

**Sincere Support**

**Charity Number 1182656**

**Trustees Report and Receipts and Payments Account  
for the year 1st February 2020 to 31st January 2021**

## **Sincere Support (Charity Number 1182656)**

### **Report of the Trustees for the year 1st February 2020 to 31st January 2021**

The trustees have the pleasure in presenting their report and the financial statements of the charity for the period 1st February 2020 to 31st January 2021.

#### **Reference and Administration details**

Sincere Support is a registered charity, charity number 1182656.

#### **Principal address**

C/O Meadow Hall Centre Limited  
Management Suite  
1 The Oasis  
Meadowhall Centre  
Sheffield  
S9 1EP

#### **Trustees**

The trustees who served in the year were:

Stephen Haley Lister (Chairman)

Sheena Powell-Bevan

Mark Beven-Powell - resigned 15th September 2020

Geoffrey Brignall

Gary Harvey

Ellis Brooke Powell-Bevan - appointed 15th September 2020

#### **Structure, governance and management**

The charity was constituted as a Charitable Incorporated Organisation (CIO) Foundation on 27th March 2019. The governing document is a constitution.

Where there is a need for new trustees, these are identified and appointed by the existing Trustees

#### **Objectives and activities**

The charity was formed to relieve the stresses experienced by the family and carers of children with terminal or serious illnesses in hospital in the region of Yorkshire, Humber and Lincolnshire and to support other properly constituted groups working for the same purpose.

#### **Achievements and performance**

The charity was formed on 27th March 2019 and superseded Sincere Support (charity number 1100487) from 16th October 2019.

£34,158 has been raised in the period from fundraising activities. Funding of £116,396 has also been secured from the National Lottery Community Fund. These funds are all unrestricted.

#### **Financial performance**

The reserves of the charity are unrestricted at the year end and are available to meet the costs of running the charity for its objectives and activities, for donation and fundraising activities.

At the year end the reserves were £81,635.

The receipts and payments accounts have been prepared under section 133 of the Charities Act 2011 and in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice. The financial statements have been prepared from the accounting records and information and explanations provided to Jonathan White & Co Accountants Limited.

#### **Further Information**

As part of our ongoing National Lottery programme, we have had an external evaluation of our activities completed. This is highly detailed and we have attached a copy at the end of this document.

**Sincere Support (Charity Number 1182656)**

**Report of the Trustees for the year 1st February 2020 to 31st January 2021**

**Continued**

**Public Benefit**

The trustees have referred to the Charity Commission's guidance on public benefit when reviewing the aims and objectives and in planning future activities. The trustees have considered how planned activities contribute to the aims and objectives set ensuring activities offer and satisfy the public benefit requirement as stated in charity law.

This report and financial statements were approved by the trustees on the 22nd November 2021 and is signed on behalf of them all.

Stephen Haley Lister  
Chairman

**Sincere Support (Charity Number 1182656)**

**Independent Examiners Report**

I report to the trustees on my examination of the accounts of the above named charity for the year ended 31st January 2021, which are set out on pages 4 to 6.

**Responsibilities and basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

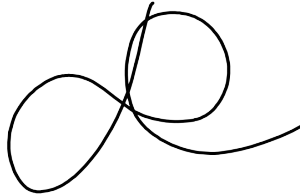
I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal stroke and a small upward flick.

22nd November 2021

**Jonathan White**

**Jonathan White & Co Accountants Limited  
134 Dobbin Hill  
Sheffield  
S11 7JD**

**Sincere Support (Charity Number 1182656)**

**Receipts and Payments Account for the year 1st February 2020 to 31st January 2021**

	Unrestricted Funds 2021 £	Total Funds 2021 £	Total 2020 £
<b>Receipts</b>			
Fundraising activities	150,554	150,554	68,342
Other income	3,300	3,300	0
Total receipts	<u>153,854</u>	<u>153,854</u>	<u>68,342</u>
<b>Payments</b>			
Family support	11,029	11,029	2,676
Donations made	0	0	149
Sessional workers	9,668	9,668	2,310
Salaries	55,839	55,839	14,493
Training	80	80	0
Fundraising	0	0	4,939
General office costs	4,468	4,468	948
Telephone	1,146	1,146	485
Motor vehicle	396	396	777
Legal and professional	350	350	2,770
Accountancy	804	804	630
Marketing	684	684	125
Cleaning of premises	3,611	3,611	1,450
Total payments	<u>88,075</u>	<u>88,075</u>	<u>31,753</u>
<b>Asset and investment purchases</b>			
Assets purchased	<u>14,329</u>	<u>14,329</u>	<u>4,498</u>
Total asset and investment purchases	<u>14,329</u>	<u>14,329</u>	<u>4,498</u>
Total payments	<u>102,404</u>	<u>102,404</u>	<u>36,251</u>
Net (Payments)/Receipts for the year	51,450	51,450	32,091
Funds balance as at 1st February 2020	32,091	32,091	0
Funds balance as at 31st January 2021	<u>83,541</u>	<u>83,541</u>	<u>32,091</u>

**Sincere Support (Charity Number 1182656)**

**Statement of Assets and Liabilities as at 31st January 2021**

	<b>Unrestriced Funds 2021 £</b>	<b>Total Funds 2021 £</b>	<b>Total 2020 £</b>
<b>Assets retained for the charity's own use</b>			
Motor vehicles	12,300	12,300	3,405
Furniture, fixtures and fittings	95	95	95
Plant and machinery	1,094	1,094	498
Computer equipment	1,960	1,960	500
	<hr/>	<hr/>	<hr/>
	15,449	15,449	4,498
	<hr/>	<hr/>	<hr/>
<b>Cash at Bank</b>	83,541	83,541	32,091
	<hr/>	<hr/>	<hr/>
<b>Total assets</b>	83,541	83,541	32,091
	<hr/>	<hr/>	<hr/>
<b>Liabilites</b>			
Trade creditors	1,331	1,331	1,120
Taxation	575	575	2,712
	<hr/>	<hr/>	<hr/>
<b>Total Liabilites</b>	1,906	1,906	3,832
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**Sincere Support (Charity Number 1182656)**

