



# tree of HOPE

*The fundraising charity supporting  
children's healthcare needs*

JUNE 2020  
**newsletter**

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[www.treeofhope.org.uk](http://www.treeofhope.org.uk)

Registered Charity in England and Wales No. 1149254 / Scotland SCO42611





**tree of  
HOPE**

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children's healthcare needs

With all of us affected in so many different ways by the Covid 19 pandemic we have tried to be flexible as a charity to help all of our families to get what they needed to make the lockdown a little easier whether shielding or self isolating. Helping families to get equipment they can use at home in place of usual therapies has been an exercise of some creativity and ingenuity by us all and we have had so many lovely pictures of children happily adapting to new circumstances. We have even had two families receive their fully trained support dog during this time just to show that business as usual is still happening in some areas and we know these dogs have given the families both happiness and support.

Many families have adapted their fundraising, holding virtual quizzes and get togethers via Zoom and encouraging support from communities who have really come together during this crisis and we have had many reports of real kindness from those communities, something I hope we can capitalise on as the restrictions start to lift. Many have become far more aware of the vulnerable and those that need more support and we should ask them for continued help as the year moves on as the needs of the children that Tree of Hope support haven't gone away.

We remain working in all areas as a charity and feel privileged to support so many hundreds of children every year. If you need our help and support please do contact us and we will continue to do the very best we can to help you.

Please do contact us with any thoughts or comments on this issue at [info@treeofhope.org.uk](mailto:info@treeofhope.org.uk) We would love to hear from you.



Kind regards

**Gill**

Gill Gibb  
Chief Executive Officer

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## HELLO



It's certainly a strange time for everyone at the moment but knowing we are still here to help and support so many families who need us, is a silver lining I'm definitely seeing at the moment with all the wonderful things a lot of our families are getting up to!

It's quite amazing what we can do to adapt and making the best of what we've got!

It's definitely been a busy Spring with the #TwoPointSixChallenge which was lots of fun as well as our usual Dine and Donate which we've turned into a digital campaign this year for obvious reasons!

A great way to catch up with friends and family safely whilst supporting our amazing charity!

Have you been inspired by anything you've seen? Get involved and tweet us on @TreeOfHopeCC or email [info@treeofhope.org.uk](mailto:info@treeofhope.org.uk) I'd love to hear from you!

Georgie, Editor

## Our Family Support Officer, Caroline is here to help!

Caroline joined Tree of Hope as Family Support Officer in November 2019.



She feels passionately about supporting families having seen the constant battles that one of her close friends has faced in bringing up her son (now 25) with complex epilepsy combined with severe learning difficulties.

Working alongside Lee, Caroline helps with all new and existing enquiries from families and health care professionals, gives advice on managing a child's fundraising campaign and is often the first port of call for our beneficiaries. Caroline's background working as Lead Administrator with a music therapist has helped greatly in her understanding of the huge benefits that therapies not available on the NHS can bring.

She is also a parent herself and gains a great amount of pleasure in seeing families achieve their goals. In her spare time she enjoys walking her one-eyed Romanian rescue dog around the beautiful Kent countryside, the theatre and is a keen member of her local gym.



Check out our shop on ebay! We have a range of disability equipment at reduced prices. Once it's gone it's gone! Contact [accounts@treeofhope.org.uk](mailto:accounts@treeofhope.org.uk) for more information.

## Thank you!



Fresh Research Perspectives

Huge thanks to Cllr Richard Long and the KCC Combined Grant Members Scheme, ADM Computing and RedBrick Research for collectively funding and providing Tree of Hope with the equipment and technology for staff to be able to work from home during the Covid-19 pandemic and beyond. The charity's new laptops will also enable more volunteers to be able to help the charity in the future!





Evie relaxing with her Dad and little Sister

# Gabriella & Evie: The relief of Hydrotherapy

**The pandemic has been a really testing time for everyone, especially the families we support, and we've been making sure our service offering is stronger than ever in a time when families need support the most. Many of our families are high risk putting even more of a strain on the lockdown measures that have been experienced. The situation has meant parents having to find alternative therapies and one which has proved popular and very effective, is Hydrotherapy! Read on to find out more!**

We've caught up with two of our families to see how the lockdown has impacted them and how they've adapted things to manage their children's needs.

Gabriella was born with a Rare Genetic Mutation which is now commonly known as Gould Syndrome and as a result Gabriella was left with Quadriplegic Cerebral Palsy. She's completely dependent on Mum Mel and Dad Carlo for support but loves spending time and having fun with her big brothers who are also a great support to Gabriella.

Gabriella is a very happy girl, always smiling, laughing which Carlo explained "gives us strength in all the tough times we've been through" The family have such a great appreciation for the NHS who have been amazing to Gabriella since birth as Carlo explained, "before Gabriella came along, I was never a huge user of the NHS but, I will always have such an appreciation for the system now with what they've done for Gabriella, we're very lucky."

