

Annual Review 2017/18

 Cruse
Bereavement
Care

Somewhere to turn when someone dies



Chief Executive's report

▲▲ *I went from absolute depths of despair; I really couldn't see a way out of the hole I was in...to complete relief and an ability to think about it rationally...I honestly think Cruse saved my life."*

Those words, from one of the people we have helped recently, remind us all of the importance of Cruse and the life-changing impact we can have on people's lives. That is why I was delighted to be appointed as the new Chief Executive of Cruse Bereavement Care.

In my first few months I have travelled to all corners of Cruse, meeting volunteers and staff. I continue to be impressed by the compassion, loyalty and dedication they show to their role and to bereaved people. Working together we help transform so many people's lives.

This is an exciting time for the charity, as we prepare for the launch of our new strategy, setting out how we will support more bereaved people in a wider range of ways, strengthen our voice on behalf of bereaved people and improve how we run the organisation. I recognise that some of these changes might be challenging and the external environment for charities is constantly changing, but I feel confident that they will leave the legacy of a stronger organisation that continues to put bereaved people first.

We are planning a number of special events to mark our 60th anniversary in 2019 which will honour and celebrate the contribution of our staff and volunteers. This will include a celebratory conference, volunteer awards and an anniversary edition of Cruse's journal, Bereavement Care.

I would like to personally thank Debbie Kerslake, our outgoing CEO, and all the other volunteers and colleagues in Cruse who have been so welcoming during my first few months in Cruse. You are a great team.

Steven Wibberley
Chief Executive

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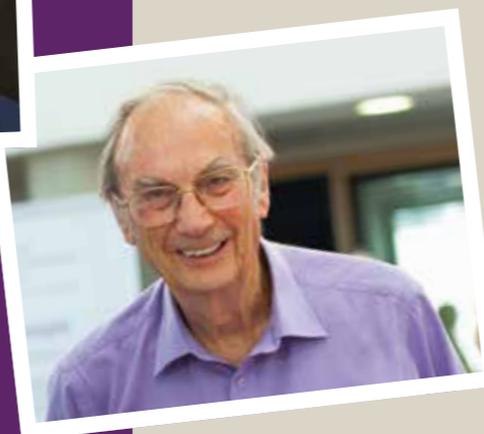
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Pamela pictured with Rt Hon Mark Francois MP at the House of Commons Reception on 16th April 2018



Steven Wibberley



Dr Colin Murray Parkes celebrated his 90th birthday this year

Welcome to our annual review

Welcome to our Annual Review 2017-18. This has been a year of significant change for the organisation with our Chair Fiona Edwards stepping down in February, the election of a number of Trustees to complete our Board and the appointment of our new Chief Executive in April.

I feel honoured to have been appointed Chair of Cruse for the remainder of my tenure as a Trustee to December 2019. It is an exhilarating time as we begin a new era for Cruse and I am thrilled to be able to play a small part in its transformation.

I would like to thank Fiona for her commitment and leadership over the past four years. Her legacy of a strong Governance structure will underpin the development of our future strategies and evolution of service provision, to ensure we put 'Bereaved People First.'

A reception hosted by Mark Francois MP at the House of Commons in April was our final farewell to Debbie Kerslake as Chief Executive. Debbie's highly committed and respected leadership put Cruse in the forefront in the bereavement field not only in the UK but across the world. We welcomed Steven Wibberley who comes to us with many years' experience of organisations supporting vulnerable people. Steven and his team, having consulted widely with our volunteers and service users, are already moving forward exciting plans to expand our service provision, increase accessibility and support our volunteers and clients in different ways.

Two long-serving Trustees also retired in December, Richard Clarke, Honorary Treasurer for ten years and Mike Pearson after 31 years in a variety of roles, twelve years of which were as Chair from 1992-2005. The knowledge, passion and empathy each brought to Cruse will be greatly missed. Colin Murray Parkes, a volunteer for 58 years and our Life President, celebrated his 90th Birthday. Colin's impact on the world stage is legendary.

