing markedly. Last year alone we gave long-term support to almost 9,000 men. Adults remain our largest client group, but over the last few years we have dramatically expanded our children's services – we now support more children and young people than any other bereavement charity in the UK.

We have responded to the armed conflicts of recent years with projects to extend the support given to Service families who have lost a loved one in Afghanistan and elsewhere. We were honoured and delighted to be chosen by the Duke and Duchess of Cambridge as one of the charities to benefit from the Royal Wedding Fund, for our work with the bereaved children of service personnel.

Over the last few years we have implemented an Area Development Programme, which is now nearing completion. It has enabled us to extend Cruse's reach, taking us closer to our aim of providing a bereavement service that is accessible to all communities in England, Wales and Northern Ireland, and in particular to inner city communities and to black and minority ethnic families.

Over recent years we have actively sought to work in partnership with local bodies to extend our services in the community. In 2010-11 our branches and areas achieved contracts with nearly 80 local authorities and PCTs – a significant increase on the previous year.

Our aim is to bring care to the bereaved individual, but we know that our work brings a significant public benefit to the community – in, for example, reduced calls on local doctors, lower prescription costs and less time off work. In 2010 we initiated a research study with Cass Business School to demonstrate the social returns on investment in our services.

2010-11 was a successful year for Cruse. We expanded our services to clients, lifted our income to record levels and increased our reserves. But the background national economy is still fragile and we face a tough task to sustain the year's achievements.



Nigel Tricker

Nigel Tricker
Chair



People

Carole Ricketts

Carole Ricketts' youngest son Kevin was abducted and killed, aged 16, by her daughter's then boyfriend in July 1995. His body wasn't found for over three years, when his killer finally told the police where it was hidden. The killer is coming to the end of his sentence and Carole and her family are having to face this fresh trauma.



“The family was totally destroyed. My idea of dealing with it was to work and work. I got a job working nights so I could have my nightmares during the day. I just went into a downward spiral. Then about two years ago I had a breakdown. I was diagnosed as bipolar and put on all these antipsychotic drugs. My doctor referred me to Cruse and to Support After Murder and Manslaughter (SAMB), and then I went on a course on escaping victimhood. I realised I'm not bipolar, I'd got post traumatic stress disorder and I didn't need all those drugs. I'm off them now. I was determined there's got to be more to life than living in fear and dread all the time.

'I started having one-to-one support with Cruse for about 12 months and then they approached me about joining the homicide bereavement support group. I thought it would be good to have something ongoing and to try to help other people, because you draw on your own experience to show things can get better – not 100% better but it gets bearable.

'We meet every month. We have a cup of tea and we talk about whatever comes up – if you've had a good month, or a bad month. It makes you feel better if you can talk about things. Homicide frightens some people and other people think, what kind of boy was he that he got murdered? People look at you differently and treat you differently. At Cruse you can say anything you want to and they all understand. You are free to talk and let everything go. It's really comfortable. It's like seeing old friends.'

Message from the chief executive

What defines a community? Traditionally, we might think of it as a group of people defined by a common interest, locality or bond, who – among other things – support and comfort each other in times of need.

But what about those for whom the community is insufficient or non-existent?

Cruse is dedicated to ensuring that everyone can access first class, free bereavement care when and where they need it.

We provide one-to-one support to more than 35,000 individuals, but an equally vital aspect of our services is our groupwork: bringing together bereaved people who have undergone similar experiences and encouraging them to share their feelings and support each other. From social networks for older people to specialist suicide support groups, Cruse has been able to provide welcoming, mutually supportive environments to over 9,000 people this year.

Cruse's online community for grieving children, RD4U, also continues to flourish. As young Jack points out on the RD4U message board, our secure online forum is a vital lifeline for many who feel they can't pick up the phone:

'My brother died a year ago and I have bottled it up till now... I don't like talking to people over the phone and prefer the net. The worst thing I think to do is to bottle it up, it's not a nice place to be.'

Alongside these services, Cruse's targeted outreach programmes have this year given support to nearly 400 prisoners, seen

a new branch open in an inner city area of multiple deprivation and provided hundreds of military families with an expanded range of care and information.

Cruse could, of course, do none of this without its own community of 5,800 skilled volunteers who put an incredible amount of time and effort into caring for bereaved people in their areas. I am hugely grateful to all our volunteers and staff, whatever their role – whether working with bereaved people, managing our services, providing administrative support or fundraising; they ensure that our work continues.

My belief is that a community is what you make it. At Cruse, we are committed to building on the impressive strides made over the past year in creating strong and effective communities that are there to support bereaved people so that they never have to face the devastating impact of bereavement alone.



Debbie Kerlake
Chief executive



People

Rachel and Sarah

Rachel and Sarah Hunter's father died in 2004, when Rachel was 10 and Sarah seven. They have made an educational film for Cruse about childhood bereavement, and are working on another film about their dad for the RD4U website.