On asking what the family's lockdown experience has been like, Carlo said, "Gabriella is quite demanding!" Carlo said as he chuckled! "We've spent a

lot of time together, time that I don't usually get with the complexities of life and work schedules which has been really lovely and a huge positive."

Gabriella misses school a lot. Carlo told us "It's clear being at school does a lot for her. Her teachers carry out physio exercises with her every day and they were really kind, dropping the equipment she uses to our house at the start of the lock down. It was clear how much the school and teachers mean to Bella as she got so upset when they left!" Carlo went on to say "It's really great how happy she is at school and at first I was very unsure about her even going to school

and really thought her being at home would be the best place or her.... so, I'm having to eat my hat on that one!"

Gabriella's family needed a way for Gabriella to keep up her progress and to stay as active as possible. Usually, Gabriella receives regular physiotherapy that the family access with their Tree of Hope funds which hasn't happened since the lockdown. Gabriella has benefited from hydrotherapy which is about an hour away from the family's home, so the family decided to use their funds for a Hydrotherapy Pool. Carlo told us, Tree of Hope have been brilliant in helping us organise this and Gabriella has absolutely loved it. She has very high tone in her muscles and after 10 minutes of being in the pool, the difference in her is really quite something and you can tell how much her muscles are relaxed."

Carlo went onto say "We're really pleased with the results of the hydrotherapy pool and we are really fortunate that we've had the support to get this along with everything else Gabriella has in terms of different things to stimulate her. The travelling we had to do before, then the getting changed, it made an enjoyable activity a bit stressful as the hour we had in the pool goes so quickly, so something like this that we can do at home together as a family makes a massive difference to us all."

Evie's family have also had to adapt to lock down life with all the support Evie has every week, which has been unobtainable.

Evie stopped hitting milestones from about 9 months and had a prolonged period of diagnosis and assessments at

hospital. She showed an abnormality, a white matter brain condition called hypo-myelination, meaning messages and processing of information are distorted. On top of this and whilst the main diagnosis is still unknown, Evie has Global Development Delay meaning she is significantly behind children her age. Every day for Evie is like climbing a mountain - the day to day activities that most people take for granted have not come easy for Evie. Walking, communicating, and keeping herself away from dangers she is not aware of, are all daily challenges that require help and support of Evie's family and professionals.

On asking what the lockdown has meant for Evie and her family, Rachel Evie's Mum told us, "We found that all of a sudden, the support Evie gets and the activities she has to support her development just disappeared. Evie's weeks are filled with school, physiotherapy, football class which is like a therapy in itself and playgroups. For us as a family, trying to replace all of Evie's support methods is virtually impossible especially trying to look after another child as well." Rachel went on to say, "Evie gets a lot from all the activities she does, so it really has been significant for Evie which is what prompted the hot tub."

Rachel has recently returned to work and explained what impact this has had, "Now that I'm back to not working at the moment, it's brought back the level of Evie's needs and disabilities which has been really difficult. When Evie goes to school, her teachers always talk about the positives and her successes rather than what she can't do so being around her every minute of every day at the moment and seeing what she can't do has been a really hard reminder."

Evie's family decided to get a hydrotherapy pool to try and keep Evie as active as possible especially during the lockdown. Rachel told us, "Evie struggles with her mobility so seeing her relaxed and happy and moving so freely has been lovely. She went on to say "Having the hot tub means Evie can play independently and make her own



Gabriella with Dad Carlo

movement decisions, rather than being reliant on being encouraged to. She always wears a suit so she's safe and she practices her standing and jumping which is always hilarious as she gets quite excited!"

On asking what the family ultimately want to achieve for Evie, Rachel told us, "To get her walking has always been our main aim. We're not entirely sure she will as the number of obstacles for Evie to achieve this is quite significant, but we'll never give up on that."

Rachel recalled a discussion she had with Evie's paediatrician recently. Rachel said "She explained that it's not only the physical abilities that Evie has to get right but also the cognitive side of her brain working out and being able to move her body in the right way, is also what Evie has to contend with and when you think about that, that's really huge for a child like Evie."

The range of therapies on offer to children with conditions is vast and Hydrotherapy for children like Gabriella and Evie has been a welcome relief, especially in these tricky times.

**Do you know someone who needs our help?**

**Get in touch with our Family Support team via [families@treeofhope.org.uk](mailto:families@treeofhope.org.uk)**



Smiling Evie





# The Amazing Innowalk!

Here at Tree of Hope, we assist families to access all sorts of things to enable their children to thrive and sadly, the UK Healthcare system cannot fund everything which is why we are here to help! Disability equipment is getting all the more sophisticated to give children and people new capabilities to help their conditions, but these often come with high price tags. Read on to find out about how the Innowalk has helped two of our children.

The Innowalk is a pioneering, dynamic motorised device which offers physical and emotional well-being by providing the opportunity for physical activity. It reduces the risk of negative health outcomes with assisted, guided and repetitive movements in an upright weight-bearing position. It also stimulates gross motor function, helping a whole host of things including eating, speaking and coordinating basic movements to aid developments.