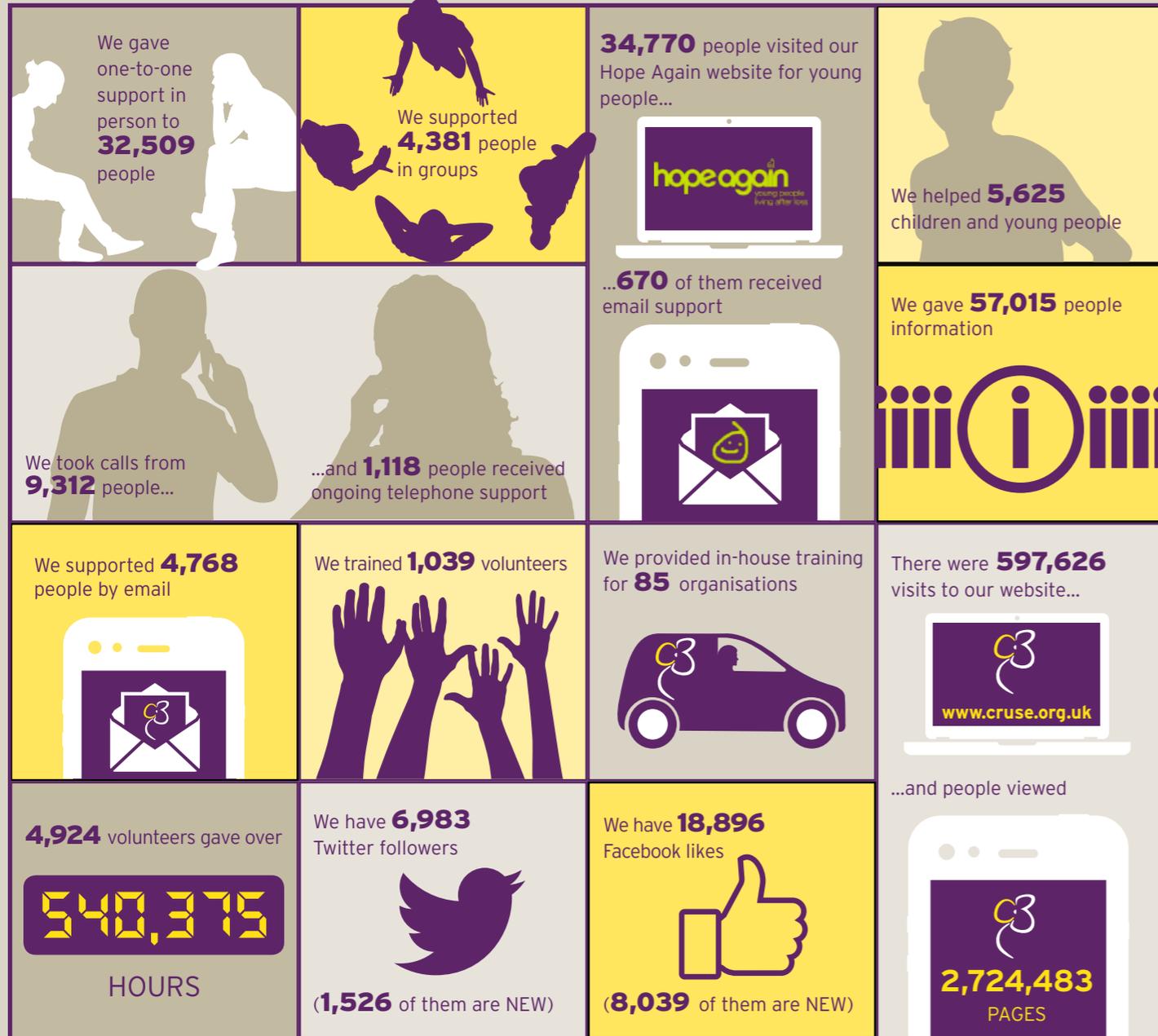
Trustees remain mindful of their legal responsibilities and have overseen the strengthening of safeguarding policies and compliance with General Data Protection Regulations. The dedication, hard work and loyalty of our staff and volunteers has always been exceptional and again this year we witnessed the extra work going into supporting increasing numbers of people being bereaved as a result of knife crime, homicide and acts of terrorism, as well as providing long term support to those affected by the Grenfell disaster. We have seen the growth of peer support, the success of a number of projects, given a public voice to the needs of bereaved people and watched individuals completing physical and emotional challenges to raise funds, many in memory of their loved ones.

I am looking forward to our 60th anniversary celebrations in 2019 as an opportunity to publicly acknowledge this wonderful organisation. I thank sincerely all our volunteers, staff, Trustees and individual fundraisers for all that they do to contribute to the support of bereaved people, giving them hope for a future.

Pamela Rutter
Chair

A year in numbers

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Our strategy

5

We offer support, advice and information to children, young people and adults when someone dies. We enhance society's care of bereaved people.

Our Strategy 2013-18

Our Cruse strategy for 2013-18 successfully increased our reach and the range of services we deliver across the organisation. We now provide direct support to around 22% more bereaved people than five years ago. Alongside our one-to-one support, we have 63 Areas providing Children and Young People's services and 57 offering group support.

We did this as a result of the hard work of our volunteers and staff throughout Cruse. Over the past five years we redesigned our bereavement volunteer training, strengthened the Cruse network and made significant improvements to our Governance and Council structure. We also worked with partner organisations to increase our influence, expanded our external training provision and developed the Cruse Information Service as part of our plan to update our digital services.

During the five years of the strategy we increased our annual income by around 16% to £5.18 million and contributed almost an extra £1 million to our financial reserves, giving us a secure financial base to invest for the future.

Looking to the future

Throughout 2018 we consulted with volunteers and staff on our new plans for Cruse. Our "Bereaved People First" strategy for 2019-2024 will help us support more bereaved people in a wider range of ways. At the same time we'll be changing our structure to improve our governance and launching a new fundraising strategy. The five themes of the new strategy are:

- Support more bereaved people - in a way that works for them
- Build one Cruse
- Increase our profile, reach and influence
- Develop our people
- Build a high performing Cruse with increased funding

We're looking forward to launching the strategy during our 60th anniversary year and working with our amazing staff and volunteers to support more bereaved people.



