



RAINBOW TRUST

SUPPORTING FAMILIES
WITH A SERIOUSLY ILL CHILD

Our Impact
2019/20

WELCOME

This year we asked children we support and children who have fundraised for us to help us make this report with their own drawings and doodles. We hope you enjoy seeing how they have brought it to life.

Welcome to our Impact Report showcasing highlights from the financial year July 2019 to June 2020.

As well as demonstrating how our service has improved multiple aspects of childrens' and families' lives across the country, it celebrates the generous contributions of all our wonderful supporters and volunteers.

This has been a year like no other. In March, almost overnight, our lives changed. The lives of the families Rainbow Trust supports changed dramatically as their already uncertain lives were made even worse by a global pandemic. The way we delivered our service had to change too, to ensure we could still provide support to those families who needed it more than ever before.

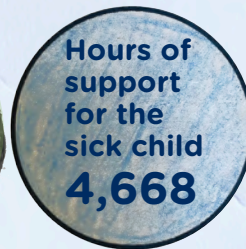
We are proud to have

- quickly adapted and innovated our service so that families could continue to receive the support they needed from the start of the COVID-19 pandemic
- continued to highlight the issues faced by families we support through extensive campaigning and policy work, including our *Parents Matter* report about mental health
- increased volunteering hours directly supporting families by 11%, offering a broader scope of support
- maintained a stable financial position in a tough and unprecedented economic situation, thanks to the help of our generous supporters and emergency appeal donors.



Zillah Bingley, CEO, and Mark Cunningham, Chairman, painted by Poppy

HIGHLIGHTS IN NUMBERS



Why our support is needed, now more than ever

In spring 2020 the *Make Every Child Count* study, conducted by the University of York, revealed that the number of children in England with life-limiting or life-threatening conditions has trebled over the last 17 years to 86,625. The number is predicted to rise by at least another 11% by 2030.

This research indicates how vital Rainbow Trust's emotional and practical support is, as many more families across England are caring for babies, children and young people with a life-threatening or terminal illness. The likely need for services is significantly higher than previously understood.

This rise in prevalence reflects our experience as, in the last decade, family referrals to Rainbow Trust have doubled. There are more families than ever who struggle to cope when their child is seriously ill.



Kyea during lockdown

Common challenges include:

- dealing with the physical and emotional strain
- managing and getting to multiple clinical appointments
- ensuring that life remains as normal as possible for siblings, including attendance and performance at school
- ensuring sick children and siblings have opportunities to play
- maintaining employment through long periods of treatment and care needs
- managing reduced income
- poor family communication and resulting break-ups
- accessing benefits and support services
- maintaining daily routine and chores
- coming to terms with a child's diagnosis and the possibility of their death
- coping with the death of a child
- isolation felt by families who are cut off from normal activities and friends.

How we help

When serious illness affects a child, family life is turned upside down and time becomes more precious than ever. Rainbow Trust pairs each family with a dedicated Family Support Worker who becomes a trusted and constant person in family life, providing practical and emotional support. This support helps families to face and make the most of each new day.

We want families to shape and design the service we provide to them, to empower them to make positive and sustainable changes in their lives.

Broadly, families have identified six areas where they feel Rainbow Trust has the most impact and we are working to these outcomes to guide their tailored support. Care given by Family Support Workers is designed to help by

1. Improving ability to **manage stress**

2. Increasing **emotional stability and confidence**

3. Helping families cope better with **grief and loss**

4. Increasing **quality time** with family

5. Improving **quality of life**

6. Improving **economic wellbeing**.



Each and every family we support is different.

We welcome and embrace this diversity – whether a single parent family or multi-generational household; relationships and dynamics will be vastly different, as will each situation arising from diagnosis, medical treatment, and the often hugely unpredictable course of an illness.


Each family's needs evolve. We constantly adapt our service and support them in whichever ways they need us most.

