



Charity News

Welcome to the June copy of the Little Hearts newsletter.

As you will see, as you read this month's copy, we have started to concentrate on answering some of the questions and queries that you raised in last year's questionnaire. Over the next few months we will try to cover all the sections of our work that gave rise to your questions.

The last few months have been busy ones. I have been based in the LHM office working with the Trustees to build on the charity's Strategy and Budget plans. The aims of the charity remain our core objectives

Support, Information and Awareness, each of these areas needs to evolve and the Strategy that has been drawn up for the next three years reflects the wishes that you, the membership, have raised with us over the last year. If you would like a copy of the charity's strategy just contact me in the Little Hearts Matter office.

The Trustee and Office team are busy pulling together the annual report. Copies will be available next month.

I have also been focusing on sourcing new funding to support our ever growing work. Tesco have very generously granted the charity £15,000, this will support our development of the parent - to - parent telephone support line. The Tesco link came about through a parent who works for the company. We would like to offer a big thank you to the Bostock family for all of their generous support. For more ideas of ways in which you could help us with big companies turn to the back page.

Applications for funding to support our children's information project, have been submitted to the Lottery, Section 64 (a

department of health grant) and Children in Need. Although, sadly, just because an application has been made it does not mean that we will receive a grant. A great deal of work goes into each application but only 1 in 5 leads to any funding.



Natalie Heywood has joined the office team for a few hours each week, her role in the office is to help us to research grants and corporate funding. Even though she has only been

with us for a short time she has been able to answer lots of questions about possible sources of support. Welcome Natalie.

We are currently working on a LHM video. Using footage taken at the Activity weekend we hope to put together a five minute piece about the work of the charity. Children, parents and professionals have all agreed to support the project so watch this space and hopefully it will not be too long before it will be available to see.

Deb and I have been working on the Open Day, (see page 3). The aims of the event this year are to provide workshops and lectures that answer the support and information questions asked of us in the questionnaire. I do hope that you will be able to join us in Manchester on Sunday October 23rd.

I have also had the opportunity to present the work of LHM to the Liaison Sisters at a British Heart Foundation study day and to medical teams who attended the British Cardiac Society's Annual Conference. For the first time one of our young members, Will Goodenough, joined me in the presentation. This was

a wonderful opportunity for someone who is affected by single ventricle heart disease to be able to speak on his own behalf.

I hope that you all have a good month.

Suzie

Suzie Hutchinson,
Director



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Office News

Hello everyone.



April and May have been very busy. I'm now finding my way around and am even beginning to get to know some of the

families. Earlier in the month I joined Carol and some of the families from the South region at a party in Epping. I threw myself into the games and entertainment put on by Mr Zacko but was a little nervous when called upon to do the 'Twist' - a dance I hadn't done for a few years and actually found I had a few aching bones afterwards.

Everyone seemed to have a good time and before we knew, three hours had gone by and people were getting ready to leave with children carrying an assortment of balloon animals. A success, I believe!

We are now in the process of answering requests for merchandise. Members are really responding to our merchandise leaflet and making their selections. Look out for the

trolley disc, it really is a winner and so useful. I hope your summers are warm and that any holidays you may take are successful.

Jack

I have been busy putting together a new merchandise order form, since we have revamped our LHM stock and hopefully you will all have received one by now.

I have also been very busy pulling together the newsletter and yes it's that time of year again - I am now in the process of producing the Annual Review - it doesn't seem two minutes since I was doing the last one!

Suzie and I have now begun to turn our thoughts to the Open Day (see opposite page) and we are in the process of inviting speakers and putting together the agenda, which will go out shortly, if you are interested in staying over on the Saturday evening please call me on **0121 455 8982**.

Wishing everyone the very best.

Deb



New Publications

'From Us to You'



Little Hearts Matter are pleased to announce that the 'From Us to You' a book for parents who have lost a child has now been completed and published and is available from the office to our members free of charge.

We will be charging £5.00 per book for extra copies and to medical professionals who wish to purchase it.

'Hypoplastic Left Heart Syndrome'

Also we can now confirm that the Hypoplastic Left Heart Syndrome book, which LHM has been working on in conjunction with Professor Anderson and Mr Pozzi has also been published.

We have 20 copies in the office which can be loaned out to members for a period of 2 weeks at a time. If anyone is interested in seeing a copy please contact us on 0121 455 8982.