Your stories



Gemma's story

In September 2017 Gemma Smith's mother, Helen, died at the age of 51. After her death, Gemma was supported by a Cruse volunteer.

A month after my mum's death I knew I needed to speak to someone as I was crying all the time. My GP recommended contacting Cruse Bereavement Care so I got in contact with my local service and a bereavement volunteer, Helen, came to see me.

I felt like my mum sent Helen to support me as Helen was also my mum's name. From the start, I felt like Helen was the one to help me.

Helen gave me the opportunity to talk about my mum in my own time, she allowed me to rant and rave about everything which really helped. After our first session Helen began to feel like my friend and I really looked forward to seeing her. I usually saw her on a Tuesday or Wednesday and I wrote down everything I wanted to speak to her about at the weekend, she never judged me.

I went on holiday and when I got back I felt much better and told Helen that I felt able to cope on my own. I don't think I would have coped without her support. I think I would have gone into a depression. I suffer with anxiety already and I think I might have turned to alcohol to help me get through it.

■■ I still have bad days, but Helen reassured me that was normal and allowed. I got engaged earlier in the year and am now planning my wedding in my mum's memory. Helen made me see that even though my mother isn't alive she is alive in me and I try my best every day to do my mum proud."



Chloe's story

Hi, my name is Chloe Brashaw, I'm 19. I went to Cruse in 2014, seven years after the death of my grandfather and I can honestly say that it changed my life.

I was very close to my Grandad and just seven years old when he died suddenly of a heart attack. His death devastated me but I packed away all the grief deep inside me, because my Granny was so very sad, and my Mum was both sad and busy looking after my Gran; I thought I didn't have a right to grieve.

When I was 14 all the sadness and fear I'd packed away came bubbling to the surface and I found I just couldn't cope. It was difficult to get up in the mornings and everything seemed to be a struggle. That was when my Mum phoned and got me an appointment with Cruse.

I had six sessions with a wonderful volunteer called Ruth. It was the first time I felt there was someone there who knew how to empathise with me rather than sympathise. I just talked and talked; she gave me ideas on how to move forward and come out of the dark places if I was ever stuck in them again. She suggested things like journaling, writing letters to Grandad, making a memory box. I just knew she GOT it; she was so down-to-earth and I felt I finally had permission to talk about it. It was a real turning point and I was able to talk about my Grandad to my Granny and my Mum.

I then got involved with the Cruse Youth Advisory Group. Cruse had given me a voice and I wanted to give something back. I want everyone to know it's okay to feel grief seven or two years on and that there is support out there.

Now I represent young people on the National Cruse Council. I've learned SO much—about maturity and responsibility and communication, and I'm proud to be part of this organisation.

■■ I want everyone to know it's okay to feel grief seven or two years on and that there is support out there."

Our amazing people

Deborah Hodge has been working as a bereavement volunteer in the Tees Valley and Durham Area for the past four and a half years.

I came to Cruse because of my parents, Alyson and Humphrey Bashford. When my brother died of a brain haemorrhage at the age of 39 they went through a very dark time, my mother especially. They had heard of Cruse but there was no local branch; so being people of energy and with a strong sense of public service they set about founding the Hull and District branch. This was back in the mid-1980s, so it was lovely when people from Cruse came to my mother's funeral three years ago to express their appreciation for all Mum and Dad had done for the organisation.

Mum always spoke highly of Cruse work. Originally a marriage guidance counsellor, she retrained and spent many years as a Cruse bereavement counsellor and had seen in excess of 500 clients when she retired. My father was the first Branch chairman and assisted with the administration and treasurer's roles. Rosemary Pearce, who later became Director of Cruse, was the referral secretary, working from home with her phone in a cupboard under the stairs to keep it away from her young children. Branch meetings would often be held at our house with food provided by my mother who was also a great cook!

When I retired from working as a prosecutor for the Crown Prosecution Service in 2013, I was able to fulfil a long-held ambition to become a bereavement volunteer myself.

I started training the following April and found the course challenging but exhilarating, like nothing I had done before. It was all about developing listening and inter-personal skills, plus a deep level of self-awareness.

I now see clients for one-to-one support and assist with our local monthly drop-in sessions. It is a great privilege to be allowed into people's lives at such a difficult time and to offer a listening ear. As my mother said: "It is very rewarding work, although it can be tough at times."

I am glad to think that I am carrying on with something so dear to my parents' hearts.

▲▲ It is a great privilege to be allowed into people's lives at such a difficult time and to offer a listening ear. As my mother said: "It is very rewarding work, although it can be tough at times."



Alyson and Humphrey Bashford

My road to becoming a Cruse volunteer

Kyle Luckwell is Cruse's Area Chair for Merthyr Tydfil / Rhondda Cynon Taff



Kyle Luckwell

In 2011 my partner and I were blessed with the birth of our first child: a baby boy, whom we called Dylan. Dylan was born under extremely difficult conditions and sadly, a week after his birth, he died.

After Dylan's death, my partner and I struggled. We received some local authority counselling but I kept thinking about people who were facing their grief alone with no support and no one to listen. I wanted to do something to help them.

I decided to enrol on the Cruse Bereavement Volunteer training run through the Children and Young People's (CYP) project and completed it in 2015.