We have devised a new family-centered approach to monitoring and measuring our impact, where families themselves develop outcomes specific to individual need, and this includes the child's voice which is so important. We tested this approach in one team during this year and are excited to roll this out.

“Completing the outcomes has been challenging during the pandemic due to adapting our service, however, in general it has been more useful in tailoring support and less rigid than the old system. It allows us to be more flexible when writing plans and capturing the changing support we have been providing through lockdown - from supporting families to applying for various grants, changing support to be adapted within the pandemic and helping families make memories in this difficult time.”

**Family Support Worker
in the North East**

The following pages give examples of how teams across the country have helped improve multiple aspects of childrens' and families' lives this year.

Support provided by
 care teams across
the regions



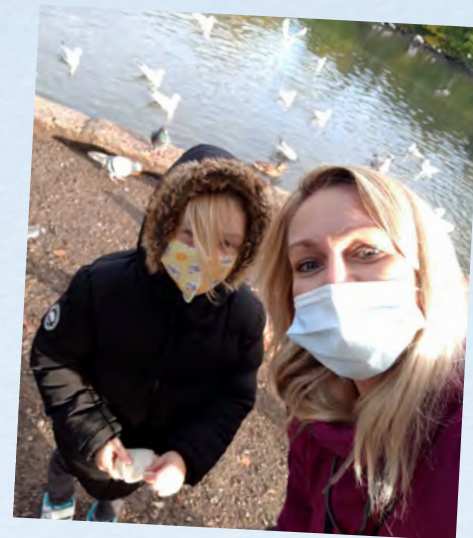


Family Support Worker Zak out and about supporting families



Family Support Worker Charlotte with Lila whose family she has supported for over three years

Family Support Worker Danielle and sibling Tommy on their day out to Paultons Park



Esme and Family Support Worker Liz went to the park for some one-on-one time whilst her sister, Rosie, went to the hospital with her mum

Tackling the strain of childhood illness on parental mental health

Caring for a child with a life-threatening or terminal illness is one of the most stressful and traumatic experiences that a parent can have. For many months, even years, the mental health of parents can be under severe strain. Many will experience feelings of anxiety, distress, depression or even trauma.

The involvement of a Rainbow Trust Family Support Worker can be a protective factor for a parent's mental health. A Family Support Worker's experience can equip them to spot potential mental health issues and to respond at an early stage. Regular support can reduce the need for professional help by enabling the parent to identify coping strategies.

Zayd

was diagnosed with leukaemia just after his second birthday and underwent three gruelling years of treatment which left him temporarily bed-bound and unable to talk. Zayd's mum, Banin, had to change his nasal feed every eight hours and administer water syringes throughout the day to prevent dehydration. Her husband worked away from home and, with no immediate family nearby and two other young children to care for, the pressure of Zayd's illness took its toll on Banin's mental health.

"We had no one. Zayd's illness felt like we were at war. I was very upset about not getting any statutory support. We made our concerns extremely clear. I told them 'I'm going to have a nervous breakdown'."

Family Support Worker Sabrina started supporting the whole family shortly after diagnosis after meeting them at a Rainbow Trust sibling support drop-in group at the hospital.

"After spending the whole day in the hospital, I was so mentally drained and exhausted. All you want to do when you get home is fall into bed and pretend the day didn't happen, so to have someone sort out the children was such a relief."

We couldn't have got through it without Sabrina. Without her, Zayd's brother Hamza would be in therapy and both he and his sister Safina would have felt so neglected. She made them feel special again. She took Hamza for a bike ride which he was so excited about because we couldn't go outside with Zayd. These things are so simple, but they made such a difference to me and my mental health."



Banin, Hamza, Safina, and Zayd

mental health

Sabrina has helped improve Banin's mental health in various ways including:

- reducing her concern about Hamza by helping him through one-to-one sessions and group activities and speaking to him about his emotions
- reducing practical burdens on Banin such as taking and collecting Hamza and Safina to and from school and cooking the evening meal when Banin is in hospital with Zayd
- providing respite by spending time with Zayd so Banin could relax with her other children, have a shower, do the chores or simply have a rest
- helping Banin advocate for support for Zayd before he started school.