Media Update

Firstly I'd like to thank everyone for their involvement with this year's Cookie Bake. The press cuttings kept flowing and we were delighted to receive so much positive regional press coverage. We are now beginning to make plans for next year's Cookie Bake and hope to secure celebrity support for the event.

We are continuing our profile work with the media. Glossy women's magazines including Bella and Best will be featuring Little Hearts Matter families in the next few weeks. I'm also in touch with The Daily Mirror and The Sun newspapers who have both interviewed families for future stories. Over the next month I'll be working on the promotion of the new Bereavement book 'From Us to You'



and the Hypoplastic Left Heart Syndrome publication which will be targeted at the medical press.

As we all know, fundraising is crucial for the work of Little Hearts Matter to continue. On 24 April over 180 school children, from Papplewick School in Ascot, put on their walking boots and raised an impressive £10,000



Pictured left to right: Alex Reagan (aged 10), Chris Tarrant, Harry Daintith (aged 11)
Photographer: Graham Reading

from their annual sponsored walk. Two school boys from Papplewick School were very delighted to have the opportunity to meet with Chris Tarrant at the 'Who wants to be a millionaire' studio on 23 May. Chris Tarrant kindly accepted the cheque on behalf of Little Hearts Matter.

Thank you again to all the families that have helped with media work. I'm also beginning to hear from parents that have been contacted direct by journalists - this has been invaluable so please keep in touch! As always, I would welcome your news and views so do contact me direct on the numbers below.

Emma

Emma Pelling

email: epelling@aol.com

tel: **0208 450 2745**

mobile: **07958 558172**



Can You Help Develop LHM's Information?



We are seeking to strengthen the voice of parents/carers in developing our new information material, by way of extra parent representation on the Information Committee. This is very important given the work we are planning for this year in developing lifestyle information, which covers areas many of you have requested.

No special skills are required - we just need you to have a view on the information needs of our children and parent members - you may find some background in marketing and information production would be useful, but it is not essential. It would involve taking part in four or five committee meetings in Birmingham per year, each lasting two hours.

If you would like to be involved but do not feel able to be a full part of the committee, we would very much welcome the involvement of parents/carers who can give input on draft documents by post, email or phone. Think of it as test driving our information!

Please contact me via the office if you would like to discuss this in further detail.

Thank you

Isabel Baumber
Chair
Information Committee

Little Hearts Matter



Sunday 23rd October 2005

This years Open Day and AGM will be held at Luther King House in Manchester.

There is accommodation available at very reasonable prices and as in previous years we will be having a get together on the Saturday evening for families who wish to stay on the Saturday night.

The day will consist of talks and workshops with the introduction of workshops for the older children. A qualified creche will also be available. As always it is free to attend.

Please call Deb in the office to get more details. We will be sending out the agenda of the day shortly.



LITTLE HEARTS MATTER TO RAISE MONEY WITH BIRMINGHAM'S BIGGEST LOTTERY

Little Hearts Matter is joining Birmingham's biggest lottery to help us raise more funds - and make giving more fun.

TLC Lottery has already raised more than £1.6 million for some of Birmingham's best known good causes. Now we have joined, and we are asking our supporters to play the £1 a week game, which will raise money for both Little Hearts Matter and other charities.

Little Hearts Matter director Suzie Hutchinson said "Every time one of our members plays we will receive 45p. So for every 100 people that take part for a year we will raise £2,430.

"Another 45p will go to three other important charities - Acorns Children's Hospice; Birmingham St Mary's Hospice and Birmingham Focus on Blindness. The remaining 10p will help build up a prize jackpot and run the scheme.

"All that members need do is nominate Little Hearts Matter on the entry form, and we will receive our money directly."

The lottery works like Premium Bonds, where every player has a personal number. Each week a computer randomly picks more than 100 winners, who can receive anything from £1000 cash to a teddy bear wearing one of TLC's T-shirts.

TLC Lottery's manager Colin Barrett said "Most people pay by standing order

or by writing cheques for three, six or 12 months, because these methods keep our costs down and mean we can give the maximum possible to good causes.