**Notes to the Financial Statements for the year 1st February 2020 to 31st January**

**Notes**

1. Included with Salaries are salary payments of £17,665 to MR S Lister, a trustee.

2. Trade Creditors:

Pension contributions	527
Professional fees	804
	<hr/>
	£1,331

3. Taxation:

PAYE and Nic	575
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REGISTERED CHARITY NUMBER (1182656)

# Supporting Families through Illness and Bereavement

A TNLCF Funded Programme

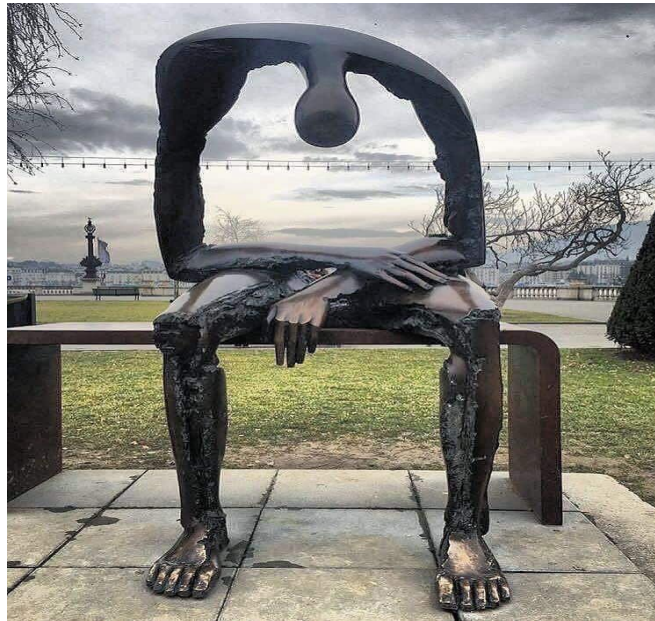


Image for Bereaved Family Month

Report Prepared by

Supporting Locally

Tel: 01909 515903

Mob: 07966 448203

[www.supportinglocally.co.uk](http://www.supportinglocally.co.uk)

<https://www.facebook.com/SupportingLocally/>

Company Registration no 07659981



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## **The Past Two Years**

### **Introduction**

This report provides a detailed mid-term (two years) evaluation of the TNLCF, Reaching Communities funded “Supporting Families Through Illness and Bereavement”. It has been delivered so far from Sept 2019 through to September 2021. The grant total was £332,914 over 4 years. It also details the first two years of TNLCF outcomes separately to enable this to be used as a second year progress update.

This report will:

- Briefly explain the purpose of this evaluation.
- Describe the methods and activities used to gather information.
- Outline the aims, outputs and outcomes of the project it hoped it would achieve.
- Provide a summary of the actual outputs and outcomes achieved.
- Present the findings gathered during the evaluation
- Draw together concluding comments based on the research.
- Discuss how to best meet the needs of those requiring support, whether existing or potential, new beneficiaries
- Future operations

It is important to note that normally (no lockdown restrictions) as an evaluator I would consult or interview stakeholders in person, this was not possible due to lockdown restrictions, I am grateful to Sincere Support for contacting people and agencies and collecting information on my behalf.

This evaluation is based on services provided by Sincere Support who provide “Help for parents and families with sick children in hospital or who have sadly been bereaved”. I have examined how the organisation has fared in comparison to the original application to the Reaching Communities fund which has funded the services. Importantly I have also looked at how effective the services have been, what revisions have taken place because of Covid – are the services relevant for today's and future circumstances. If a new need has emerged how will Sincere Support meet this.

Due to lock down restrictions, it has not been possible to interview people, run focus groups etc. I have used case studies to demonstrate the benefits for some “clients”, I have gathered information which I am satisfied is reliable and gives an accurate picture of the organisation and its achievements.

The organisation formed in 1994 and registered as a charity in 2003, this was to enable it to meet its objectives, attract a skilled set of people to run the charity and to provide transparency. Charitable Incorporated Organisation status in March 2019 was secured to support expansion of operations and employment of staff, this was felt to be a more appropriate structure than a standard registered charity which has no legal status.

## **The need and purpose of the funding**

To evaluate the services properly we need to understand the need and the purpose of the funding.

Services had already been provided for almost 25 years when the application was submitted, this had previously been funded through a constant series of community based fund raising initiatives. Although this had been successful for the past 25 years it was taking its toll, to continually rely 100% on annual events, organising venues, publicity, attracting support selling tickets, some events were at the mercy of the weather and people's generosity was a fragile structure to ensure the resilience and sustainability of the organisation. It also diverted time away from beneficiaries into running events so that the organisation was sustainable, although the funding from TNLCF was secured there are still funding gaps, this is discussed later.

The purpose of the TNLCF funding application was to continue to provide an alternative daytime living space with trained counsellors on hand to offer re-assurance, advice, coping strategies, links to agencies and other support networks and provision of a family refuge and recuperation space. These facilities and services were not available elsewhere locally.

To facilitate the activities a full time Project Manager post was secured, this was to oversee all the activities, they were required to be a trained counsellor so they could support the emotional needs of families, they would also be responsible for recruiting and training extra volunteers and building the network of agencies so "clients" could be fully supported. They were to work directly with the families to provide counselling, help make appointments, introduce them to other agencies, deal with help in filling in complicated forms as well as any associated administration. Funds were secured for a part time support worker to provide the extra resources the Manager needed to fulfil the number of responsibilities ascribed to the post. Funds were also secured for domestic assistants, this was to help families with laundry, deal with all the chores in keeping the accommodation fit for purpose. Also funds for a sessional worker to drive clients to hard to get to locations and various requirements for picking up equipment, supplies etc.

Before looking at the numbers and outcomes achieved, it is important to understand the services provided from the organisations viewpoint. Below is a summary in their own words of what they provide and how.

"We support the families who are in need of assistance, they do not have the resources to deal with all the financial and emotional stress that engulfs them. Many do not have a car and rely on public transport; it is not possible for many to travel twice a day to fit in with hospital visiting times".