This high-tech piece of equipment can aid a range of diseases and congenital conditions including Cerebral Palsy, Muscular dystrophy, Multiple Sclerosis, Spina bifida, ALS (Lou Gehrig's Disease), Arthritis, Parkinson's disease and Essential tremor as well as

patients who have experienced traumatic and spinal cord injuries. There's no question, the equipment does come with a high price tag and does require updating as a child develops and grows, making it a significant but life changing investment, which is where Tree of Hope continue to help families and their children, like Teddy and Cloey.

Teddy's family live in County Durham and decided to fundraise for an Innowalk to help Teddy's complex condition. 2 years on and Nicola said, "At first, we had to be optimistic that this apparatus would work over a long period of time, as the trials we had did make a difference, but we are really pleased we went for it".

Teddy has been able to build up his muscle strength in both his legs and his trunk and he's been able to enjoy this, Nicola explained "We make sure we combine the time he's needing to exercise with something fun too. After half an hour, because his body has been working in a certain way, his movement increases, and it also aids his strength and flexibility which is all really good for Teddy."

Children with additional needs often find it difficult to feel included and the Innowalk has had a really positive impact on their family life. Nicola said "When Teddy is in his Innowalk, he's happy and he gets the sensations and confidence that he is doing what other people can do and he's also aware he's doing something that really helps him, which gives him a real sense of achievement and confidence boost. Nicola went on to say "I have a cross trainer which I use at home, so very often Teddy invites me to use my cross trainer at the same time as his Innowalk, so we end up having little work out sessions together! It's lovely that we have found an activity we can do together and that he feels included in."

As Teddy grows, he is fast outgrowing his current Innowalk, so Nicola contacted Tree of Hope to set up a fundraiser for the next one, at a cost of £20,000. Nicola said, "They're just so expensive, but if they help your child then as a parent, you want to do absolutely everything you can to help them"

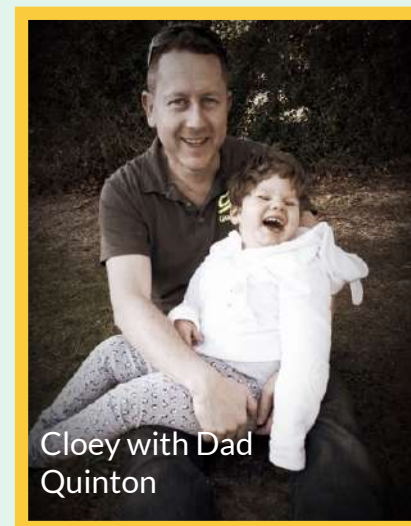
Another of our families is just at the beginning of their Innowalk journey and having successfully reached their target, Cloey who lives with her family in Berkshire, will be able to experience regular use of the Innowalk to help her develop and thrive.

Cloey became critically ill a few days after birth and remained in paediatric intensive care for 6 weeks during which time she picked up a hospital acquired infection and resulted her suffering a brain injury. Doctors didn't know whether she would be able to breath, eat or do anything on her own when she left hospital.

Now 5, Cloey is a very happy and cheeky little girl but she is unable to sit, stand or walk as yet and therefore receives very little exercise as its physically impossible to do on her own.

All of this has been devastating for the family, mentally and physically, with the constant challenge of trying to keep Cloey healthy and progress her abilities. She also struggles with muscle stiffness in her arms and legs. This is where the Innowalk came in as a viable option, to provide Cloey with a piece of equipment that she can use to give her an opportunity to develop her abilities and health.

Quinton Cloey's Dad told us: "For Cloey trying the Innowalk was a new experience, she was definitely interested and excited by it and it definitely gave her a



Cloey with Dad Quinton



Teddy with Mum Nicola

sense of accomplishment. These are the main things that we noticed in Cloey's trial but long term the gains Cloey will get, will be aiding aiding her digestion, mental health and being able to move more with the help of cardiovascular exercise. Like any child, Cloey is curious and this will change her life which is really great and ultimately what we're after."

On asking Quinton about the fundraising aspect Quinton explained how it requires exposure and raising the profile of the issue, which was a challenge. Quinton went on to tell us "What was surprising was just how many people supported us that we didn't even know.

We've been fortunate in having match funding support through the company I work for, but colleagues of mine didn't really know about Cloey's condition, it's not something that I openly discuss and seeing the human side come out of people was really quite nice."

Please contact our Family Support team to start your fundraising campaign via [families@treeofhope.org.uk](mailto:families@treeofhope.org.uk)



# Fundraising News



## Emergency Appeal

We're so extremely grateful to everyone who has supported our Emergency Appeal so far! The crisis is a tough time for everyone including charities and we are so grateful to our donors, families, corporate supporters and other organisations that have been so generous so far. The need for Tree of Hope is bigger than ever as there are still thousands of children who aren't getting the support they need and without organisations like Tree of Hope, the struggle would be all the more greater.

To make a donation to our Emergency Appeal, please head to the web address below. Other methods of donating are detailed on the back page of this newsletter.