I am now the Area Chair and I also sit on the National Committee for Wales. As an ambassador for Cruse I see my role as helping to shape and further cement our work throughout Wales. I also help our Area coordinator Sally Ann Evans to run the office and manage the volunteers.

I am proud to say we have a team of excellent, unwavering and dedicated volunteers who every day are there to listen and support bereaved people.

We all feel privileged to be able to share in our clients' journey through grief and I am delighted to say we will be holding our first family interaction day soon, where clients can come together in a safe environment for support and fun.

What an honour

Elaine Roub, Young Cruse Coordinator in Northern Ireland has been awarded a Churchill Fellowship by the Winston Churchill Memorial Trust, to work with displaced children. She said:

"I feel very privileged to have been granted this Fellowship, allowing me to travel to the USA and New Zealand this year to learn from organisations about how to make bereavement support more accessible for displaced children and families in Northern Ireland."

"This is important for Cruse, as it will help us expand and further develop our Big Lottery-funded 'Get Together – Bereaved Families Discovering' project. From four years' experience of running Get Together, we know this programme works so well for Northern Irish families, but we need to learn how to adapt and expand this model for refugee and asylum-seeking families."

"I visited the States first to begin my research and then go to New Zealand for a month in October-November. On my return, we hope to partner with other agencies to create bereavement support communities with refugee children and their families."

The Get Together - Bereaved Families Discovering project is a community where families who have experienced the death of a parent or child or sibling can come together for free activity days and residential.



A Get Together day

Going the extra mile to raise money for Cruse

If you would like to donate or fundraise to support our services please go to our website at www.cruse.org.uk for details of how you can contribute.

10 People talk about going the extra mile to help and this year our remarkable fundraisers did just that as their intrepid adventures saw them travelling as far away as Reykjavik, Flanders Fields, Liège-Bastogne-Liège and Australia. Two people even made it to Everest Base Camp. Closer to home our supporters took part in events including the Great North and Scottish Runs, the British 10K and the London and Birmingham Marathons.

These wonderful supporters have taken on sky-diving, abseiling, running, walking and climbing to reach their targets, while others hosted coffee mornings and quizzes. Whichever way you did it, your tireless efforts have contributed to Cruse's work this year. We want to say a great big thank you to each and every one of you for so generously and enthusiastically giving your time to ensure we can continue to be there for those who need us.

▲▲ Since joining Cruse in October 2017 I have been so impressed and motivated by the amazing and varied fundraising activities that clients, their friends and families and our Bereavement Volunteers hold to raise money for Cruse. I've been looking at ways to support them to maximise the success of their fundraising events, including helping staff to identify and apply for funding from grant-making bodies."

Hannah Yeomanson,
Community Fundraising Officer



Here are some of your fundraising stories:

Penny Ladd, in memory of her husband Howard Rushton, raised £1000 running in the Reykjavik Half Marathon last August.

"I lost my husband, Howard Rushton, three years ago and I don't know what I would have done without family, friends and specialist bereavement support. It is time to give something back. I hope you feel able to make a donation to this charity which provides free support to those who have lost loved ones."

▲▲ *It was an amazing experience - the sun shone all week. Iceland is a fabulous place...oh yes, and the run went well too!"*

Penny Ladd, Fundraiser

Henry Broatch cycled from the West Coast of Australia to Melbourne (over 3,400 kms) and has raised over £1,600 so far.

"Cruse has a number of trained volunteers who give their time for free and help bereaved people of all ages in a variety of ways. These include one-to-one meetings, support groups and providing leaflets and books. The estimated cost of providing a one to one session is approximately £27."

▲▲ *After bereavement many of us need help to cope with grief and Cruse is there to offer emotional and practical support at what can be a very difficult time."*

Henry Broatch, Fundraiser



Penny Ladd



Graeme Brown



Ashley Robb

To commemorate 100 years since the World War One Battle of Passchendaele, **Graeme Brown** completed the Flanders Fields Triathlon last September, raising £1600.

"One hundred years ago the Battle of Passchendaele was raging in the muddy fields and trenches around Ypres. An estimated 325,000 Allied soldiers were killed. A huge number of parents, wives, siblings and fiancées were bereaved. None of those grieving would have had access to bereavement support. Many were left with unresolved grief that would haunt them for the rest of their lives."

"Fortunately, today much more is understood about bereavement and the impact it can have on well-being and mental health. Cruse offers support to people who struggle to come to terms with bereavement."

▲▲ *We can help ensure that, unlike in previous generations, those bereaved today can have the support they need in order to have a brighter future."*

Graeme Brown, Fundraiser

In April 2018, **Ashley Robb** and three of his friends completed the Liège-Bastogne-Liège one day classic cycling race in Belgium, to raise money for Cruse, who helped him cope with the death of his sister, Nicola Robb. He raised £440.

"I wanted to raise money for Cruse who have helped me through a difficult couple of years. They help thousands of others in the UK to deal with the loss of a loved one. It is all run, very professionally, by volunteers but donations like this will help them to continually support people through emotionally very difficult times."