"Families come to us traumatised and in a distressed state, very often they have just received devastating news. Sheffield Children's hospital is a specialist regional children's hospital, when families are away from home with potentially two daily hospital visits, or all day visiting they cannot live out of a carrier bag, they need facilities to shower, eat, do their laundry. They have other children with them who require care and attention, they too have needs, we sometimes have to make

arrangements for them to go into nursery care. Even if they are not away from home, they firstly need some care and support, our counselling skills are designed to help them cope mentally. They do not have a network, they don't know where to enquire regarding progress, often they can't afford regular travel, and they don't have a change of clothes or hygiene products with them. They have been plunged into an emergency with no warning or preparation".

"We help some of them manage their finances, work out a budget, contact the bank to delay their mortgage, claim for housing benefit. There is a significant amount of administration for people who are unused to dealing with it, they don't have scanners or printers at home, or with them, many have low I.T. skills. We help them compose emails (sometimes for the first time in their life), scan documents, use our computer".

"We have seen families sell personal effects, wedding rings etc because they don't have the resources to visit their children. Our support has evolved as we have progressed, we couldn't look after their emotional needs and let them slip into financial crisis. We are also aware that we are always supporting the family, not just the parents. Their circumstances cause family dysfunction, siblings are left with relatives or friends, this causes disengagement with parents, feeling left out or neglected. Part of our work is dealing with the aftermath of this bringing family and couples back together."

### **The TNLCF Programme**

Funding was secured from Reaching Communities for a four year programme with a start date of Sept 2019.

Proposed outcomes of the funding provided were:

**Provide an accessible respite centre supporting 400 people per year (by year four) with counselling support and building understanding to access health and welfare systems and agencies.**

Halfway through year 1 the Covid pandemic struck, this meant services had to be revised. Most of the services were converted to telephone and online support, physical respite could not be provided. The centre effectively became a "virtual centre", new needs emerged (detailed later) and were quickly responded to. This was in a different manner but the needs were met. Although the needs were different they still fit under the outcome descriptors. To save repetition this is the same for all the following outcomes.

Year 1 number of people supported 763

Year 2 number of people supported 485

**Help 300 people engage support earlier with health issues, preventing later crises which result in poorer physical and mental health.**

Year 1 number of people supported 490

Year 2 number of people supported 305

The reduction in numbers in the second year is a testimony to the success of the support provided. People engaged with the centre, many were in crisis, the support provided enabled people to move away from crisis. They still used the centre very often at traumatic times, anniversaries of bereavement etc. It may not then be a crisis but reassurance and counselling was still required, this is ongoing and accounts for the high numbers of both acute and less acute support required.

**35 volunteers will develop skills and take a fulfilling community role supporting others, leading to increased confidence and self-esteem.**

There are currently 26 volunteers who support Sincere Supports clients, some of these are also being supported by the charity themselves. Many are in the older age group, they have had to deal with shielding and isolation issues and have become beneficiaries as well volunteers. Volunteer training has been put on hold, there have also not been as many opportunities to recruit volunteers due to cancellation of the usual fundraising events where we often recruit volunteers.

Year 1 number of volunteers meeting the outcomes 32

Year 2 number of volunteers meeting the outcomes 44

14 new volunteers have been recruited since the start of the programme, 6 have retired through age or ill health. Most of these are ex-service users and continue to receive support.

**Progress the capacity of the organisation to increase its support through engaging more support agencies, supporting more families, and developing its sustainability through business planning and training.**

Despite the Covid 19 restrictions six new partners were engaged, the Hygiene Bank and CAPP (Campaign Against Period Poverty), Women's Aid (Rotherham), and the Women's Refuge (Rotherham), Rugby Initiative (Rugby) Tesco has also supported with donations of gifts.

Partners provide a range of extra resources, experience, and an ability to offer deeper, wider services. Due to the pandemic restrictions maintaining the use of partner services has been difficult, and in many cases prohibited by government guidance. Part of the work this coming year will include refreshing and resuming partner relationships. To save endless inverted commas etc descriptions below are in the organisations own words: Partners include;

- **The Hygiene Bank** - Provide our organisation with personal hygiene items and cleaning materials which has allowed us to make up packs to distribute to our families. There has been no cost to our charity other than the manpower of distribution. During covid this was a major player in keeping homes and people clean. We have also distributed hygiene packs on several occasions to the women's and mens refuge, we tried to include a couple of luxury items which has helped to build confidence and promote self esteem.
- **Tesco** - has provided seasonal goods to distribute to our families such as

christmas gifts for Easter/christmas etc (games, books, crayons etc

- **CAPP** (campaign against period poverty) – have supported the organisation over the past couple of years, they have provided all sanitary needs. Unfortunately they have recently folded due to lack of donations through the pandemic
- **Womens Aid** – have been supported through donations of hygiene packs, clothing and some home pre-cooked meals when surplus has allowed
- **Women's Refuge** - have been supported through donations of hygiene packs, clothing and some home pre-cooked meals when surplus has allowed. Additionally Sincere Support have offered their telephone number for out of hours confidential support
- **Rugby Initiative** – support and advice has been provided for a small-scale initiative in Rugby, they provide support for families facing similar challenges as those Sincere Support provide
- **Meadowhall Shopping Centre** - they provide the respite centre premises, lighting and heating free of charge, they also sponsor tables at the annual fund raising ball and other events.
- **Sheffield Children's Hospital** - have referred families to us who are in need of support through their midwife services and ICU units, We often help the families “translate” some of the documentation from health agencies so they are able to respond appropriately. We also help them frame any questions they have and refer them back with questions they can ask in their own language so they can understand what is happening better. Additional to this we help them “navigate” the system explaining why things work in a certain way and how to deal with it, we also refer them to PALS (Patient Advice Liaison Service) where appropriate.
- **Cruse Counselling** - although we have trained counsellors we know there are times when people require further support, we refer them for post bereavement counselling.
- **Cavendish Care** - offers not just counselling but also complementary therapies and we refer so that people can benefit from this.
- **CAB** - we help people plan budgets, prioritise spending etc, we also refer people to CAB
- **Statutory Services** - as part of our counselling work we often refer them to visit their own GP who can refer them to specialist services, additionally Local Authority Social workers contact us when looking for support.