[www.justgiving.com/fundraising/tohemergencyappeal](http://www.justgiving.com/fundraising/tohemergencyappeal)



## #TwoPointSixChallenge

Due to the 40th running of the London Marathon being cancelled, we took part in the nations campaign to Save UK Charities which saw so much support for our wonderful cause and raise just under £3,000! The 2.6 challenge brought joy to lockdown with people and their families setting themselves challenges around 2.6 and 26!

We've seen families walk marathons over 10 days, 26 crazy challenges in one day, pancake flipping, running, dancing, litterpicking, baking 26 cupcakes and countless fitness exercises! It's been an immense effort from everyone and real sense of community was felt across the news and social media and a total of £10 million was raised for charities.

We're delighted to have been a part of it and we want to say huge thanks to everyone who got onboard and took part! It all makes an incredible difference.

## #ChildrenHelpingChildren

We're launching a new campaign this Summer for children to get involved with! Children helping children looks to give children a Summer fundraising project, to help other children who are in need! Similar to the 2.6 challenge, children can set themselves a challenge of their choice and in doing so raise awareness for Tree of Hope at the same time! We hope this will help to pass the time this Summer! Watch out for more announcements on the website and social media!



## Digital Dine and Donate

The pandemic has meant we've had to get creative with our fundraising so we turned our annual Dine and Donate into a Digital event! Get together with friends and loved ones for a good cause! Families can also use it as a fundraising tool for their campaigns! We've seen Cheese and Wine catch ups, Afternoon Tea parties and even Quiz Nights! The possibilities are endless and it's not too late to start planning yours!

## Golf Day

This event has been rescheduled to go ahead on the date below. We are adhering to Government Guidelines at all times, so if required, modifications will be made to run the event alternatively.



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## Charity Golf Day

Wednesday 26th August 2020

Westerham Golf Course

**18 holes of Golf - teams of 3 or 4**  
**Team Stableford Competition**

£65 per person

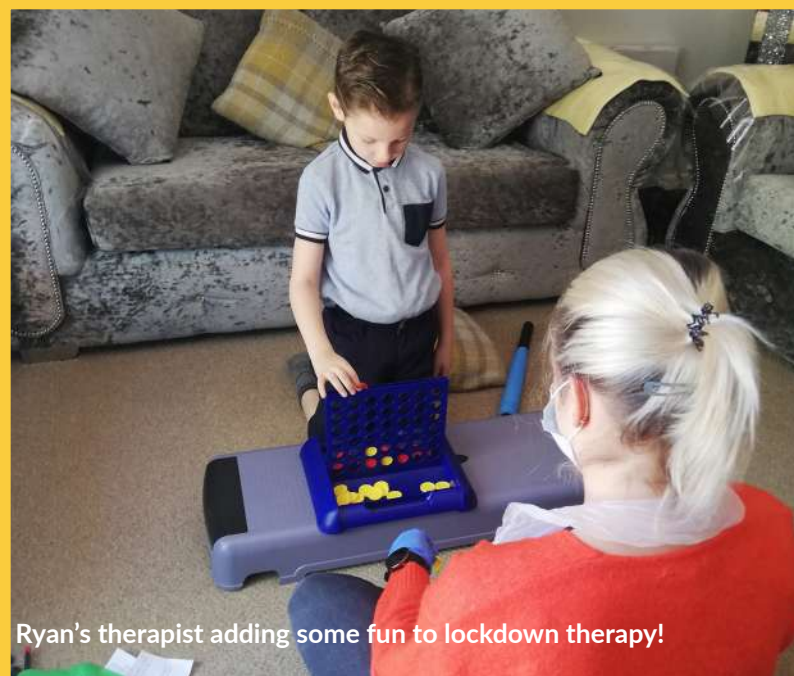
breakfast roll & coffee

2 course meal & coffee

Raffle & Silent Auction

Contact Karen Warner – [Karen.Warner@treeofhope.org.uk](mailto:Karen.Warner@treeofhope.org.uk)  
for more information and for a booking form





Ryan's therapist adding some fun to lockdown therapy!

# Ryan's SDR Journey

**Selective Dorsal Rhizotomy is a major precedure Tree of hope has been helping families access for their children for many years and is something that's under constant review from a funding perspective under the UK healthcare system. After a super successful fundraising campaign, Ryan finally got his operation, but the pandemic has had a significant impact! Read on to learn more about Ryan's fantastic campaign and how him and Mum Belinda navigated Rehabilitation in lockdown!**

Ryan has Cerebral Palsy which affects both his legs and his left arm. Ryan from a young age was told that he will depend largely on a wheelchair, but a procedure called Selective Dorsal Rhizotomy (SDR) would help remove the muscle spasms in his legs and significantly reduce the pain that he experiences every day.

On asking about the realities of living with CP, Ryan's Mum told us, "You never think your child is going to be one of those children this happens to and for so long, everything I did and still does, comes into question. What did I do wrong? Could I have done anything differently? But there is no answer and you just have to come to terms with the fact that it's just one of those things that has happened."