"TLC Lottery is one of the most effective - and fun - ways of raising money for charity that there is. There's a far better chance of winning a jackpot with TLC than on the National Lottery, and almost all the money raised stays within Birmingham"

Little Hearts Matter is one of 21 charities and good causes operating in the West Midlands that have joined TLC Lottery over the past few weeks, while almost 40 other charities are in the process of joining. They range from hospices and medical research; schools and sports teams; to organisations for the elderly and disabled.

For further details on how to play and help our cause, please contact.

Suzie Hutchinson
Director, Little Heart Matter
0121 455 8982
email: info@lhm.org.uk

OR

TLC Lottery
0121 248 4500
email: lorraine.halling@tlclottery.co.uk
or register online at <http://tlc.telelot.com>

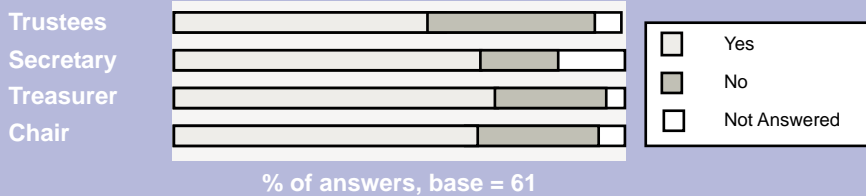
Features



Questionnaire Feedback

It seems that over one third of members do not understand the role of the Trustees, and nearly half the membership do not know how to contact the Trustees. More reassuringly, two thirds of you say that you receive enough information about the charity's aims and objectives. Further detail is given below.

DO YOU UNDERSTAND THE ROLE OF THE ...?



Do you know how to contact the Trustees?

Yes - 41% No - 47.5%

Do you understand the role of the Director?

Yes - 52% No - 29.5%

Do you receive enough information on the aims and objectives of the charity?

Yes - 65.5% No - 8%

The Trustees - Who we are and what we do

In response to your feedback in the recent membership questionnaire, this article is designed to give more information about the charity's Trustees and organisational structure.

Little Hearts Matter's Board of Trustees consists of at least seven people, who are elected to this voluntary role for a two-year period at our Annual General Meeting. The overall purpose of the Board is to ensure that the charity's money is used effectively in order to achieve the aims of the charity. It is a strategic role, and includes activities such as development of policies, overseeing of programmes and services, and ensuring the financial stability of the organisation wherever possible.

Sub-Committees have a more operational role, and include both Trustees and non-Trustees with particular relevant experience. Most of the current Board of Trustees are parents, and we all bring a particular professional area of expertise. As well as the Trustee meetings, we are all actively involved in at least one of the charity's Sub-committees which have a more detailed role in one area of the charity's work. Over the coming months, each Sub-committee will report through the newsletter to tell you what we are planning to do in response to your feedback received through the questionnaire.

The named officers of the Trustee Board are the Chair, Honorary Secretary and Honorary Treasurer. The Chair, Craig Santus, leads the Board of Trustees, for example

through planning and chairing board meetings and monitoring decisions made at meetings. Craig also represents the organisation and works very closely with Suzie Hutchinson, the Director. The Secretary, Andrew Shaw, has a particular responsibility to record and manage the formal part of the business of the Annual General Meeting. Andrew also chairs the Fundraising Sub-Committee. The Treasurer, David Baumber, attends to matters of financial management, this includes the management accounts, budgeting, and legal requirements, for example the Annual Return and year end accounts. He is also responsible for making sure the staff get paid!

We all work together with the paid office-based staff to further the aims of the charity, and have different involvement with different members of the office team. Most of the Trustees, but especially the three named officers, have regular contact with Suzie Hutchinson, the charity's Director. Louise Hall who chairs the Support Sub-Committee also has a lot of contact with Carol Shaw, the Network Support Leader. Isabel Baumber, Chair of the Information Sub-Committee, has regular contact with Deb Rahman, the Information Administrator.

The Trustees are named opposite, and we have each written a short profile to give you a bit of background about ourselves. Please do not hesitate to contact us via the office at any time, or talk to us at any charity events to give us your views on the charity's plans and future.

The Role of The Director



Many of the members who completed the questionnaire said that you did not feel that you understood the role of the Director. Here I have tried to explain both my role and how it fits with the work of both the Trustees and the office team.

The Director is a paid employee of Little Hearts Matter whose role is to work with the Trustees as they set the charity's three year strategy then take that strategy and budget and work with the office and voluntary team to achieve the strategy's aims.

The charity has three main objectives which then split into many working areas. Support, Information, Awareness.