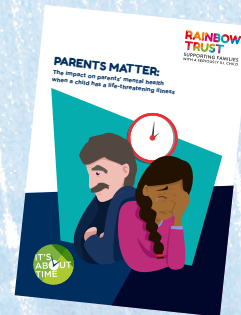


Sabrina reads to Hamza, Safina and Zayd



In January 2020 we published *Parents Matter: The impact on parents' mental health when a child has a life-threatening illness*, a report bringing to light the shared experiences of some parents and carers we support.

The impact was an increased awareness of parents' mental health needs and the crucial role of access to Rainbow Trust's practical and emotional support in enabling parents to manage their mental health better. Coverage achieved in specialist and regional media articles heightened awareness among key MPs, ministers, civil servants and NHS England leads.



[rainbowtrust.org.uk/
parentsmatter](https://rainbowtrust.org.uk/parentsmatter)

Helping children to handle difficult emotions more positively and boost self esteem

Lancashire based Family Support Worker William is qualified to deliver a Drawing and Talking programme as therapeutic support.

Designed to help people who have suffered trauma or have underlying emotional difficulties, the idea is to draw with a person with whom they feel comfortable. The trusted person will ask non-intrusive questions about the drawing, and over time trauma is healed. William has delivered support to six siblings of seriously ill children this year. One of the children who took part is 10-year-old Ethan*.

Ethan's sister Grace was diagnosed with a brain tumour in 2016 and Ethan has particularly struggled with the impact of his sister's recurrent illness and was suffering with low self-esteem. William had been visiting Ethan once a week for a few months and spending time with him while Grace had treatment at Manchester Children's Hospital.

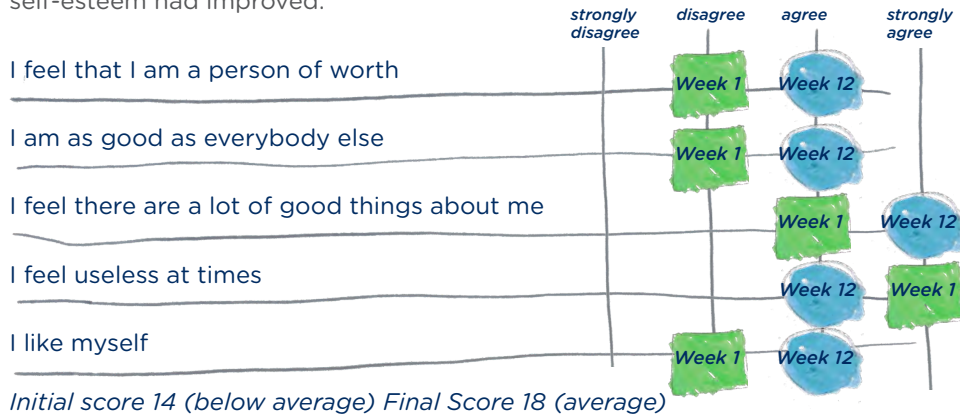
Ethan and William formed a strong relationship and Ethan was really benefiting from having someone to talk to. William introduced Ethan to the Drawing and Talking programme to help develop his ability to handle his emotions and feelings more positively, with the aim of boosting his self-esteem.



emotions



The impact of this support is measured using the Rosenberg Self-Esteem Scale. 10 items are answered on a four-point scale ranging from strongly agree to strongly disagree. Ethan's scores after 12 weeks clearly show that his self-esteem had improved:



This process helped Ethan and his parents understand what his challenges were and the progress he has made. It has helped the family focus on the positives and their achievements over the past few months and Ethan feels he is able to speak more openly to his parents about his struggles.