- **Bluebell Wood** - a children's hospice based in Rotherham. We cross refer with this organisation and one of our supported families member now works for them. We have dialogue with them ensuring we support those who require it with targeted support, this complements and does not duplicate the support required.
- **Westfield Healthcare** - are a long term supporter of our activities, they grant us around £3,000 - £5,000 on an annual basis, they also sponsor tables at our fund raising events
- **Lady Ellekers Land Trust** - is based in Doncaster, although their benefit is limited to the parish of Cantley they receive requests for support from across Doncaster. They refer people to us who are in need of support and appropriate to our activities, we have supported four families in the past twelve months or so.
- **Handsworth Junior Sporting Club social centre** - there are a number of early deaths of young fathers due to football activities. We attend their engagement activities meeting with bereaved families. As a result of this we supported a widow bereaved by suicide and subsequently her son, we offered counselling to them and after a while referred them for further counselling. We also have partnership with Branton football club in Doncaster and others across the area. We use football and sport as a way of engaging siblings who have felt "left out" or ignored. Our chair is an ex professional footballer and senior coach educator he has extensive links with the professional clubs across the area, he actively supports younger members of the family, boys and girls, to engage in these activities.
- We have been supported by a company for the past twenty seven years for £10,000 per year. They wish to remain anonymous for fear of being inundated with other requests, we have documentary evidence to prove the donations.
- **Cannon Hall** - a "farm attraction park", they provide us with complimentary passes, this is a valuable release for the family to spend some time together.
- **DronFest** is an annual music and family festival based in Dronfield, midway between Sheffield and Chesterfield. "We attend every year and provide an information stand, we discuss childhood illness with many people, we also recruit volunteers from this event. The festival makes an annual donation to us, we attended in August this year, our first event after lockdown".

As this report was being finalised Sincere Support had just run their Annual Golf Day, from this they raised £3,505. They attracted four companies; Abbey Glen, DPL Enabling, Bradwell Skips, Word For Word, they all committed to raising funds for the organisation or supporting wherever possible. Two new younger volunteers were also recruited, one is qualified in alternative healing therapies (reiki etc), she has promised to visit the respite centre fortnightly to offer treatments. The other volunteer is Lithuanian and speaks other Eastern European languages, this will be really helpful to help support Eastern European families who turn to us.

This is the type of opportunity the organisation has missed for the past eighteen months; this demonstrates future potential.

Due to Covid 19 significant work has been required to review the direction of the organisation and future strategic objectives (at the end of this report). Through this evaluation a SWOT Analysis has been carried out and subsequent new strategic objectives have been developed with and agreed by the board. These will provide clarity and demonstrate to potential funders that Sincere Support have responded to the Covid 19 ramifications in a timely and appropriate manner.

The organisation is aware of its need to develop its resilience and sustainability, they are aware there is no guarantee of further funding from TNLCF when funding ends in September 2023. Covid 19 prevented new partnerships and building the profile of the organisation, this has been factored in to the next two years programme. There will be an increased focus in the next two years on securing funds from a wider variety of sources. To this end Sincere Support recruited 5 working ambassadors and 1 working patron in the past year. This is a good start for the next two years when alongside a well-developed funding strategy the organisation plans to increase its expertise and capability to secure further corporate and personal donations, patrons and ambassadors.

### **Has it met the outcomes expressed in the Reaching Communities funding programme?**

The programme started in September 2019, within 6 months it was engulfed with the effects and ramifications of Covid 19 and lockdown restrictions.

The lockdown restrictions enforced to prevent Covid infection have seriously impeded the organisations' ability to deal face to face with both "clients" and volunteers.

A number of volunteers are in the older age spectrum and have been required to shield themselves, they moved from being volunteers to beneficiaries. Despite supporting others many have past experience of requiring bereavement support, they have both mental and physical health needs.

When restrictions are lifted there will be significant support required to give people the confidence to reengage with mainstream society.

Despite the difficulties described above the organisation has done exceptionally well to meet the outcomes.

### **Is it meeting the needs of families and carers of children with serious illness**

Despite the pandemic Sincere Support has continued to provide services for its beneficiaries. Delivery has been revised, this now takes place through Zoom and telephone support. This was not a straightforward process as some families required digital support to get online. This involved contacting people and providing support via telephone initially, helping people to understand how to use digital devices and internet resources. Through the pandemic the organisation has provided a range of services including counselling, telephone calls made on behalf of families, shopping for vulnerable families, food prepared and delivered, travel assistance,



laundry done, financial assistance. More detail is provided later on the nature of the services provided.

There is little doubt that without the support of Sincere Support, many families would have been in a desperate situation. This would have included deteriorating mental health, no further support from other agencies, inability to secure basic food and supplies due to shielding, family hardship and family disharmony. Additionally, they would not be on a path of rehabilitation and healing.

I conclude they meet this objective very well.

### **Are there more effective ways of providing services?**

It is difficult to see a more effective way, the organisation provides support immediately from the receipt of a telephone call. Appointments are usually available the next day, and sometimes immediately, even late at night.

The first appointment is usually the first step in dealing with a crisis for the family, alongside professional counselling this often involves a hand to hold, a hug, a shoulder to cry on. Arrangements are made at the first appointment to start dealing with the most critical crisis points, this is often dealing with life threatening news of a child. When parents are given this devastating news they don't know who to turn to, how they'll manage, what's coming next. By offering immediate support, helping to outline a pathway, letting them know they are not alone, offering them a place of respite and trained counsellors helps them feel reassured, and that there is a pathway to further support. This is enhanced by introducing and helping people engage with other specialist services, as and when appropriate. It offers a wider and greater depth of support, some of the volunteers are ex service users and are able to provide "lived by experience" support and guidance.

All the counsellors are certified in basic grief training, they are overseen by the Project Manager. Counsellors assess when they need further support and ensure this is provided. If families are referred on to other organisations the organisation has learned that in the majority of cases they do not access support, many are unused to navigating unknown health and welfare systems. It takes time to build confidence and a trusting relationship, it is only then families open up and engage fully, they are then also more able to express their needs. Therefore, external agencies attend Sincere Support's premises, they are introduced to families, Staff/Counsellors ensure they are comfortable with and able to manage and maintain the relationship. It is at this stage, if appropriate, families may receive support elsewhere.