Rachel

'When Cruse asked us if we would make the films, I thought it would be an amazing way to help other people. It's given me a chance to say things I wish I'd been told when Dad died. I went on another young people's website after he died. You don't see messages saying: "I feel so much better today" – it's all negative, how bad things are and how there isn't any light ahead. That's why we made the film, to show people it does get better. It can be dangerous if you get consumed with so much sadness and darkness. You don't know these people posting the messages and you only see their sadness. We're saying we have gone through what you are going through, but look at us, we are fighting.'

Sarah

'I wanted to make the films because there were some things that helped me, and I thought I could channel something of what I have learned into helping other people. I wanted to tell people working with bereaved children that they should not stop caring – someone who has lost a parent is grieving for the rest of their life, they don't get over it, so teachers and people need to keep talking with them and helping them as long as they can.'

'I also wanted to tell people that it does get better. You are going to have good memories as well. There's still times when I want to scream and shout and get angry. It's ok to do that. A few hours later you will feel ok again. You don't need to hold it inside you.'

Progress

Review of the year

A year of celebrations and challenges, 2010-11 saw Cruse push forward with existing projects despite the financial climate, spearhead growth in new areas and receive several accolades for varied aspects of our work.

Recognition

An MBE was awarded to longstanding Cruse volunteer Peter Joyram (right) for his dedication to our Lancashire area. A supervisor, Peter was 'delighted' by his nomination and affirmed that the most rewarding part of his role was 'sharing knowledge and experience with colleagues'.

Drawing on our experiences

The annual conference was once again a unique chance to catch up on the latest thinking from international luminaries such as Colin Murray Parkes, Margaret Stroebe and Bill Webster, who presented new perspectives and research on bereavement care.

The conference was also a chance for Cruse to present the outcome of the three-year Department of Health funded Bereavement Pathways project, which aimed to bridge the gap between hospital and community based-bereavement services. The project established a key partnership between Cruse and the Bereavement Services Association, which produced a bereavement 'pathway' to increase access to bereavement care. The project was so successful that the Department of Health has since awarded us funding to continue this work as the Gold Standard Bereavement Care project.



Military families

Against the background of ongoing conflict in Afghanistan, in which 141 UK serving personnel died between April 2010 and March 2011, Cruse has been working hard to ensure access to bereavement support for military families. Hundreds of Cruse volunteers have now been trained to deliver support to Service families, and the military section of the Cruse website continues to flourish. We also produced and distributed an information 'credit card' for Armed Forces personnel with contact details for bereavement support and advice.



At the Lambeth launch (l to r), Lorraine Cardozo (branch chair), Debbie Kerslake (Cruse chief executive), Dr Neeraj Patil (mayor of Lambeth) and Liz Clegg (assistant director, NHS Lambeth)

Branching out

Cruse continues to expand its provision of bereavement support across England, Wales and Northern Ireland to ensure all those who need it have access to local support. 2010 saw the launch of a new Cruse branch in Lambeth, south London (above). The branch was established with the support of Guy's and St Thomas' NHS Foundation Trust, Lambeth council and other local groups and services and the wider community. It fills a vital gap in the area's healthcare provision, and brings bereavement care to a diverse population of around 275,000 residents who between them speak around 150 languages. Lambeth is our first new inner city branch for nearly 20 years and, in its first year, its 30+ newly qualified volunteers supported 608 people.

Supporting young people

Our Department for Education funded Every Bereaved Child Matters project ended in March 2011. This project has resulted in the recruitment of more than 200 new volunteers in England to support bereaved children and young people. The project also produced a much-needed information pack for teachers on child bereavement, which was sent free to 4000 schools, and devised a one-day external training course for teachers and other professionals who want to learn more about supporting bereaved children. In addition Cruse developed and piloted a new, accredited, specialist training course for bereavement volunteers wanting to work with children and young people.

People

Gill Hawley

Gill's husband took his own life in September 2002, leaving her with two young daughters aged six and eight to bring up on her own.

'My whole world fell apart. My initial instinct was to keep the details of their Daddy's death a secret, to protect them from what people would say and how we would be judged. Suicide carries such a stigma. However, it soon became apparent that I needed help and I decided to contact Cruse, on my GP's advice.

'I had one-to-one counselling. I was able to talk to someone who really listened and didn't judge me or my late husband. Just being able to offload my anger, guilt, shame and relief (yes, relief) helped me to begin the long process of recovery.

'Eventually I was able to talk to my children and tell them the truth about their Daddy's death, in language that they understood. Being open and honest with them has been invaluable to their journey and has made us a very close threesome. I felt able to support the girls individually as they both grieved differently and at different times. Having my own counselling with Cruse made me realise that I needed my own time sometimes, just to reflect and look after myself. Without this support I don't feel I would have been able to support my girls.'