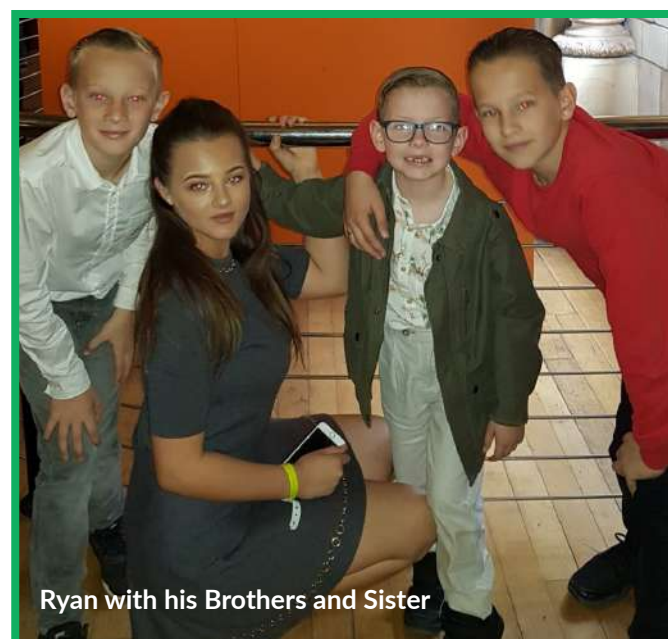
Ryan has 3 other siblings which all look out for him in various ways, but Belinda told us, "It was really hard with 3 other young children when Ryan was very young." She said, "Having to explain to 3 other children why we can't do what other families do together was the worst thing, especially being a single parent, so the impact on our family life was huge." Belinda went on to say, "Things have improved, as when Ryan was a lot younger, around the age of 2, there wasn't anything we could do as parks,

kid's playgrounds just weren't geared up for disabilities like they are now." Belinda also said, "We just have to have everything planned, which we've got very used to, there's no such thing as spur of the moment plans, even catching a train when Ryan has had appointments in London, simple things that we always took for granted."

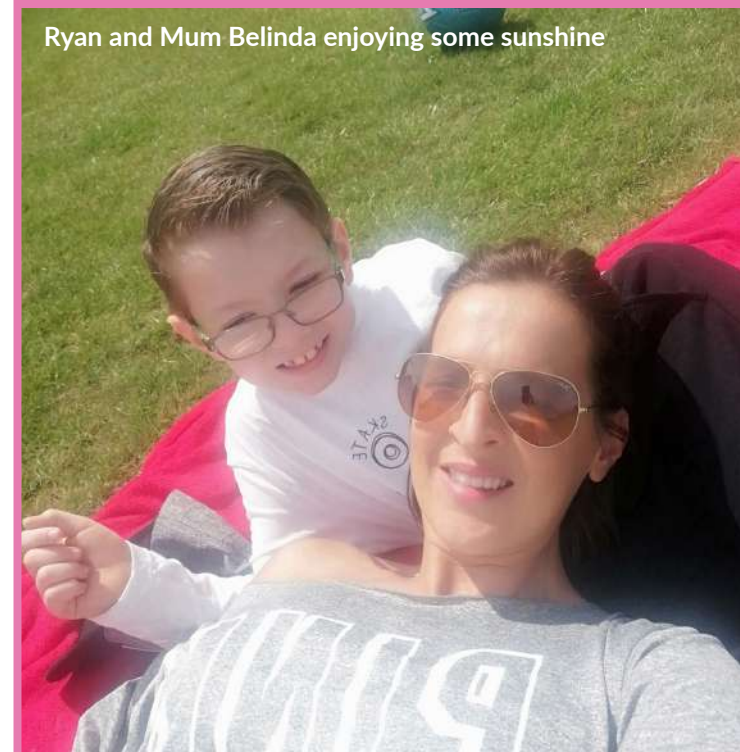
Ryan's favourite thing to do and the family's absolute favourite family treat is going to the cinema. Belinda told us "Ryan has become quite the film connoisseur! It's really nice when we can do something together as it's really important". Ryan and his siblings get along really well. Belinda told us, "Now the kids have grown up, they can all offer Ryan something completely different, his big sister is 16 so she's like a second Mum to him, his oldest brother is his life coach and they have their boy chats that Mum isn't allowed in on and his other brother is there for Ryan to play games with." Belinda went on to say, "For years we wrapped Ryan up in cotton wool because of his condition, but he's no angel as no child is 100% of the time

and his siblings have also helped teach him that sometimes things don't always work out the way you think they do!" Belinda said chuckling!

On asking how Ryan has coped with his SDR procedure and the rehabilitation, Belinda said, "I have always been very open and honest with Ryan and his medical knowledge is quite astounding, he understands so much so he's never really been in the dark about anything that happens to him." His main aim in life is to be able to walk so he can be like everyone else which has been the driver behind everything."