This is excellent practice, even if statutory support were available it would be unlikely to offer such a supportive service.

Whatever the outcome of the child's condition the family is changed forever, the support offered is individual to each family. Many parents lose confidence, are unable to work and become isolated, marital relationships suffer badly as do parent and sibling relationships. Support is provided intensely for months and years after critical illness or bereavement to help parents recover, heal, and start a new, manageable lifestyle. The centre is conveniently located at Meadowhall Shopping Centre with Rail, Bus and Tram services and a large car parking.

It is difficult to see a more appropriate, caring, responsive and cost effective way of providing services, even a well-resourced statutory service would find it difficult to provide immediate or next day support in such an accessible location. Additionally, bureaucracy is kept to an absolute minimum, they receive ongoing support from the same allocated counsellor. Statutory services may not be able to provide the range of support offered by Sincere Support.

They have revised activities/support at every opportunity, they have a plan for continual revision.

Yes they continue to provide effective delivery of services.

### **Is it value for money?**

Good and economical use of resources, well trained volunteers and targeted collaborative working has enabled Sincere Support to provide added value to the activities. E.G., the respite provided at Sincere Support HQ supports many families to be able to visit and return to the respite until the next visit. The only alternative to this (apart from not visiting) would be bed and breakfast or a hotel, this demonstrates the financial value to a family very succinctly.

All the above bring extra resources and support, these add to this section "Is it value for money". To bring together such a range of support in an accessible location, and offer support at short notice with qualified counsellors is indeed good value for money.

### **Merging of posts**

Two part time posts became inoperable during the pandemic, this was the domestic assistants and the driver. The support worker spent long periods of time queuing for and securing food and household goods, often having to visit more than one outlet to support clients needs. There was however no call for a driver to transport families, the centre was also unused and therefore did not require regular cleaning. Following discussion with TNLCF it was agreed that these be merged with the support workers post, this brought economies of scale concentration of effort where it was required and able to be delivered.

### **Case Studies**

"Asian family bereaved of a son. middle son affected drastically with his brother's death, his grief causing severe depression and suicidal tendencies. Parents are desperately anxious and are in need of further professional help. We are aware that this family are requiring serious help and we need to signpost and introduce to other appropriate, relevant agencies. In the meantime, we are supporting the family and making a difference solidifying the family unit through discussion and individual counselling sessions, we are helping them to understand the stages of grief and develop personal responses and coping strategies to this. This takes time but the family unity and resilience is beginning to improve."

"Mum diagnosed with Covid -19 in the early days of the pandemic, she is diabetic and insulin dependent, bed bound and self-shielding (High dependency). Dad off work caring for three children all under 9 yrs of age, all with minor to extreme learning difficulties which leave the family totally vulnerable."

Dad is a warehouse worker who isn't furloughed as he is classed as a key worker so has taken annual leave and unpaid holidays. Their finances were in a mess and we had to provide support in how to budget, prioritising payments etc, this was difficult to sort out initially, but we persisted until they managed to adopt the practices we taught them. Food and shopping were essential for the family to receive healthy meals and survive, this was both the cost of the food, and being able to go out and get the food. We bought and supplied their food on a weekly basis, we also provided cooked meals. Additionally, we reduced the amount of stress for dad by providing replacement items of laundry/clothing. Hygiene packs were provided to help stop the virus spreading through the home. This family were very much in crisis, our help brought them stability to manage their daily routines as well as financial stability."

"JR is long term Sincere Support volunteer who offers telephone counselling and support. A wheelchair bound paraplegic through accident, he is at high risk due to lack of mobility and associated conditions and has high dependency needs. Due to his limited mobility he was unable to shop, queue for food etc. online deliveries were limited. We shopped for him, supplied food and cooked for him, we delivered hygiene packs and provided significant telephone support to keep his confidence and self-esteem up. The support JR received enabled him to eat healthily, keep clean hygienically and receive regular telephone & FaceTime calls. This also enabled him to continue with his role as a telephone counsellor throughout the pandemic as well as stimulate him mentally."

"Mother with cancer tumors declared vulnerable, unfortunately suffered a severe stroke during the COVID19 outbreak. One daughter with learning difficulties and asthma, dad and 2 daughters being shielded by self-isolation. Mum has now been diagnosed terminally ill and cannot receive visitors in hospital due to Covid 19, FaceTime is the only form of communication she can receive. This family still have serious ongoing problems with children and relationships, we feel our intervention with support has made a dramatic difference enabling them to function. We have helped them with shopping, cooked food for them, ensured they have all the basic necessities. We have provided counselling, reassurance, established their ongoing needs and have subsequently introduced them to appropriate agencies and organisations who will be able to assist them further."

### **Trustees/Volunteers/Patrons/Ambassadors**

Before assessing if the organisation is meeting its objectives the effect of Covid 19 must be considered on the Trustees, Volunteers, Patrons and Ambassadors. As well as preventing face to face meetings and placing further pressure on families already facing severe pressure it has affected the aforementioned.

Trustees have not been able to meet physically, this has meant reliance on Zoom, emails, and telephone calls. This has been on an individual basis but has been important in ever changing dynamic.

Due to covid 19 training and recruitment of volunteers and in-house group meetings have been restricted, all policies were amended and adhered to in line with Government guidelines.

The normal round of training for volunteers had to be postponed, these are now scheduled to take place early 2022.

- Emergency 1st aid course
- Safeguarding children/vulnerable adult course
- Basic grief counselling
- One to one bereavement

It has been difficult to access trainers/tutors for the above courses due to

- Restrictions through covid lockdown
- Demand of trainers when leaving covid lockdown

There are currently 34 working volunteers, these are a range of counsellors who possess different experiences, skills and attributes. One is a retired community midwife who has been an incredible asset to the organisation. Her experience of child bereavement is incredibly important for parents facing serious child illness or bereavement. One is a Methodist Minister, one is disabled, volunteers have worked at Cruse Bereavement Care, Relate, the Samaritans alongside other experiences. This is a team of seasoned counsellors with a wide range of experiences, care is taken in providing the most appropriate counsellor for the situation.