As the Director, I take part in all these areas helping the LHM team to highlight growing areas of membership need, and then looking for ways to find them the services that will help them. I compose the business plans and the day-to-day working priorities for each of the charity's objectives.

I buzz all around the country raising the profile of the charity within medical, social, governmental and charity fields. This can be through presentations, group workings or meetings. I work closely with Emma Pelling as we attempt to raise the profile of the charity with the general public.

I work to find funds to support the charity's work by: -

- Looking for project sponsorship
- Seeking funding grants
- Supporting membership fundraising
- Working with potential corporate sponsors

I work with the Finance and General Purposes Committee to ensure that the books remain balanced and future funding needs are planned for. At present we are seeking replacement funding for the Lottery grant.

I also provide a great deal of the office based member support and information. Using my experience of working with families with complex heart problems, within the NHS, I offer one to one support and information to callers looking for more support around the care and treatment of their children, often linking with medical teas to find solutions to individual member's problems. From this service comes the written information that we have provided in the way of the Filofax and medical articles in the newsletter.

I hope this gives you an overview of my role. Please feel free to contact me in the office if you have any further questions about my role.

Suzie



Our Trustees



Craig Santus

Craig joined the Board of Trustees 6 years ago when he and his wife Nadine were expecting their first child, Matthew, who had been diagnosed with having HLHS. Craig brings a wealth of experience to the charity, his personal experiences of living with the problems of congenital heart disease and then the sad loss of his son just before his 2nd birthday.

Fortunately, Emily, who is now nearly three years old is a happy and very healthy new addition to the family.

Craig has been Chair of this charity for two years and is also a trustee of the Children's Heart Federation.

He works in the media industry for a large information technology company and lives in a small village in Cambridgeshire.

Pete Turner

I am 30 years old, and live with my wife Alison in Cardiff. Both of my sons, Will and Charlie, were born with Hypoplastic Left



Heart Syndrome. However, Will also suffered from an additional genetic condition which claimed his life when he was 15 minutes old.

Charlie is now 14 months and has had his second stage surgery. He is doing well, and is a real joy to us.

I work as a telemarketing manager for HBOS Card Services, which involves running a wide range of marketing campaigns as well as detailed analysis and financial reporting. Prior to this, I was in retail and account management for companies including Canon and Toshiba



Louise Hall

A past Chair of LHM, Louise has been part of the charity's support team for the last 8 years. Louise and her husband Duncan have three children, their 8 year old, Ben, has HLHS.

Louise has been able to use her personal experience of an antenatal diagnosis to set up the family support line.

She also finds time to teach full-time and brings her experience of the education system to the LHM team.



Andrew Shaw

Andrew joined the Trustee Board in June 1996 and has served continuously since then either as Treasurer or Secretary, he also chairs the Fundraising Committee and serves on both the Partnership and the Finance and General Purposes Committees.

Andrew has four children, his third child, Edward has HLHS.

Edward is ridiculously well and suffers no effects of his condition. He is probably more active than the average 9 year old and believes that life has no boundaries. Determination beyond imagination means that he achieves all he wants and more besides. With a happy disposition Edward manages to enjoy each day as it comes.

Andrew is managing director of Shaw Tax Ltd, a specialist tax consultancy adviser with offices in Birmingham and London. Andrew principally advises on International tax issues and travels abroad regularly.

Andrew has worked in the voluntary sector for more than 20 years and prior to joining LHM he was chairman of the Board of Governors at South Birmingham College

David & Isabel Baumber

We are both trustees and members of LHM. David is the Treasurer and part of the Finance & General Purposes Committee. We have one son, Matthew (born June 2002) who has Tricuspid Atresia.



Matthew has had the first two stages of surgery and is expected to have his third stage in summer 2006. He was very ill as a baby, with breathing difficulties caused by a paralysed diaphragm which needed additional surgery, and feeding problems meaning that he was tube-fed until he was nine months old. However, at the moment, he is a remarkably healthy toddler!

David is a Chartered Accountant, currently at Powergen, and previously at Price Waterhouse Coopers. He brings financial skills to the charity in terms of budgeting, payroll, analysis and cost management.

Isabel is an Export Marketing Research Advisor for the British Chambers of Commerce, having previously managed Rover Group's marketing in Latin America, then elements of Rover's global communications strategy. As a result, Isabel can provide skills in marketing and communications and support for small businesses.