Ryan with his Brothers and Sister



Ryan and Mum Belinda enjoying some sunshine

Ryan was ready for his operation until the day of the operation when things started becoming real for Ryan, "He became incredibly nervous and very emotional and we had to try everything to try and calm Ryan down - it was just awful" Belinda told us. Eventually, Belinda and Ryan's Dad got there and the operation which usually takes between 4-5 hours took only 3 and once they found the nerves with complications, it was an extremely straight forward procedure.

Belinda recalled their experiences after the operation and the start of Ryan's rehabilitation, "Ryan's physio in hospital was really engaging which was a relief as he was happy to comply with what they needed him to do, as we were really worried it would be a battle!"

Ryan's family had to check out of hospital sooner than planned due to the coronavirus outbreak, which added a lot of extra stress on to an already stressful situation. Belinda told us "I have always planned and organised everything so meticulously, simply because I have to, I never imagined we'd have to contend with a problem of this scale! It's been a nightmare but due to Ryan and myself being classed as high risk, I decided to leave early just so we could get everything in place for Ryan at home before everything got to a lockdown stage, which we are now in so that's a big relief!"

Since Ryan came out of hospital, along

with the rest of the country Belinda and Ryan have been on lockdown and are classed as high-risk like lots of our families, meaning Ryan hasn't had his siblings as an extra precaution and are living elsewhere with their Dad. Belinda said, "The plan for Ryan's rehabilitation has changed due to the circumstances we find ourselves in so we've had to be a little creative!" Ryan has a Tomcat trike which their garden is too small

to ride around with, so Belinda took the wheels off and raised so that he's still able to get the movement. Belinda told us "You've got to be creative to make it enjoyable, it's not good when it turns into a chore, for you the parent and especially Ryan."

Following the 3 weeks of aftercare, Belinda has made sure Ryan has everything he needs to ensure he carries out his rehabilitation therapies to the best level possible. Belinda said, "Having private physiotherapy is all well and good but I feel parents should give themselves more credit as so much of it is easily carried out at home which is what we try to do on top of the physio." Ryan's fundraised monies helped to build a therapy room in their garden, and in this is equipment including a treadmill and vibration plate, physiotherapy equipment, as well as colourful mats and music speakers so that Ryan spends time in an environment that's bright and cheerful whilst he carries out his therapies. Belinda also said "We turn as many things as possible into a game so a lot of the time he doesn't really realise that he's doing his physio, a game of cards or snap, which involves Ryan reaching to pick cards up from afar is an exercise he has to do, so we think of ways to make things more fun."

On asking Belinda how she has found her overall fundraising experience, she told us "In the beginning, it was really hard and getting that support I did find was a battle and at times heart

breaking that I had to explain myself when all I wanted to do was give Ryan the best chance possible." She went on to say "Ryan's Dad's church group have been incredible, they have groups all over the country and Ryan's campaign just spread far and wide, we wouldn't be where we are now if it wasn't for them so we'll always be incredibly grateful to them for their amazing support."

We asked Belinda what advice she would give to parents who are or are thinking about fundraising for their child. "The problem with fundraising is that it is quite saturated with so many other charities you're basically competing with, so focus on raising small amounts and don't weigh yourself down with the big overall number. Little and often is the best way to get the funds you need as well as for your mentality as well as it can get very overwhelming trying to do so many different things."

Belinda also told us how useful having a Facebook page has been. "We've used Facebook mainly to update people on Ryan's progress, especially whilst in hospital and throughout his physio sessions. It's really important because those people who have given up so much time and money supporting you, at this point they're fully invested in what you've been doing so it's only right to show them how their money is being spent by keeping people engaged and up to date." Belinda also said "If I had known before that you could apply to charitable trusts for grants then that would have been a huge help. I think you get told by professionals that you need this huge amount of money and as a parent you go into this mode and dive straight in to do what you can, but take the time to research what you can get help with and then that reduces the amount you have to fundraise, which makes such a difference."

**Contact our Family Support team today to discuss how we can help your child on [families@treeofhope.org](mailto:families@treeofhope.org). uk or on 01892 535525**





# Social Media in the Pandemic



In the face of COVID-19, social media has been a valuable way for individuals, families and communities to stay connected even while physically separated.

During the 1918 flu pandemic, it's estimated a third of the world's population was infected and people didn't have the same sources of communication we now have to quickly share news and information and keep in touch.

Social media has allowed our families to keep their fundraising activities going in albeit limited but innovative ways as the lockdown has all taught us what we can do to adapt.

We've seen bingo nights, virtual tea parties and cheese and wine nights, raffles, pancake flipping contests, virtual music sessions, Online Easter Egg hunts, Facebook birthday fundraisers as well as everyone doing their own fun activities involving all the family for national campaigns such as the #TwoPointSixChallenge!

For us, we've also been doing absolutely everything we can to keep our vital services going for our families and there are so many more thousands of families out there who need our

help, making the need for Tree of Hope bigger than ever.

Here are some primary roles that social platforms have played so far during the COVID-19 outbreak:

## A Source of Information

Never have we had more real time information available at our fingertips, helping keep us safe, providing us with a better understanding of what is occurring and how it might impact us and those we love. It's also been a way for families to stay connected when in isolation and keep the awareness of their campaigns up, encouraging other smaller scale fundraising ideas and initiatives to encourage donations and also to give people an insight into their stories further to rally up future support.