Three volunteers are hairdressers, they offer their services for free for pamper sessions, this helps raise self esteem and confidence.

A further 3 volunteers have been supported into running. They have subsequently recruited 30 runners who entered the Race for Life, raising funds along the way.

Any support the above counsellors have provided has been done via Zoom, telephone calls, FaceTime and WhatsApp. This has included bereavement, grief, stress, anxiety, confidentiality, and other mentoring support. This has been difficult and time consuming on occasions, it is much more of a lengthy process than face to face. It has however always been achieved, notably because of the commitment from all concerned.

Counsellors themselves also require support, some have been isolated, felt vulnerable and lonely. They have been given support by Bev the project Manager, in some cases this was required for them to continue.

“Sadly, we have lost volunteers in the past two years, this has been through health and covid reasons. They were experienced and valued people, some were ex clients. We had close and personal relationships, it has been a wrench to see them leave, we remain in contact with them and offer support when required. We have recruited six new volunteers; we now need to offer them training and help them to integrate as and when appropriate.”

Additionally, 5 working ambassadors and 1 working patron have been recruited recently. Patrons who support the organisation have suffered difficulty in managing and reorganising their businesses, it is pleasing to note they have all remained steadfast in their support for the charity.

The AGM is being held on 20/10/21, patrons, ambassadors and volunteers are being invited to meet each other after close of AGM business. This is a really positive and encouraging step and will benefit all concerned.

**Is the charity meeting its objectives.**

TO RELIEVE THE STRESSES EXPERIENCED BY THE FAMILY AND CARERS OF CHILDREN WITH TERMINAL OR SERIOUS ILLNESSES IN HOSPITAL IN THE REGION OF YORKSHIRE AND HUMBER AND LINCOLNSHIRE AND TO SUPPORT OTHER PROPERLY CONSTITUTED GROUPS WORKING FOR THE SAME PURPOSE

The previous subheadings of: “is the organisation meeting the needs of families”, “are there alternative ways of doing things”, case studies etc all feed into, “is the charity meeting its objectives.” All these demonstrate how they meet their objective in every family they support. They also always look for every opportunity to provide maximum support and additionality.

We have looked at how the organisation has fared in relation to its promised outcomes and the nature and quality of the services. We now turn to the recovery as they emerge from Covid 19, and what revisions they wish to make, and how they remain sustainable for the future.

**TNLCF year 2 progress update.**

This evaluation is also being used as the TNLCF year 2 progress update, I have provided pointers below which serve as responses to the TNLCF criteria.

- “Activities Undertaken” are described in detail throughout the evaluation
- “Early Action” was taken when people presented for support, despite lockdown immediate support was provided. Services were also revised quickly to meet changing needs, e.g., shopping and provision of food for people who were shielding
- “Shared and Sustainable Spaces and Places”, the respite centre became a virtual operation, clients were supported by extensive telephone counselling support, doorstep visits, shopping and cooking of meals, phone calls on behalf of clients etc. In response to Covid 19 ramifications a SWOT Analysis, and new strategic objectives were developed with and agreed by the board
- “Stronger Relationships”, a number of clients suffered greater isolation and required more intense support due to the pandemic restrictions six new organisations were added to our the partner network

Further Questions asked for the monitoring report

What have you managed to deliver?

What impact have you made?

What challenges have you faced?

Any changes to the project over the past year?

These are all detailed within this report

Any changes you need to make to the project going forward?

No changes are required going forward

## The Future

### SWOT Analysis (Strengths Weakness Opportunities Threats)

Strengths	Weakness
<p>Good reputation Two more years TNLCF funding left Strong, meaningful relationship with partner organisations Services meet community needs Recognised by health and welfare agencies Locally based response Committed and well trained volunteers Immediate response to a crisis Accessible to all through one phone call Whole family approach Holistic approach, all needs considered Accessible location TNLCF logo is viewed positively Long term support dictated by the client Loyal patrons Experienced and Committed Trustees</p>	<p>Lack of hospital social workers – more difficult to engage with and greater demand on our services Covid 19 has reduced ability to engage volunteers Covid 19 has reduced ability to raise funds Uncertainty as to whether volunteers will be reluctant to engage post Covid Only one core funding stream We have been unable to develop our network due to Covid restrictions Trustee Annual report requires more detail</p>
Opportunities	Threats
<p>Develop partner arrangements further Agree outcomes with TNLCF post Covid 19 Forced online support may be partial future service revision Support more people due to increased need Increase the organisations network Refresh existing dormant partner relationships (lapsed through Covid 19) Continue to fill gaps in services Whole service review following Covid 19 Resume fundraising events Support volunteers to re-engage outside their home Continue to maximise volunteer lived by experience input and support Agree TNLCF outcomes for next 2 years, discuss potential further bid Business plan and funding strategy Provide expanded Trustee Annual Report, more information for funders Further marketing and media exposure Online giving, personal and corporate donations, Crowdfunder appeal</p>	<p>Forthcoming funding gap end of TNLCF Funding Community fund raising at risk due to Covid 19 Potential end of TNLCF support Competitive funding environment Volunteers may need support to move from home based support Long NHS waiting lists will place a greater demand on our services Universal Credit cut will impact upon clients Inflation, higher gas prices will impact upon clients Partner staffing shortages may impact their ability to engage with us</p>

## **SWOT Analysis Conclusions**

The conclusions from the SWOT are important indicators and potential points for the organisation going forward, these can be used for mitigation against the challenges Sincere Support face, and planning for any revision required.

### **Strengths**

There is much to admire regarding the services offered, they meet the needs of their clients. Two years into its funded programme with TNLCF the charity has to start contemplating how it might be funded in two years' time, it is important for the organisation to maintain its high standards and adherence to mission whilst seeking further funds.

The staff and Trustees are currently assessing any potential revisions, any revisions will only be implemented if this strengthens the service.

### **Weakness and Threats**

The Sincere Support staff and trustees are aware of the need to start planning for the end of TNLCF funding and ongoing needs, I have been asked to consider this as part of this evaluation.