Progress

2010/11 Facts and figures

In 2010-11 Cruse provided:

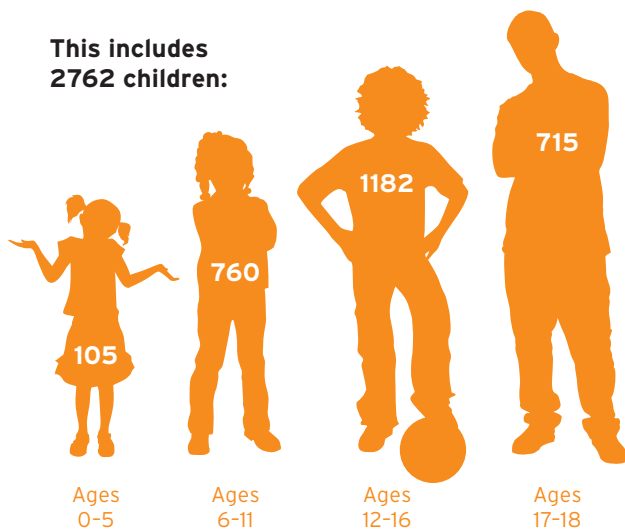
Information and advice to 34,263 people

One-to-one support to 34,759 people

Group support to 9291 people

Telephone support to 1515 people

This includes 2762 children:



Over 50%

of our clients were referred to us by their GP.

We have seen an overall increase in the numbers of clients coming to us for help.

In particular, we have supported:

24%
more men

52%
more people from black and minority ethnic groups.

Many of our clients seek our help following a **sudden and traumatic bereavement.**

In 2010-11 we supported **41% more people bereaved by suicide.**



www.cruse.org.uk (our main website) received:

523,665 visits

www.rd4u.org.uk

(our children and young people's website) received:

260,097 visits

Our **5795**
Cruse volunteers contributed
573,046 hours
of their time.

977 new volunteers
completed our
bereavement care
foundation course.



People

Basharat Hussein

Basharat has been in prison for several years, on an Indeterminate Public Protection (IPP) sentence. He joined one of the bereavement support groups for prisoners run by the local Cruse branch.

'I read about the Cruse bereavement group in a leaflet on the wing and, after a lot of thought, I put in an application to join the group. We met every Thursday morning for six weeks. I couldn't believe that a lot of other people in prison had the same bereavement issues as I had.

'Having attended the course I feel a burden has disappeared from inside me. I had been thinking a lot about my loved ones who had died. Many of my family died when I was little. My nephew recently passed away with a hole in his heart. He was only nine years old. I began thinking it was my fault: if I hadn't done my offence it wouldn't have happened. These thoughts were always on my mind and I found I couldn't process them and move forward.

'The course made me feel better because I felt I had come to terms with these thoughts and feelings. I realised I couldn't blame myself or anyone else; things happen and you have got to walk on. I learned through my religious studies that the Lord gives life and takes it away.'

Partnerships

Working together

We created new partnerships across all sectors to develop innovative and existing services, improve both the geographical coverage of Cruse services and our reach into diverse communities and share expertise, good practice and resources.

These robust and productive partnerships will help us to meet the next years' challenges and ensure that our vision to ensure that all bereaved people have somewhere to turn when someone dies is communicated widely through organisations, communities and individuals.

Our fundraisers

In 2010-11 we saw more of our supporters raise money for Cruse by taking on a physical challenge, with most of them raising over £1000. Jane Breen-Turner completed the Etape du Tour, which involved cycling a stretch of the Tour de France. Her achievement was all the greater as, to celebrate its centenary, the Etape du Tour followed the original route via the Pyrenees.

Richard Henderson (right) also got on his bike for Cruse to cycle from London to Paris. Sian Flynn and friends took part in the Bodmin Moor Ten Tors Challenge; several other supporters reached for the heights by taking on the Three Peaks Challenge, and some pushed themselves still further by completing a triathlon.

Yet others joined in the community spirit and took part in fun runs such as the British 10k London Run, the Great Eastern Run and the Fleet and Reading half marathons.





The Big Hug

In December 2010 we ran our first Big Hug appeal. Over 25,000 children are bereaved every year. We rarely make a direct appeal for money but, following a 17% increase in uptake of our services from children and young people, we needed our supporters to join forces to restore a child's lost hope.

And they did! From curry nights and sponsored swims to fancy dress competitions, people joined in with the appeal, including a sprinkling of celebrities. MP Zac Goldsmith launched the appeal from our Richmond office, in his constituency. Ralph Fiennes and Liz Kershaw promoted our appeal in the media and we were lucky to receive a generous donation from the SCS independent consulting company too.