This therapeutic support has so far proved to be a very beneficial new element to our service where children are demonstrating a need for more

specialist care. The results of the programme can be shared with other professionals working with the child if appropriate, to improve links between services. Without Rainbow Trust, Ethan would have had to travel a long distance from home for this sort of support and would have had to wait a long time to receive it. There are clear benefits from it being delivered by someone with whom he already has a trusting relationship and who understands his family situation.

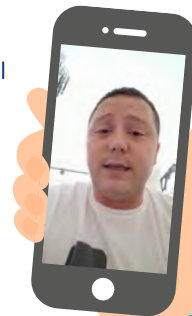
*names have been changed



This year, the North West care team set up a group for local dads with a seriously ill child which began to meet every fortnight in a pub. Keen that lockdown would not get in the way of this valuable time together, they switched to meeting fortnightly on Zoom.

One dad said: *“ you can say whatever you want to the other dads. The best thing about it is we're all in the same boat. My mates at work, they can try to understand but they aren't living it. In the Dads Group we can get upset if we want. Us dads, we think we're superheroes, but at the end of the day, we're not!”*

By going virtual with the group, the team ensured continuity of a valuable outlet, supporting emotional wellbeing through very difficult times.



Pictured - Dads Group member Anthony, whose daughter has a brain tumour

Reducing loneliness and isolation and improving quality of life

The South West care team has focused on providing activities to reduce loneliness and isolation, with a range of groups and trips provided throughout the year, up until national lockdown started in March. This made it possible for families to take part in activities they wouldn't ordinarily be able to.

Family Support Workers can help make it possible for families to attend these groups, from driving them to and from, taking care of the sick child or siblings during the day, and making sure the venues are safe and accessible for the children. In response to feedback, we have been providing a morning activity to give parents an opportunity to meet each other and for children to play followed by a visit to the cinema in the afternoon where children are entertained and parents can have a break.

This is often the only opportunity families have to do something together.

During half-term, families were taken on a trip to a fire station and a cinema trip to see *The Addams Family*. This was the first ever trip to the cinema for one seven-year-old sibling of a seriously ill child that we support, as her parents had never been able to take her due to the demands of looking after her brother. She was absolutely thrilled with the cinema experience, especially having a drink and some sweets while she watched the film.

What the children said

"I enjoy the time I have with my Rainbow Trust Family Support Worker, it's special and I forget the sadness I feel from being in hospital."

"I like that Rainbow Trust has someone that takes time out to play with me, they are kind. I feel if something is bothering me, I can talk to my Family Support Worker."

improving



William and his sister Alex having fun at the fire station

"The thing my daughter enjoys most about Rainbow Trust is the opportunity to have fun and do normal things."

Anna, who was diagnosed with cancer in November 2018 and was supported by Charlotte throughout her treatment, joined one of these sessions. Anna is now back at school, and family life is starting to return to how it was before her diagnosis. The family no longer needs regular support, however Anna found it a big jump to go from having Rainbow Trust support, to never having it again. So to help Anna adjust, Rainbow Trust keeps in touch, and invites Anna on trips where possible.



Finding ways to enable children to have fun has been crucial while families have stayed home to shield.

Before the pandemic, Family Support Worker Wendy was using child-led play to support seriously ill children and their siblings. When lockdown began, she switched support to video calls where she read stories, played using toys and props and led craft activities.

As well as giving children a little fun time out from the intensity of isolation, these sessions allowed parents to step away for some much-needed respite while their children were occupied and entertained.

Between April and June, at the height of the national lockdown, Rainbow Trust delivered

297 virtual play sessions

444 activity pack drops



Anna and Charlotte



Providing a trusted constant throughout long illness

The nature of life-threatening and terminal conditions in children is such that many families find themselves living under intense uncertainty for long periods of time. Their lives can change dramatically over that time, and so having a trusted constant throughout to help navigate the changes can make a positive difference in their lives.