Baroness Howarth of Breckland (Valerie Howarth) - Patron

Until July 2001, Valerie was the Chief Executive of the charity ChildLine. Over her years with the charity it built

from a small London based service to the national service it is today.

A social worker by background working in Family Welfare in Lambeth and Brent, she rose to become Director of Social Services.

As well as offering her support and knowledge to the work of Little Hearts Matter she is also President of John Grooms Association for Disabled People and the Vice Chair of the Faithfull Foundation which is an organisation that provides treatment for child abusers.

As a member of the House of Lords, Valerie works to represent the needs of disabled and vulnerable children, she is currently Secretary to the All Parliamentary Children's Group and sits in the European Union Sub-Committee.

Dr Oliver Stumper

Dr Stumper is the medical representative on the Board. He has been a Consultant Cardiologist at Birmingham Children's Hospital for many years and has a wealth of experience in the field of complex heart disease.



He is also the father of three children and both Vanessa his wife and himself have attended the charity's activity events providing medical support when we attempt anything a little physical!

Sarah Green

Sarah joined the Board of Trustees six years ago when we were in desperate need of a new Treasurer. She took on the role with great enthusiasm and provided us with a sound financial foundation from which we have been able to grow and refine our working practices. Sarah has also worked tirelessly in a support role for those families that receive an antenatal diagnosis and is often the parent voice on the end of our support line.

I would like to take this opportunity to thank Sarah for her hard work and dedication to LHM and to announce that Sarah has decided to step down from the Board at this time. She will, however, continue in her support role and is still an invaluable member of our volunteer team. Thank you Sarah!

LHM Board of Trustees



'Little Ross'

BEING PRE-JUDGED

Already a single parent of two boys who do not see their dads, I thought things could not get any worse for them....

This may seem irrelevant coming from a story about Hypoplastic Left Heart Syndrome (HLHS), but, for me is quite a big issue as many people are quick to pre-judge. From my own experiences I now know that things are not always the way that they may appear as I have to confess to previously being one of those pre-judgers!



Realising I was pregnant with Ross came just after I had split with his dad too, then having Ross diagnosed with HLHS started another episode in our lives.....

As well as having to deal with my own feelings and emotions, I carried the opinions of others, including having another baby without a dad around and of the effects that Ross's condition would have on the other two boys.

DIAGNOSIS

At 26 weeks pregnant I then began to carry the worries of the risks, the long-term questions and trauma that HLHS brings.

My dad drove Ross' dad and myself to the appointment at Kings College where HLHS was confirmed. As you all know and I am sure will agree, this news was a real shock and rapidly puts all the previous problems in life into perspective.

Ross' dad's initial reaction was "What is the point of putting a baby through all that pain?". This negative reaction helped me to make a decision. I had already made the decision once to keep my baby and although this was the worst shock I had ever had, I did not agree. To be told that you are going to have a baby that may die after birth is a big decision to take on, but for me I know that I would have lived the rest of my life having to deal with that experience and the thoughts of never knowing. A chance is better than no chance. So I spent the next 14 weeks trying to prepare for every eventuality.

THE BIRTH



I decided that I wanted to have the baby alone. I did not want to carry anyone else's feelings.

The birth had been scheduled at Guy's, when Ross decided to come on his own. I visited East Surrey hospital to be assessed and from there was transferred to Guy's, and so, not being able to see where I was going and at the same time pretending that I wasn't really in pain or petrified of the events that lay ahead, I endured the worst journey of my life.

Ross was born naturally on 20th June 2002, after only having gas and air as pain relief as I never thought that he would come so quickly going on previous births! It wasn't too good at the time but I reaped the benefits after as I felt no side effects from different drugs!

SPECIAL CARE

I already knew that soon after birth Ross would be taken straight to the special care unit to be monitored. Seeing him for the first time was really emotional.



I had not prepared myself for the reality of not just being able



to pick him up and give him a big cuddle. It was the tubes and wires that made it impossible. I did hold him, but, had to be so careful not to hurt him anymore. He had needles in both hands, taped and bandaged up to a board to keep his hand straight and keep the needles in. There were also a lot of monitors, recording his heartbeat etc, it all became very confusing.