Supporting volunteers/counsellors to re-engage with the external environment is an important priority, perhaps some of this service could remain partially online with follow up appointments. The team is unified from the trustees through to volunteers, as always there will be consultation with all concerned as to how the service operates and moves forward as they emerge from the pandemic.

It is anticipated the Increased NHS waiting lists will mean more people will require support, it is accepted people have delayed seeking diagnosis/support. Some of this will impact upon our services as more people seek support, this needs to be reflected in the resources the organisation attracts.

I have defined funding needs in a later section, these are not yet critical but planning needs to take place now to ensure replacement funds from TNLCF (if this is the case).

Strategic Aims and Objectives have been agreed and included at the end of this report, this will aid the organisation to define its programme and funding needs.

### **Opportunities**

The overriding opportunity for Sincere Support is perhaps to meet the increased demand that the effects of Covid and the increased NHS waiting lists have exacerbated, this will be challenging and will require additional resources.

Documenting and demonstrating impact of the current programme will be important, can this be digitised and shared more widely. Reviewing the impact Covid has had and identifying potential service revision will also be useful, perhaps there is a role for online interaction in some cases.

Following this report it will be important to meet with the TNLCF officer, discuss what has changed and agree the final two years outcomes of the programmes based on this report and future expectations.

## Marketing and Publicity

With no events or networking utilising the website and Facebook page has been difficult during Covid 19. There is however a story to tell, it is important to inform people of activities and impact, this will help build an online community. Perhaps they can find a volunteer to dedicate some time to this. The following Marketing and Communications Plan may be helpful to maximise communication and awareness. The organisation can revise or decide to use this if they feel it is beneficial.

### Marketing and Communications Plan

What groups do we need to serve most?	What do they need to hear from us?	What is the best way to find and communicate with them?	When will we communicate with them? How often?	How will we know if they have heard our message (KPIs)?
Beneficiaries	List of Services Opening Times Location	Word of mouth Other Service providers Leaflet	Continuous	Increase in new guests accessing the service. Response to 'how did you hear about us' survey
Potential Volunteers	Skills needed Benefits Opening Times Location Contact details	Website/ Facebook Leaflet Local press Radio	Quarterly recruitment drives	Increase in applications & enquiries
Existing Volunteers	Special Events Updates to legislation News & planning development	Announcements Notices Letters	Newsletter, Morning announcements, Development meetings (monthly)	Increase in applications & enquiries
Donors	Success stories How money is spent Fund-raising targets New projects Thank you	Local Press Radio Events Web-site Funding applications Crowd Funding Media appeals	Individually on an 'ad-hoc' basis. Monthly summary of donations	Increase in donations
Partners	Opening Times Location Services Contact details	E-mail Phone Website Events	Weekly contact	Increase in referrals

## Funding

There are two funding gaps the organisation needs to concentrate on, the ongoing shortfall whilst still funded by TNLCF for the next two years, consideration also needs to be given to the end of TNLCF funding in September 2023.



To generate unrestricted income many organisations set up some form of trading operation: community café, training services, paid for activities etc, it is difficult to see how Sincere Support can generate income this way. The options which are left are:

- A well-developed funding strategy
- Continued fund raising events
- Community/online appeals
- Corporate and personal donations
- Crowdfunder type event

The organisation has the experience and capability to run community events, these have sustained the charity for twenty five years. The charity has however grown, offering further services and support, the previous fund raising through events etc would not sustain the current activities. The other consideration is the amount of work required and how it detracts from the day to day activities of the organisation. The further factor is the uncertainty created by Covid 19, just when can people return to these activities, and will people be reticent to attend activities.

The organisation is now preparing for fundraising events later in the year, this includes their Annual Golf Day and Annual Ball. There currently appears to be a lesser threat from Covid 19, these will give an early indication of further likely successes.

When people meet Sincere Support there is a great deal of empathy for the organisation, it has an outstanding reputation for those who know of the organisation and it will be helpful to publicise its services and impact. It may be beneficial to consider launching an online appeal. Corporate and personal donations are also an opportunity, I will discuss this with the organisation after completion of this report. G agreed work will need to be progressed so that a clear picture can be produced to potential donors. A campaign then needs to be planned and mounted as to who to approach and how the message is communicated effectively, and how to identify, approach, and build a relationship with potential donors.

A carefully, well prepared circular giving details of Sincere Supports services may prove beneficial, this can be sent to a number of smaller funders who do not have set application processes.

The TNLCF funding expires in September 2023, I recommend a further application to them. It will be prudent to discuss this with TNLCF in advance to establish their view on this, and if favourable what outcomes/activities will be acceptable. This will be dependent upon the way Sincere Support services evolve after Covid 19 restrictions are lifted. Other funders should also be considered as a “plan B”, potential funders are:

Lloyds charitable Foundation £25,000 x 2 years  
Tudor Trust £30,000 x 3 years  
Henry Smith Charity £60,000 x 3 years

There are others and none of these provide sufficient funding individually, it will be imperative to start funding applications around twelve months in advance.

In advance of this a clear definition of Sincere Support's role and ambition for the next five years will help the organisation plan, and potential funders will be clear about its role and services.

### **A clear role for Sincere Support**

This strategy is based on Sincere Support having four clear roles:

- As a provider of support to advocate for resources to meet the need of people in Sheffield and the surrounding areas who require support to help them through the trauma of serious and terminal illness
- As a local delivery agency, able to deliver key services for families and individuals who are affected by serious or terminal illness
- As an organisation that works in partnership across Sheffield and the surrounding area developing a community wide response to issues, promoting collaborative working, shared learning, and supporting others to achieve their goals
- As an organisation that recognises the effect of Covid 19, and provides appropriate, long term community support

### **Future direction**

Over the next 5 years, Sincere Support will have 4 key strategic goals:

- 1. Deliver quality services that meet the continuing needs of the community**
- 2. Develop new services that meet changing individual needs and offer personal choice and support independent living.**
- 3. Develop Sincere Support's profile and influence, and to work in collaboration with, and support, other agencies**
- 4. Develop its sustainability to maintain a strong, sustainable organisation.**