▲▲ *Yes, I am a sucker for punishment. As if the cobbles of Roubaix weren't enough, me and three friends completed the Liège-Bastogne-Liège, often called La Doyenne, a one-day classic cycling race in Belgium. The route was 153km with 2,700m of climbing. It was tough, particularly for a Hull boy who loves looking at hills but hates cycling up them!"*

Ashley Robb, Fundraiser

Major incidents: one year on

12 We're making a difference in people's lives

Five major incidents were witnessed in London and Manchester in 2017, shattering many lives, and our staff and bereavement volunteers supported those so suddenly facing death, homelessness and destitution. Nearly 100 lives were lost in the Manchester Arena bombing and the Grenfell Tower fire alone and Cruse helped individuals and families through these traumatic events and continues to support them towards making a life without their loved ones.

We joined trained bereavement nurses in Manchester to support families of those who died in the arena bombing. Following the Borough Market attack, we worked with the London Borough of Southwark, the NHS and other local partners to establish a Community Assistance Centre to support local people and businesses. In Kensington we helped set up the Family and Friends Assistance Centre, a specialist facility managing the rehabilitation of families and the local community in the aftermath of the Grenfell fire.

Cruse Operations Manager Nicola Dias, spent nine months at the Family and Friends Assistance Centre in London co-ordinating Cruse's response to the Grenfell Tower Fire. Around 60 volunteers trained and experienced in major incident work and supported by staff across the network offered support to bereaved people in the early days and from then on, helping those affected by the tragedy to recover and begin rebuilding their lives.

Andy Langford, Cruse's Chief Operating Officer, is now reviewing how we are involved in these major incidents, so that we continue to provide the most effective and appropriate response to them. Specifically, we are looking at how we work with our partner agencies to ensure that those affected get the best support when they need it.

▲▲ Dad's death left a huge gap in my life. Cruse supported me via weekly meetings with a Cruse volunteer called Simon. He was fantastic. We could talk about Dad, my feelings and many other things that are brought to the surface following such an experience. The support was excellent with lots of advice which helped me to cope. I had a lot of anger, which was becoming a problem, and whilst I still have a way to go, being able to speak with Simon has helped loads."

Lee Disson, son of Anthony, who was a victim of the Grenfell Tower Fire



Nicola Dias (right), Operations Manager, at a meeting with His Royal Highness, the Duke of Cambridge where she explained Cruse's role in the emergency response and how we work with bereaved people.

Running for the Manchester Arena victims

Bethany and Nina, two colleagues working for Greater Manchester Police, signed up to run their first Manchester 10K race following the Manchester Arena bombing and decided to raise money for Cruse "in the hope of getting as much money as possible for this important cause." They raised nearly £600.

"In the next few weeks, months and even years, the families and friends of the victims of the attack will need as much support as possible and it is charities such as Cruse that can provide the help to all involved." They ran in memory of those involved and in defiance of those who caused this atrocity.



Bethany running the Manchester 10K race

Improving the lives of bereaved people

Cruse has continued to actively campaign to improve the lives of bereaved people, and has worked with the government and with other charities to drive change.

This year we successfully supported the removal of child burial fees in England. We continued to support the 'Bury the Debt' campaign calling for Government to increase the Funeral Fund so that grieving families are able to cover basic funeral costs and not get into debt.

Cruse took part in a government consultation in August 2017, in support of a bill to guarantee bereavement leave and pay for those suffering bereavement following the death of a child. Many employers will grant staff bereavement leave but this is often unpaid and not a statutory requirement.

The Parental Bereavement Leave and Pay Bill, which aims to create a legal entitlement of at least two weeks leave and pay for parents, made it through the House of Commons and Lords with unanimous support.

Cruse has worked with Acas to produce the 'Guidance for employers on bereavement leave' and continues to work with the government to encourage employers to respond sympathetically to requests for leave following bereavement.

We were shocked to learn that about 75% of widowed parents will be worse off as a result of recent changes to bereavement benefits. In response to these changes, Cruse worked with other organisations to establish the Life Matters Task Force in 2017. The Task Force recommended:

- Adapting the information registered at death to include any details on dependent children of both married and unmarried couples
- Training all teachers and carers of children on how to manage and support bereaved children by including bereavement and grief on the national curriculum, so that all children can learn about bereavement and grief in a safe, supported and age-appropriate way
- Introducing a cross-government bereavement strategy and identifying a government lead for this
- That every organisation has a bereavement policy
- That the government holds a new consultation into how it can better support bereaved families.



Debbie Kerslake pictured at Downing Street with the Right Honourable Edward Davey MP, Liberal Democrat spokesman for Home Affairs and MP for Kingston at the launch of 'Making the Lives of Bereaved People Matter.'

Working with our partners

14 Wedding Bells - John's Story

When John Caulfield's wife died he walked the streets of Belfast for a year, just to get out of the house as he couldn't cope with the silence. When he saw a poster for a drumming workshop held in Belfast's Ulster Hall he decided to go along. "as it said it was for people who had been bereaved." He'd never heard of the Beyond Words project or Cruse.