Erin

is seven years old and has multiple long term and life-threatening conditions including heart, kidney and liver disease, vasculitis and severe hypertension. Erin has had sepsis many times and has an autoimmune disease that causes the body's immune system to attack and kill blood cells. Erin has to date received 112 blood transfusions.

Family Support Worker Sarah started supporting the family in 2015 when Erin was a baby after a referral by a Community Nurse. Initially, Sarah helped out with hospital appointments, driving mum Helen and Erin to London, so she didn't have to worry about parking or traffic, which Helen says was an enormous relief. Sarah would care for Erin so that Helen could have a break.

Erin was very fragile, needing constant care, which made it very difficult for Helen to live a normal life. Helen was unable to work and they were forced to move in with her father, Erin's grandad Phil, due to the pressure of finances. Sarah also supported Phil when he began to struggle with the pressure of caring for Erin, and the regular stays in hospital.

Five years on, Sarah continues to support Erin and her family. Erin is now seven years old and she suffers with loneliness due to her inability to play with others, because she is so seriously ill. She does not have many people in her life, but Sarah is a trusted constant, reducing the family's isolation and giving them opportunities to have fun together.

Erin has multiple appointments with specialists, she takes 17 types of medication and has frequent blood tests. Sarah has helped to join up the services supporting Erin, liaising with professionals to ensure consistency in Erin's care.



Erin makes a rainbow in lockdown

Trusted constant



Erin with Family Support Worker Sarah in hospital



Erin with her Grandad

“ When others could not be there with us, when we were in very vulnerable situations, Sarah’s been there. She has given us both support and friendship. She has been present and by my side in awful and traumatic medical consultations where we have received terrible news. She listened and was there for us. You do not want to have to repeat or recount that to anyone, and with Sarah you do not have to as she was there by our side. Even if Sarah cannot be there in person, like during lockdown, just a phone call makes all the difference as she knows what to say to me. Sarah understands and is there for us both. ”

Overall this year, hours of Family Support delivered by volunteers increased by 11%. With 87 trained volunteers working directly with families who had less intense needs, Family Support Workers gained capacity to accept more new families.

In Essex, Family Support Worker Sarah has been working to increase the number of volunteers directly supporting families, providing them with specialist training. It’s hard to find people who are confident to provide independent support to families with a seriously ill child. We want to increase community engagement and Sarah has focussed on growing the team of volunteers and training them to give them that confidence.

Families receiving volunteer support in Essex rose from five in July to 14 by February.



Emily, a Neonatal Sibling Group Volunteer



Volunteers provided

15,197

hours of support which is worth £132,518 based on the living wage

Supporting through the rollercoaster of neonatal care

Over 100,000 babies are born prematurely or sick and needing neonatal care in the UK each year*. Parents may be unprepared or shocked by having a seriously ill premature baby, and the early days may be dominated by uncertainty. Many describe it as a rollercoaster, with huge practical and emotional challenges to deal with.

This year, Rainbow Trust supported 87 families to navigate the stresses and strains of having a seriously ill baby. 50 of those were supported by our Southampton care team, a 42% increase on last year. Due to the nature of premature births, cases need to be responded to very quickly. Family Support Workers in our Southampton care team worked closely with the neonatal unit in Queen Alexandra Hospital in Portsmouth to develop strong links and enable quick referrals.

When the COVID-19 pandemic hit, the NHS staff at Queen Alexandra were already aware of the ways in which we could adapt our service and offer a safe support network. This has meant that parents have been helped to continue to visit their babies. In addition, where visiting restrictions prevented this, mothers were able to express milk which Family Support Workers were given permission to deliver.