I was given a bed in the maternity ward with all the other mums with their new babies! Very inappropriate but, my need to be with Ross took over and I spent much of my time by his bedside in the ward where he was.

SURGERY

Ross had his first surgery on the Monday at 4 days old. Up until this point I still had not

bought anything for him and so during those terrible hours of waiting I wandered around the hospital and station like I was on another planet. I then bought him his first cuddly.

Then on the Wednesday, his ventilator was removed so I was able to go shopping for his first set of clothes and blanket feeling a lot more positive and knowing that I would actually be taking him home with me.

I shielded everyone else at home from the knowledge of him even having surgery as it was easier for me to cope with things this way. They really had no idea and so the next time I rang, it was with good news.

FURTHER SURGERY

Ross had his second operation at nine months and again returned home within 10 days. I realise how lucky we are. We now await his third stage.

EATING AND BEING SICK

The only real problem Ross experienced was to do with feeding! He is still very underweight and has food supplement milk drinks (fortini) and I have to fortify his foods, which was difficult to come to terms with at first.

At first I breastfed Ross, but due to poor weight gain had the pressure to introduce a bottle. He never took to this, then the carton milk drinks were introduced - the straw was the answer! I found myself holding him at the slightest cry and he would bring back any milk that he had consumed.

It was also an absolute nightmare to get him to eat food. Ross has always been strongwilled. It appeared that on the few occasions that he did eat that he would again start to cry and then bring it back up. When I kept a diary I realised that although things seemed bad I was able to put things in proportion. The pressure of knowing that he had to eat no matter what, as he may not have enough energy was very overpowering and I found myself constantly putting him back in his highchair to try something else.

In the end my better judgement told me to take a step back and I started to leave him until the next mealtime. Even now he still has a tendency to be sick after food or if he cries from the slightest little bump, but he is a lovely happy little boy, hence being called 'Little Ross'

EMOTIONAL ROLLERCOASTER

Although this has and will continue to be one of the biggest emotional rollercoasters I have ever been through I do not ever regret having Ross and giving him the chance of life. But I will not lie about feeling guilty sometimes or that I live in fear of losing him and finding it hard to accept when people say to me 'enjoy the time you have got'



When I was expecting him things were not as real as they are now that he is here. Ross has grown and is now a person not just a baby that has no idea of what is happening

He is a little boy who will be fully aware of what is happening next time I take him to the hospital for his MRI scan and then his surgery. I will find this even harder to do than before and I am sure that he will hate me for ages after!



'UNDERSTANDING DIFFERENCES'

This whole experience has opened my eyes to many things and as a result I have set up my own self-help group called 'Understanding Differences'. We have an internet site to communicate worldwide but also meet regularly with other families who have a diverse background of problems, because HLHS is so rare the chances of meeting others locally is greatly reduced.

We are working hard to fundraise to offer some to other charities so that we continue to support them. The money that we keep is for supplying books to schools that cover the whole subject around going to hospital, emotions and those that raise awareness of conditions like 'Rosie Goes Red Violet Goes Blue' - a lovely book.

Initially, my personal goal is to write our own series of early reader books that teach others about differences so that they gain a different insight into the subject of Knowledge and Understanding of the World, one of the national curriculum topics that schools plan the children's learning around. Additionally they will offer support to any families who may have had a recent diagnosis that they need to explain to their child. We need to hear from anyone interested in supporting this idea to make it work.

If you would like to visit the website go to <http://understandingDifferences@groups.msn.com/UnderstandingDifferences> It is an MSN Group and people have to join if they want to talk or people can browse

Network News

February and March although quiet on the 'party' front has been a time for planning and budgeting for 2005/6, so I have been very busy at the Birmingham office looking at activities for the coming year. The great news is that we have been successful in receiving £10,000 from the Lloyds TSB Foundation to train our new team of Area Co-ordinators and the dates have been set for this training in June and September. In the next issue of the newsletter there will be a full article on the new network strategy together with a map showing all the new areas and Area Co-ordinators.



On the meeting front we did have a lovely day, (it was actually sunny!), in March at Crealy Adventure Park in Exeter and thanks go to Jo Lovell for

organising the event and on Sunday (15th May), the new London group finally managed to meet, this time in sunshine and not snow! in Epping. We all had lunch and were entertained by 'Zaco the Magician'.

Dates still to be arranged are a visit to Brocketts Farm, Leatherhead and Marwell Zoo in Southampton.