John was still uncertain about mixing with others, a very quiet man he only spoke when people approached him first. He eventually joined a friendship group and much later, despite worrying about staying with lots of strangers for a couple of days, he signed up for a residential course run by the Cruse Beyond Words project. It proved to be a big turning point in his grief journey as he shared time with others and made a number of friends.

John said he started crying when he got home as he thought his life would go back to how it had been, sad and lonely; instead it was a new beginning. John attended the project's creative writing workshops and found he had a real gift for being able to put his feelings of grief down on paper. Encouraged by the group's enthusiasm when he shared his writing, he wrote poems and short stories.

He has since had open evenings where he has read his poems and he has written a drama aimed at getting people to talk about the grief journey, which has been performed to great acclaim in Belfast.

John's transformation has been remarkable, even after being diagnosed with oesophageal cancer last year; he approached it with positivity and strength, buoyed on by the support of the friendship group and was thankfully given the all clear following major surgery.

John met Lorraine at one of the friendship groups, they hadn't talked much at the group, but following a residential in October 2017 they travelled back home on the train together. Just a few days later, they bumped into each other again and the rest, as they say is history. Love has blossomed and they will be getting married in June 2019. Our Beyond Words project manager, Eleanor Ellerslie, is delightedly scouring hat shops for the big day.



John Caulfield and Lorraine

Our Beyond Words project

The Beyond Words Project is a partnership between Cruse Bereavement Care Northern Ireland and Stroke Association funded by the Big Lottery Fund. The project supports people over the age of 60 who have been bereaved, including stroke survivors and their carers and those living in sheltered housing.

In 2012, 22% of the project's service users were over 60. This increased to 41% in 2017, partly due to the awareness element and focus on stigma elimination of death and dying the Beyond Words Project worked within communities to publicise the services available following bereavement.

The project raises awareness through volunteers who share their stories, including the support they received, with older people groups in the community. Friendship groups have been established encouraging people to attend creative workshops, even setting up a wonderful choir and providing residential for bereaved people to reflect on their bereavement journey, make friends and find new interests.

Using the expertise of both Cruse and Stroke Association, an Accessible Resource Bereavement Pack and training were developed to enable Cruse volunteers to support clients with communication difficulties. This success led to the Accessible Resource Pack being distributed widely in Northern Ireland to Health Professionals for the same purpose.

Supporting the military family

Death can be hard to cope with for anyone but suffering bereavement in military life is very different from that experienced in civilian life.

Our Bereavement in the Military Family project, funded by the Libor fund has, over a three year period, significantly developed and raised awareness of bereavement services available to those families.

Within both the Military and ex-services community we have supported over 30,000 individuals, trained more volunteers to work in this field, developed and distributed self-help bereavement resources and piloted a peer support module to train Military family members to support each other. We continue to support the Military Family through information on our website and at our local Cruse branches.

Building on the success of this project, the project manager Gary Martin is now working with the Military Welfare System expanding our reach, training and raising awareness of military and civilian personnel working in the system to support those left behind. He is also engaged in preliminary seminars with other major organisations offering support and employment to ex-military personnel to look at ways in which support can be provided in a more joined up approach.

15

Working with our partners

16 Peer support reducing isolation for older bereaved people

Cruse and The ExtraCare Charitable Trust are working together to improve bereavement support for older people, including those living with dementia, in ExtraCare retirement villages and housing schemes.

Support is delivered through a peer support model - by empowering and training residents as Bereavement Supporter volunteers to provide listening support, information and signposting to other residents following a loss or bereavement. Volunteers draw on their own life and work experience and have commented that they feel "satisfied" that they "are able to contribute" and "I am helping someone who needs it."

As well as providing support and reducing isolation, Bereavement Supporters have been signposting residents to further help. One supporter in her 80s recognised that a fellow resident's symptoms went beyond an expected grief reaction and encouraged her to book a GP appointment which revealed that she had an undiagnosed condition. As a result, the resident has seen an instant improvement in physical symptoms.

The model means older bereaved people get the support they need in their own environment from someone with similar circumstances. An informal approach means more bereaved residents can be reached which is important as older people are often less aware of or able to access support, and more isolated in their grief. Over 100 contacts of support have been provided to bereaved residents, by residents, across four retirement villages to date.

Over 190 residents have attended Bereavement Information sessions and one resident reported that the sessions were "very helpful because everyone will go through this pain and we now know how to deal with it."

The next phase of the project will be to develop a new model and resources for working with bereaved residents living with dementia, and their carers. This approach draws on the resources developed by the Bereaved by Dementia project led by Cruse Cymru

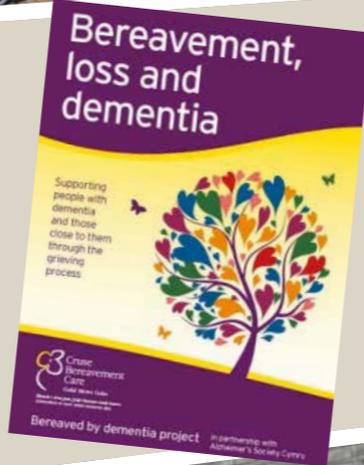
▲▲ By the end of the year we will have trained nearly 120 ExtraCare staff and established a peer support model with residents that supports and connects more bereaved people. Early signs show reduced isolation, more engagement with their community and improved well-being for bereaved older people."