Kelly and Kaia

Kaia was born at just 23 weeks weighing 765g in early March. Urgently transferred to University Hospital Southampton, 50 miles from the family home, baby Kaia underwent a five-hour operation to remove 15cm of inflamed bowel. Hospital accommodation for parents was by this point closed due to the onset of the COVID-19 pandemic. With no childcare for their three other children, the parents had no choice but to stay at home, separated from their seriously ill baby. For four weeks, mum Kelly was unable to see Kaia. The hospital referred Kelly to Rainbow Trust and Family Support Worker Mandy got in touch to explain she could take her on the 100-mile round trip to visit Kaia once a week. *“Mandy was an absolute life-saver, she was amazing.”* Visiting on her own, without her husband or nurses by her side to comfort her, as they normally would have been able to before COVID-19 was *“horrendous. I absolutely hated every minute of it.”* Kelly remembers one particularly hard day when she was finding it too much to cope with. Family Support Worker Mandy met her for the drive back home, Kelly recalls *“we talked the whole way, and that really helped.”*

Care



Breastfeeding has long-term benefits for babies and giving a premature baby breast milk benefits their health*.

When mothers were separated from their newborns due to the pandemic, their opportunity to breastfeed could have been taken away.

This is why we came up with a way to help.

One example of this was a mum on the Isle of Wight whose baby was on the neonatal ward in a Portsmouth hospital. Due to lockdown restrictions, Mum was unable to visit her baby.

Our Family Support Workers picked up and safely delivered breast milk from Mum to baby via hovercraft.

*www.nhs.uk



Brothers Azaan, left, and Raihan showing off their certificates after isolating for three months during lockdown

Providing stability when there is no one else there



Jayne

Chloe smiling as she completed her treatment for leukaemia in June

Stability

SURREY

chloe was diagnosed with leukaemia, a few months before her second birthday and went through gruelling treatment.

“ Rainbow Trust was introduced to us “on the circuit” by another family who also have a child with cancer. At the time, our second child was on the way, and we were concerned that we wouldn’t be able to manage bringing a baby into the world alongside all the other challenges we were facing. I think we all like to think we have a lot of friends and family around us and that they will be there for us when we need them, but the reality is that support only goes so far. We live quite a distance from most of our friends and family and they all have work and problems of their own to deal with. We had very few offers of help or support and most of the people we have discussed our problems with didn’t seem to get it. What we’ve been through has been so traumatic and life-changing for all of us that we just don’t think or function like most people do any more and we have a very different outlook on life. It’s almost like we live in a different world now.

The Rainbow Trust team understands that, and they come to meet us in our world rather than try to drag us back to theirs.

Jayne has visited us at home, she has driven us to hospital for appointments, we’ve been to the zoo together and we’ve even been for walks. She’s been a friend to visit Chloe and played games through times when she’s not been able to get out and play with other children. She’s listened to us and discussed our problems and she’s made us all feel better about our predicament.

When Chloe’s little brother was born last year, Jayne helped by taking Chloe to hospital to have her operation that was to take place on the same day. Jayne played with Chloe on the oncology ward while she was waiting for the procedure and held her hand while she was anaesthetised. I don’t think we could have done it without Jayne’s help and, we’d have had to have delayed the procedure which would have meant her missing out on valuable treatment. ”



Family Support Worker Nicki dropped supplies to Esther, Zachary and family as they were shielding

Family Support Workers ensured that families we support were not left without vital help when the pandemic hit, by sourcing vital items and doing 'doorstep drops'.

Support ranged from buying groceries to collecting prescriptions where families were strictly shielding and unable to get what they needed, without us.



Between April and June, at the height of the national lockdown, Rainbow Trust carried out

158 grocery drops and

68 essential medication drops



Helping families to cope with grief and loss

46 children supported by Rainbow Trust died this year, and all Family Support Workers will experience supporting families through bereavement and grief at some point. Our Advanced Practitioner in the Central London care team developed and delivered a one-day bereavement training course to all staff and volunteers across Rainbow Trust, to help them reflect, introduce theories and tools, and instil confidence in facing bereavement. The training has been accredited by the Continuing Professional Development certification service, CPD UK.

families

“A child I supported died the day after I had completed my training. The training kicked straight in. I used so many strategies I had learned to support the family and to keep boundaries in place to protect myself. It was a sad circumstance but as their Family Support Worker I was able to really help the family when they needed us the most.”