I am hoping to organise a number of summer barbecues which will take place around the country. So please watch this space and if any of you have any ideas of venues etc I will be delighted to hear from you.

Looking forward to seeing you all throughout the summer

Kind



regards and best wishes

Carol

Carol Shaw
Network Support Leader
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Tel: 01743 885230
Mobile: 07971 680415

Competition Time

Crealy Adventure Park have very kindly offered to give us a Child's Seasonal Pass to any of their two parks which are located in Devon and Cornwall

To win this fantastic prize children, all you have to do is get out your paints and pens and write and draw us a story about your recent holiday or what you plan to do in the forthcoming Summer Holiday.

Entries to be received by July 15th 2005.



Ideas For Raising LHM Funds

Snappy title needed

Can you help?- As the number of children we support grows, and as they face the challenges of teenage and adult life it is essential that we raise further funds to support an expansion in our activities.

With this in mind a year ago our trustees created a sub group "The Partnership Group" with the aim of making Little Hearts Matter as attractive as possible to potential commercial funders. We have learned a lot from people with experience in this area, understood a lot more about how we should present ourselves and have created material that these potential funders are finding attractive.

In the past 3 months we have tried out our ideas with two potential funders where a parent was able to give us a strong introduction. I am delighted to tell you we have had some success and are now certain that LHM can be an attractive partner to commercial organisations and can look to raise a good proportion of our funding in this way over the next few years.

As a result we are looking to open up a new relationship with a partner every six

months or so, and are asking for your help in making the appropriate introductions. All the success we have had so far has come from high level introductions from parents or friends of the charity. So do you have a high level relationship with a company of one of the following 3 types?

- a) Large highly profitable organisations who need to prove to the general public that they are good citizens. The example we are working with at the moment is Tesco (so we don't feel we could work with their direct competitors), but other retail organisations, Banks and Oil Companies are further examples.
- b) Companies that are trying to persuade the public to behave differently and are trying to encourage them to do so by giving a donation to an attractive charity whenever they do. We are currently working with KMP who make ink cartridges and want customers to return the used cartridge. To encourage them they will make a donation to LHM

- c) Companies that have a product that would benefit from an endorsement from LHM. Clearly we will have to be careful what products we endorse, but obvious examples are mild based products, like drinking chocolate, bed time drinks, ice cream and yoghurts, particularly Walls with the heart logo. Health food brands like M&S "count on us" or "be good to yourself". Children's clothing, again Pampers come to mind as they have a heart logo, and equipment providers to say the "Zipper Club" football team or scooters that would enable our teenagers to get to class on time in a big school.

So if any of you have contacts please let me know on **0121 455 8982** so that we can work together to make sure that our approach to the company is received well.



For LHM

KMP, one of the leading international printer consumable manufacturers, is pleased to announce a new charity sponsorship programme with Little Hearts Matter. The plan is to raise over £100,000 for the charity by recycling toner and ink products via a network of Little Hearts Matter collection bins.

The printer consumable industry is one of the fastest growing sectors because of the tremendous increase in the use of printers in the office and home, and with the use in computers using the Internet and digital photography.

With such growth it is key that consumers understand the value of recycling these products and KMP are the leading European company involved in re-manufacturing products.

Here's some food for thought.



- ✓ More than 3.4 litres (3/4 gallon) of oil is needed to make one new laser cartridge.
- ✓ In just 12 months cartridge recycling could save 15 million litres of oil in the UK.
- ✓ 47 million cartridges go into landfills each year and is increasing annually.
- ✓ A laser cartridge thrown into landfill sites will take 450 years to decompose.
- ✓ Buying a new cartridge uses more resources with higher costs to you. By recycling cartridges you are making a huge difference to our environment. It is vital that consumers,

government and other bodies are able to make clear environmentally based purchase decisions and with the growth anticipated in printer consumables it's critical we all get involved.

Every usable recycled cartridge returned will ensure that a substantial donation is made to Little Hearts Charity and the target of a least £100,000 is achieved.

It's very simple, toners are placed into a special collection bin or pre-paid envelope, once the bin is full all people have to do is call a freephone number to arrange collection and for a replacement bin.

If you, your family or friends work in a place where printers are used, perhaps you could ask if one of our recycling bins could be placed there. To arrange for a box or envelope to be delivered call

08000 197 190