Eve Wilson, Project Manager

Bereaved by Dementia project

Cruse Cymru and Alzheimer's Society Cymru are working together to address and raise awareness of the bereavement needs of people with dementia who have lost a loved one and families and carers who have been bereaved. The project has been funded by the Welsh Government Sustainable Social Services Third Sector Grant from 2016 -2019.

Since it started 120 new bereavement support volunteers have been recruited and trained; a jointly delivered Bereavement Support and Dementia Awareness training module has been developed and delivered and a resource booklet has been published. This was shared with other organisations in the UK to benefit bereaved people as well as with other Cruse Bereavement Care projects including the Extra Care project in England.



115 delegates from statutory and third sector organisations, as well as over 200 Cruse volunteers, have received one day awareness training to help them support bereaved clients.

Working with the memory clinic teams in Wales has increased awareness of Cruse Cymru's services across the wider community.

Over 170 bereaved people with dementia and those close to them have been helped since the project started. One said: "I'm now coping much better emotionally and managing daily tasks better."

Lynn Neagle, Assembly Member, and Daisy Cole, Director of Wellbeing and Empowerment, Older People's Commissioner for Wales attended the service launch at the Senedd this Spring. Over 70 people from across third and statutory sectors joined together with people living with dementia to celebrate achievements and receive service information.

Daisy Cole said that Cruse Cymru and Alzheimer's Society Cymru are leading the way by sharing best practice which is changing behaviour on a wider scale to benefit more people and services in Wales,

▲▲ I was particularly pleased to see the active engagement with people living with dementia to ensure that the project delivers what they need. I would like to thank all our staff and volunteers in Wales who have embraced the project and worked so hard to make a difference."

www.cruse.org.uk/wales/dementia

Cruse training: passing on our expertise

This year we have aimed at extending our training into sectors and organisations where training will have the most impact on bereaved people. Our in-house training included charity fundraising and supporter care teams, hospice and palliative care workers, council staff, solicitors and fire and rescue services. We listened to our individual clients and created training exercises and case studies for them, in some cases adding additional content to ensure that our training was tailored to their specific needs.

We delivered over 150 external training workshops this year involving more than 2,400 participants. We saw a 50% increase in the number of people taking part in our Public Loss and Bereavement workshops held in major cities across the UK. Public workshops allow people to gain an understanding of grief and more importantly build their skills and confidence when communicating with bereaved people. In addition we rolled out a supplementary course designed to enhance the skills of those supporting bereaved people on a more therapeutic basis.

Feedback from running a workshop for a major insurance company setting up a dedicated Bereavement team to take customer calls included comments such as:

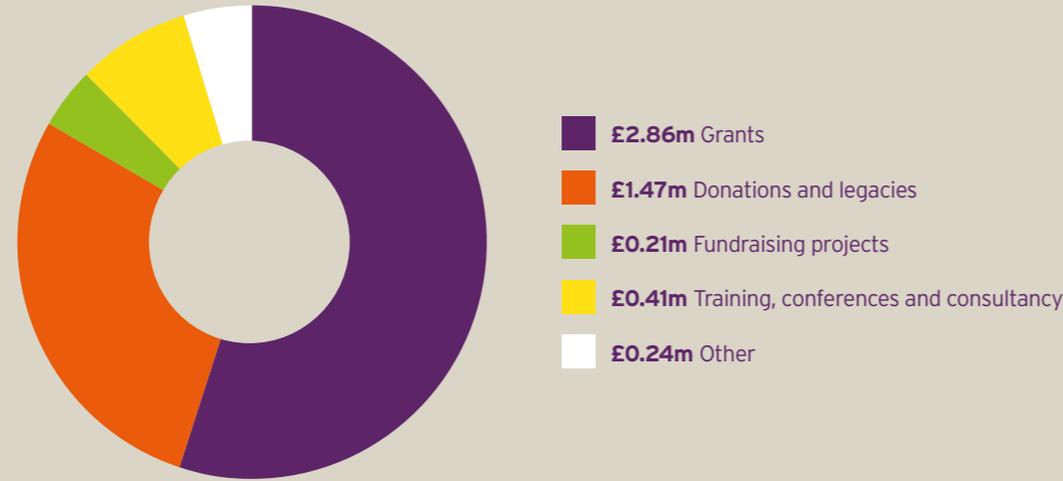
▲▲ Made me think more about what the customer may be going through and why they may be behaving in a particular way, I now have the confidence to know what to say and react to the way the customer reacts."

For more information go to www.cruse.org.uk/training.