## Response to the Outbreak itself

As a children's healthcare charity, it's important that our message continues to provide positive messaging and ensure the wellbeing of our supporters and families. We have been able to share messages to ensure our services are running as normal so families can contact us to use their funds for therapies and additional

services to help them through the lockdown which has been really important. Families who would usually travel for activities to help their children haven't been able to so have had to find alternatives and working with suppliers to collectively make families know that we are here to help, has been something that we've been doing on social media.

## Responsible Marketing

Whilst sometimes social media can invite misinformation and fear, there's also been an abundance of vital and in some cases lifesaving information and connection with others. The ability to share experiences with family and friends helps to reduce both physical and emotional isolation while also reminding us that we're all in this together is something that has united people within their communities which has been hugely important for everyone.

Communities have also been rallying together to support organisations and individuals like our families by sharing fundraisers with large audiences on social media. Tree of Hope is one of hundreds of charities in Kent alone to release an Emergency Appeal to help keep vital organisations running in a

time when fundraising events have had to be called off. Reaching large audiences with increased reach and defined targeting in a short space of time is a super effective way to boost messages and campaigns and is something families can do for their campaigns too!

## Helping in the Community

People are also taking to social media to offer support in any way they can, such as picking up groceries, volunteering for individuals who are unable to leave home. It's been an incredible team effort and we hope that the spirit will continue and become a new norm going forward. MCM Net, a digital marketing agency based in Tonbridge, have been working closely with Tree of Hope for many years, helping us to plan and run activity through social media, as well as providing support for the website and other online activity.

The team at MCM as ever with bundles of enthusiasm and ideas have hosted a variety of digital brainstorming sessions alongside our team in order to generate ideas that involve social media to keep fundraising active. Together, we converted our annual Dine &

Donate campaign to a digital event, encouraging friends and families to host virtual dinner parties and get together, to raise awareness of our vital cause and have promoted this across online platforms. Social media has also been used to raise awareness for the Emergency Appeal (beyond existing supporters) as well as coordinating content for the #TwoPointSixChallenge and finding audiences online that could offer potential support in the future with more being planned and discussed for the coming months!

MCM's Managing Director, Deon Kloppers, says

"We know these are difficult times for many, and unfortunately charities are really suffering. We have been working really closely with Tree of Hope to help them react to the current situation and to put together social media strategies quickly that will help them to raise awareness and funds. We will continue to innovate with new ideas that will help Tree of Hope to reach new supporters and beneficiaries."

Without social media, it would have been extremely difficult for Tree of Hope to maintain an online presence

and generate funds at a time when face to face contact is not an option and MCM has been a tremendous support. Content Lead Aindrea who works with the team said "Working closely with Tree of Hope throughout the coronavirus pandemic has required them as a charity, and us as an agency, to think and act quickly to find new ways of supporting fundraising through digital activity. It's been brilliant to see how willing they are to try new approaches and strategies on social media to stay active and adapt to what's happening in the world."

Social Media is evolving constantly and the addition of TikTok it seems is creeping further onto our radars! During the lockdown, it's become the second most downloaded app and has proved a fun and positive way to spread good messages and campaigns!

Our Head of Family Support Lee has definitely been having fun with this virtually celebrating the Eurovision Song Contest and raising awareness of the Super Hero Series coming up this Summer! We don't think it'll be too long before Tree of Hope joins the Tiktok party, especially as the fundraising landscape adjusts to a new normal...





# Raise **free** funds for your campaign simply by shopping online!

amazon.co.uk ebay Waitrose John Lewis M&S Booking.com

**Easyfundraising is an easy way for you, your friends, family and colleagues to raise money for your campaign. It's totally free of cost and gets over 3000 high street shops donating a % of your purchase to your chosen charity or cause.**

Everyone shops online these days and we've found a great way to turn that shopping into funds for your campaign!

It's really easy – you can collect a free donation every time you use fundraising website easyfundraising to access and shop online with over 3,300 retailers, including Amazon, eBay, Next, Argos, Boden, Clarks, Sainsbury's and John Lewis.

So just by doing your everyday online shopping with the stores you shop with already, you'll raise funds.

Easyfundraising is also a great way for family and friends to raise money for you too without having to 'donate' – they simply shop online as they usually do! What's more, when your campaign starts raising funds with easyfundraising, our friends at easyfundraising will make a donation to Tree of Hope too.

We think it's a great way to raise funds for free so why not give it a go! Easyfundraising has raised over £21m for good causes to date so it really works!

To get started, click here to register your campaign as a good cause with easyfundraising.

It's completely free to register and use and your shopping won't cost you a penny more!