There will however be five key objectives in Year 1 that underpin these strategic goals:

- To deliver quality services as were in place pre-pandemic, face to face meetings and counselling, ensuring these are well publicised and available to those in need
- To agree any potential revised outcomes with TNLCF because of service revision due to Covid 19
- To develop further collaborative or partnership working opportunities, and to work with and support other third sector organisations with a view to supporting the health and welfare of Sincere Support clients

- To review the impact of Covid 19 upon the organisation and consider any service revision required to maintain the organisations accessibility
- To publicise and promote the work of Sincere Support through increased digital opportunities, at networking and fund raising events, ensuring the organisations work is recognised and can be used as a base for fund raising activities

The following strategy has been adopted by the board of Directors/Trustees

### Strategic Objectives

Strategic Goal	<b>1. To deliver quality services that meet the continuing needs of the community.</b>
Justification	Through constant discussion and <b>consultation</b> with our service users, we are confident that existing services are relevant and will continue to be in demand. We will continue to invest in staff development and, gathering feedback from clients, ensure that services meet their needs, expectations and reflect best practice.
Intended outcomes and goals	<ul style="list-style-type: none"> <li>• That Sincere Support services reflect value for money and deliver a responsive and high quality personal service.</li> <li>• That Sincere Support can evidence the outcomes of its services in terms of improving the health and welfare of its clients in Sheffield and surrounding communities.</li> <li>• That Sincere Support will continue to ensure that its service model is responsive, user influenced, consistent and efficient.</li> <li>• Sincere Support will continue to offer services, whether this be through our own delivery team, or in partnership with others</li> <li>• Sincere Support will offer quality volunteer management that supports, develops, and recognises the contribution that our volunteers make.</li> <li>• <b>Maximise volunteers lived by experience input and support</b></li> </ul>

Organisational implications	<p>Sincere Support will continue to work collaboratively with funders, staff, volunteers, and clients to review our services and ensure that they meet a consistent quality standard.</p> <p>Sincere Support will ensure that all staff and volunteers receive a high quality level of support and supervision to ensure that they can deliver the service.</p> <p>Sincere Support will devote time and expertise to securing the necessary resources</p>
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Strategic Goal	<b>2. To consider or develop new services that meet changing individual needs, offer personal choice and support independent living.</b>
Justification	Sincere Support recognises that it operates in a changing environment and may have to respond to changing practices, expectations and needs. Sincere Support seeks to be proactive in developing services, in encouraging innovation and building on its experience.
Intended outcomes and goals	<ul style="list-style-type: none"> <li>• Sincere Support will explore ways in which services can reduce the need for clients to seek out or wait for counselling or other services</li> <li>• Sincere Support will develop services that provide more holistic support, meeting all the clients needs i.e., providing support for budgeting or digital inclusion whilst meeting other needs</li> <li>• Sincere Support will explore ways in which clients can directly personalise the services they require in a way that does not restrict access to services to themselves or others</li> </ul>
Organisational implications	<ul style="list-style-type: none"> <li>• Sincere Support will need to commit staff time and possibly some resources to developing, adapting and piloting new services.</li> <li>• Sincere Support will review what skills and expertise it may need to develop to support new services.</li> <li>• Sincere Support will devote time and expertise to securing the necessary resources</li> </ul>

Strategic Goal	<b>3. To develop Sincere Support's profile and influence and to work in collaboration with other agencies.</b>
Justification	<p>Although Sincere Support is an established organisation it needs to ensure that it maintains a prominent profile within a changing and increasingly competitive environment.</p> <p>Through its continuous contact with clients and other local agencies, Sincere Support believes that it can help to build understanding of our clients' needs with other statutory and voluntary agencies. This will ensure they are able to deliver relevant and much needed local services</p>
Intended outcomes and goals	<ul style="list-style-type: none"> <li>• Sincere Support will adopt a marketing and communications strategy to ensure that it has an effective profile with clients, commissioners, partner agencies and communities</li> <li>• Sincere Support will work with any appropriate statutory or voluntary agency to help them design and deliver programmes and services that are relevant, accessible and sensitive to the needs of Sincere Support Clients</li> <li>• <b>Sincere Support will continue to fill the gaps in services, wherever and whenever possible</b></li> <li>• Sincere Support will actively market its services and expertise to any potential commissioners or funders</li> <li>• Sincere Support is committed to working with other voluntary sector agencies to share experience, support and learn with and from others, and find effective ways of collaborating and working in partnership.</li> <li>• Sincere Support will adopt a fundraising strategy</li> </ul>
Organisational implications	<p>Development of separate marketing, communications and fundraising strategies.</p> <p>Staff time to be allocated to relationship building.</p> <p>Resources secured to facilitate the above</p>

Strategic Goal	<b>4. To develop a strong and sustainable organisation.</b>
Justification	Sincere Support is committed to being a well-managed, efficient and values driven organisation. Able to operate <b>alongside, and where possible</b> independently of its funders. Whilst at the same time delivering quality services that deliver value for money, and lasting outcomes for users.
Intended outcomes and goals	<ul style="list-style-type: none"> <li>• Sincere Support will continue to ensure that it manages all resources in a prudent and efficient way and that the Board of Trustees receives timely and useful monitoring reports.</li> <li>• Sincere Support can produce reliable evidence for both monitoring and evaluation purposes. This being for the purpose of not just satisfying funders, but to be able to revise services so they are timely and appropriate.</li> <li>• Sincere Support will seek to broaden out its income base by securing income from corporate and private donors, the community as well as accessing funding opportunities, to ensure the organisation has a broad income base.</li> <li>• Sincere Support will regularly review risk and ensure that there are systems in place to reduce or manage key risks.</li> <li>• Sincere Support is committed to being a learning organisation that encourages a culture that listens and learns from its service users, staff and partners and is keen to continually develop its practice.</li> <li>• Sincere Support will invest in training and development of all staff, volunteers and trustees to ensure that they have the necessary skills and expertise to carry out their role.</li> </ul>
Organisational implications	Development of management and trustees Recognition of key skills Succession planning for management and trustees Regular review, monitoring and evaluation Resources to be secured to facilitate the above