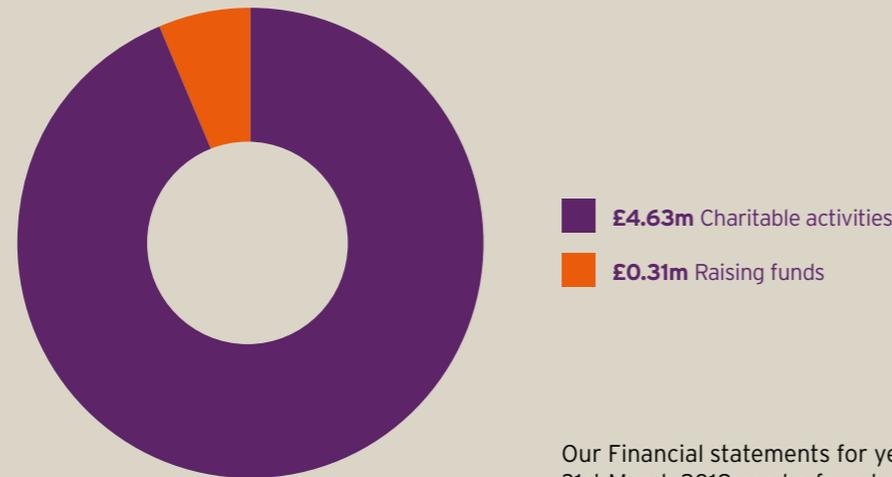


Our finances

Sources of income



Expenditure 2018



Our Financial statements for year ended 31st March 2018 can be found on our website at www.cruse.org.uk

Thanks to all our generous supporters and fundraisers

In 2017-18 we received £1,676,048 in donations, legacies, subscriptions and proceeds from fundraising events, an important part of our income.

We would like to thank the following organisations who supported us in 2017-18:

Trusts and Foundations

Peacock Charitable Fund
 ME Rouse Charitable Fund
 Joseph Strong Frazer
 John Horniman's Charitable Fund
 Craigmyle Charitable Fund
 Hirsheti Foundation
 The Ethel and Joseph Collins Charitable Fund
 HC Beer Charitable Fund
 Institute of Cemetery Management
 Children in Need

Masonic Charitable Foundation: In 2017 we were awarded £60,000 from the Masonic Trust over three years. We are using this grant to look at new and innovative ways of providing a Gateway to our services. We are creating new pathways of support for bereaved people from those who want a short reassuring chat, a leaflet or website information, to those who need more in-depth or ongoing support, by phone, email or in person.

Corporate

Tesco
 Waitrose
 IBM

Public Sector

Big Lottery Fund
 Clinical Commissioning Groups
 Health and Wellbeing Boards
 Local Authorities
 Local Health Trusts
 Northern Ireland DHSSPS
 The Welsh Government
 Ministry of Justice
 Ministry of Defence
 Department of Culture Media and Sport

Company information as at October 2018

Royal Patron

Her Majesty The Queen

Patrons

Rt Hon Mark Francois MP
 The Rt Revd Graham James, Lord Bishop of Norwich
 Lady Hannam
 Baroness Kramer of Richmond Park
 Cardinal Vincent Nichols, Archbishop of Westminster
 Dame Jo Williams
 Ann Cryer

Life President

Dr Colin Murray Parkes OBE

Trustees

Pamela Rutter
 Chair Board of Trustees
 Letizia Perna-Forrest
 Vice Chair

Michael Whitehouse OBE
 Honorary Treasurer

Nilufar Anwar

Paul Butler

Helen Causley

Tina Challacombe

Jane A Cryer

Poppy Mardall

Colin Robertson

Company Secretary

James McCormack

Directorate Team

Steven Wibberley
 Chief Executive
 Andy Langford
 Chief Operating Officer
 James McCormack
 Director of Finance
 Janette Bourne
 Director, Cruse Cymru
 Paul Finnegan
 Director, Cruse Northern Ireland

Auditors

Kingston Smith LLP
 Devonshire House
 60 Goswell Road
 London EC1M 7AD

Solicitors

Russell-Cooke LLP
 2 Putney Hill
 London SW15 6AB

Bankers

Barclays Bank PLC
 2nd Floor
 355 Station Road
 Middlesex HA1 2AN

Company number

00638709

Registered office

Unit 0.1
 One Victoria Villas
 Richmond
 Surrey TW9 2GW

Registered charity number 208078

For full company information details for 2017/18 please see the statutory accounts.

Cruse Bereavement Care is the leading national charity for bereaved people in England, Wales and Northern Ireland. We offer support, advice and information to children, young people and adults when someone dies and work to enhance society's care of bereaved people.

Cruse offers face-to-face, telephone, email and website support. We have a Freephone National Helpline and local services throughout England, Wales and Northern Ireland and a website specifically for children and young people. Our services are provided by trained volunteers and are confidential and free. Cruse provides training and consultancy for external organisations and for those who may come into contact with bereaved people in the course of their work.

To donate to Cruse and support our vital work, please visit our website www.cruse.org.uk

Our national email support service is helpline@cruse.org.uk

Our National Helpline number is **0808 808 1677**

Our young people's website is at www.hopeagain.org.uk



Somewhere to turn when someone dies



Cruse Bereavement Care
PO Box 800
Richmond
Surrey TW9 1RG

You can find Cruse online
at www.cruse.org.uk

Telephone
Cruse England
020 8939 9530

Cruse Cymru
029 2088 6913

Cruse Northern Ireland
028 9079 2419

 Find us on Facebook:
Cruse Bereavement Care

 Follow us on Twitter:
@crusecare

 Follow us on LinkedIn:
www.linkedin.com/company/cruse-bereavement-care