**Visit  
www.easyfundraising.org.uk  
to get started and support Tree of Hope!**

## For Supporters

1. Download the Easyfundraising App or visit [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)
2. Search for your chosen cause
3. Click 'Join Us' and register your account today
4. Get Shopping! Every time you shop online visit [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) and click through to shop with your chosen retailer.
5. Download the 'Donation Reminder' on your computer. Every time you go to shop online, the reminder will flash up so that you never miss a donation!



**1. Join**



**2. Shop**



**3. Raise**

## To Register your Tree of Hope Campaign

1. Go to [www.easyfundraising.org.uk/treeofhope](http://www.easyfundraising.org.uk/treeofhope) and register your campaign as a cause with easyfundraising. It's completely free and takes just a matter of minutes.
2. Before you shop online, log in to easyfundraising first, choose your retailer, go shopping and collect a free donation – easy!
3. Ask all your family and friends to join you and collect donations for your campaign as they shop too! Easyfundraising will help you do this, with plenty of ready-made facebook posts, flyers, email copy and lots more.

# Support Tree of Hope

Tree of Hope offers hope to seriously ill and disabled children living in the UK and their families by helping them to raise funds for vital operations that the NHS can't provide, therapies and treatments needed for rehabilitation and improvement, and specialist disability equipment and/or adaptations to a family home.

## We need your support to make a difference!

You can help to improve the lives of children with complex disabilities and illnesses by making a regular donation or a one-off gift to Tree of Hope.

## Your gift will enable Tree of Hope to:

- continue providing the legitimacy of belonging to a well-respected charity to hundreds of families, enabling them to access funds for their child that would not be possible otherwise
- offer online giving platforms for fundraising, making the fundraising journey far more simple for the family than it could be otherwise
- provide advice and guidance on the best ways of fundraising, and giving support throughout a family's fundraising campaign, including dealing with invoices and suppliers, and sharing news of other families in similar positions, reducing the stress for families in very difficult situations



- You can donate by cheque which needs to be made payable to 'Tree of Hope'. Cheques can be posted to our address: Tree of Hope, Salford House, 19-21 Quarry Hill Road, Tonbridge, Kent. TN9 2RN

- You can donate by paying directly into our bank account, details below:

Tree of Hope  
Metro Bank

Account Number: 21862665

Sort Code: 23-05-80

Payment Reference: TOHGDonation

- You can set up a standing order from your own bank account for a monthly donation using the above bank details
- You can donate online via [www.treeofhope.org.uk](http://www.treeofhope.org.uk) using the Donate to Tree of Hope button. We use a platform called Go Cardless which pay us via direct debit. DD are used for either a monthly or one-off donations.
- To donate by text, text 'TOHDONATE' to 70085 with the number of how much you would like to donate between 1-20. The cost of a standard rate message plus the amount donated will be debited. All donations can be gift aided.
- You can set up a donation or a fundraiser via Facebook, please visit [facebook.com/treeofhope](https://facebook.com/treeofhope). childrenscharity for details and set up.
- You can now donate by shopping on Amazon, Easyfundraising and selecting Tree of Hope on the list of available charities, this is a great way to support, just remember to click Tree of Hope

**Remember to Gift Aid where applicable to add 25% to your donation at no extra cost. Please contact [accountsreceivable@treeofhope.org.uk](mailto:accountsreceivable@treeofhope.org.uk) to obtain a gift aid declaration form.**

*giftaid it*



# How we help...



**Tree of Hope helps children and young people with a disability or illness by supporting their families to raise the funds that they need to pay for specialist care that is not available through the health care system.**

## Our staff team support Tree of Hope families by:

- Assisting with the creation of a Tree of Hope online fundraising campaign via Just Giving
- Making fundraising tools and advice available to parents
- Ensuring staff are available on the telephone
- Enabling each campaign to claim gift aid because it is part of registered charity Tree of Hope
- Putting families in touch with other families in similar situations for moral support
- Giving greater exposure to campaigns nationally through being associated with a well recognised charity brand
- Support with managing funds and paying invoices

**[www.treeofhope.org.uk](http://www.treeofhope.org.uk)**  
**01892 535525**

## Who We Help...

- Children under the age of 18, with access to funds up to their 25th birthday
- Children anywhere within the UK
- A child suffering from a disability, illness or autism

## Medical Conditions we have helped families with (not an exhaustive list)

Cerebral Palsy  
Retts Syndrome  
Downs syndrome  
Global Developmental Delay  
Hypermobility  
Congenital Hypotonia  
Epilepsy  
Visual Impairments  
Meningitis complications  
Lebers Congenital Amaurosis  
Dravet Syndrome  
Hypoxic Ischemic Encephalopathy Injury  
Dystonia

## What you can fundraise for

Equipment including but not limited to trikes, hydrotherapy pools, specialist pushchairs & sensory equipment

Therapy, including; physiotherapy, horse riding & swimming lessons

Operations and treatment inside and outside of the UK

House Adaptations including sensory gardens and bathroom adaptations

Please remember to include all your fundraising needs at the start of your campaign. Speak to our Family Support Team on 01892 535525 for advice.



**tree of**  
**HOPE**

*The fundraising charity supporting children's healthcare needs*