Young Cruse

We were thrilled that our children and young people's project in Northern Ireland made it through to the FINAL of the National Lottery Good Causes Awards!

The project has so far given individual care to over 700 young people struggling to cope with grief since it was awarded Big Lottery funding in 2005. The 12 Youth



Advisory Group (YAG) members have also produced a DVD, Ask the Experts, for adults who want to learn more about supporting bereaved young people.

As 16-year-old Ayesha Kirkpatrick, a YAG member whose mother died of cancer two years ago, explains: 'People don't realise how terribly lost and alone you can feel when someone you love has died. Getting support at Cruse gave me more confidence to tell other people what I was feeling without being scared.'

Partnerships

Throughout the year we developed a variety of new collaborative working arrangements. One significant new partnership was a locally established project between Kensington & Chelsea Cruse and Central London Samaritans, which provides support groups for people bereaved by suicide. These have proved to be so successful that both organisations are keen to develop this model of working for use across the country. A partnership with Victim Support will also take place in 2011.

Cruse continues to play an active role in important campaigns and networks, particularly those that provide a co-ordinated voice for the bereavement sector such as the Childhood Bereavement Network.

The work of our commissioning team continues to grow as we engage with GPs, PCTs and local authorities to maximise the provision of bereavement support in local communities. We have a number of Service Level Agreements in place and are preparing for the new commissioning arrangements in England.

People

Marcia Jackson

Marcia Jackson is a bereavement volunteer with Lambeth Cruse. She was among the first volunteers to complete the Cruse training when the branch opened in 2010.



'I joined Cruse at a time when I was feeling a bit stagnant in my job. I work as an administrator and I've been doing this job all my life. So when I saw the advert in the paper that they were starting a new branch of Cruse in Lambeth, I thought I would put myself forward to train as a volunteer.

'For me, it's about being with the client and letting them tell me what they want and responding to that. You have all the learned theory firmly in your mind, but when you are face to face with the client, it's about listening and helping them through their grief. We're not trying to fix them.

'I think it makes a huge difference that we are just ordinary people like them. You don't come with a template and try to make them fit it. We're just ordinary people with a motivation to help others. I think clients find it easier to talk to someone who is just like them.

'There's a lack of understanding of the depths that bereavement can cause, particularly in the Black community. The attitude is: 'It's happened, now let's move on – time is a healer, you'll get over it.' That's why some people come to Cruse – because there's no one they can speak to about it. So having a bereavement support service in the local community is hugely helpful – and it's free to everyone who needs it.'

Our supporters

So many people support Cruse; we can't list everyone, but every penny is valued.

Big gifts do make a big difference. Many individuals gave generously, including Richard D Clarke, TM Pearson, Mr Edward Rowbottom, RT Shaw and Mrs Anna Whitworth.

We are very grateful for the support we receive from major donors and charitable trusts. Your generosity enabled us to provide face-to-face support to nearly 35,000 bereaved people in need in 2010-11.

Private sector

- Johnson Matthey plc
- Barclays Bank plc
- BAE Systems plc

Trusts and foundations

- Joseph Strong Frazer Trust
- The Paphitis Charitable Trust
- The Albert Hunt Trust
- The Inman Charity
- The Vandervell Foundation
- The McPin Foundation
- The Peacock Charitable Trust

Public sector

- Department of Health
- Department for Education
- Primary care trusts
- Health authorities

- Local authorities
- Big Lottery
- Wales Assembly Government
- Northern Ireland DHSSPS

In a period of austerity, the coming year will present many fundraising challenges. We will endeavour to keep close to our supporters and ensure that we clearly demonstrate the vital need for our work.

Every penny you give changes the lives of bereaved people – old and young – so thank you.

How can **you** support Cruse?

Thousands of people contact Cruse each year, looking for help when they are at their most vulnerable. We need your help to be able to continue delivering our free service. Please give what you can for people who have nowhere else to turn.

To find out how to donate please visit our website:
www.cruse.org.uk

Thank you.

Cruse Bereavement Care is the leading national charity providing bereavement support services in England, Wales and Northern Ireland. We provide advice, information and support to anyone who has been bereaved (children, young people and adults), whenever and however the death has occurred.

Cruse offers face-to-face, telephone, email and website support. We have a national helpline and local services throughout England, Wales and Northern Ireland, and a website and freephone helpline specifically for children and young people. Our services are provided by trained volunteers and are confidential and free.

You can find Cruse on the web at
www.cruse.org.uk

Cruse's children and young people's website is at
www.RD4U.org.uk

Our national helpline number is
0844 477 9400

The Cruse young people's freephone helpline number is
0808 808 1677

Our postal address is
Cruse Bereavement Care
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Surrey
TW9 1RG

Telephone

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Cruse Cymru	029 2088 6913
Cruse Northern Ireland	028 9079 2419