Family Support Worker

Tania, mum of Jasmine, describes how their Family Support Worker, Vicki, supported them both before and after their daughter Jasmine died.

“We first met Vicki nearly two years ago when she instantly connected with our beautiful daughter, Jasmine, four, who was going through cancer treatment. They would play for hours - Vicki was one of the very few people who she felt comfortable to be with even if I wasn't in the room. I felt so comfortable to leave them both together knowing Jasmine would have great fun. Vicki would always bring energy and calmness in equal measure to their sessions.

Over time, Vicki became an important confidante for me. She wanted to be

there for us and would always go out of her way to support us in any way she could and listen to our fears and moments of despair.

Jasmine was terminally ill, and Vicki continued to visit Jasmine regularly, talk to both me and my husband when she saw how much we were struggling, and also build up a trusting relationship with our son who, at the age of seven, was struggling to process everything. She created a routine for him where he spent time with her every day and was there for him one hundred per cent, whether to play and escape for a little from an extremely stressful home situation, or just to give him an outlet to be able to express his anger and frustration.

Jasmine passed away in December 2019. Vicki continued to support all of us as a family unit and talk of Jasmine in such a pure and loving way. The support Vicki has given to us has just been so genuine and meant so much and I don't think sufficient words exist to be able to express our immense gratitude. She is truly one in a million and meeting her has been a shining bright light in an incredibly difficult journey.”



During national lockdown in spring, the family entrusted Vicki to carry out a very special task to help them feel close to Jasmine.

Due to COVID-19 they could not travel back to the UK as planned. They asked Vicki to visit Jasmine's grave. She took flowers, played music and painted a stone so that the family could feel connected to her.

Tania said:
"It means the world to us that someone we love and trust has been there when we cannot."



195

sessions of bereavement support delivered by Rainbow Trust between April and June at the height of national lockdown.

Giving urgent, flexible and adaptable support during a national crisis

“All of a sudden, we became a million things that we weren’t before... it became a completely different job for a while. We filled in all those gaps that other organisations simply could not. Without that, some of the families we support would not have got through this emotionally and mentally.”



Angie

was supporting 18 families at the onset of the pandemic, 10 of whom were classed as very high need. Here she describes how she was helping them in April.

“None of the families I support have any family living nearby to help them out. I have been giving practical and emotional support to them and they are without exception anxious, confused and frightened. Most are unable to speak to their clinical teams to get advice or updates.

Mia is a very recently bereaved parent. Within days of her child’s funeral, social distancing began, schools closed, and the community nursing team was diverted elsewhere. Mia is alone with no support network. I am calling her regularly to talk, listen and keep her spirits up. I will be putting together activity packs to keep her children entertained.

Jade is a single parent in isolation alone with her children. One of the children has a serious medical condition and is showing COVID-19 symptoms. Jade is running out of supplies so today I will go to the shop to get her essential food and

cleaning items and leave them on her doorstep. I will be in regular contact by telephone with Jade who is very frightened and told me she feels as though she is having a breakdown.

Asha recently had a heart transplant. She is classed as extremely high risk and is currently in hospital. Asha’s Mum has been there with her for five days now. They are not allowed in or out of the room and the only people they see are the nurses. Dad is at home with the other children. Mum is finding the situation very difficult so I am calling Asha’s mum every day and we talk for as long as she needs to.

More generally, I’ve been securing donations of nappies and milk from local community groups set up to deal with the crisis as well as doing grocery shopping for families that are unable to leave the house. I’ve also been arranging to collect and deliver medical supplies and prescriptions for another family.

These families desperately need our support at this time, and I feel that we are fulfilling the role of emergency mental and emotional health support at a time when the NHS and other organisations are not able to help.”

438

support calls were made by
Rainbow Trust between April and
June at the height of national
lockdown



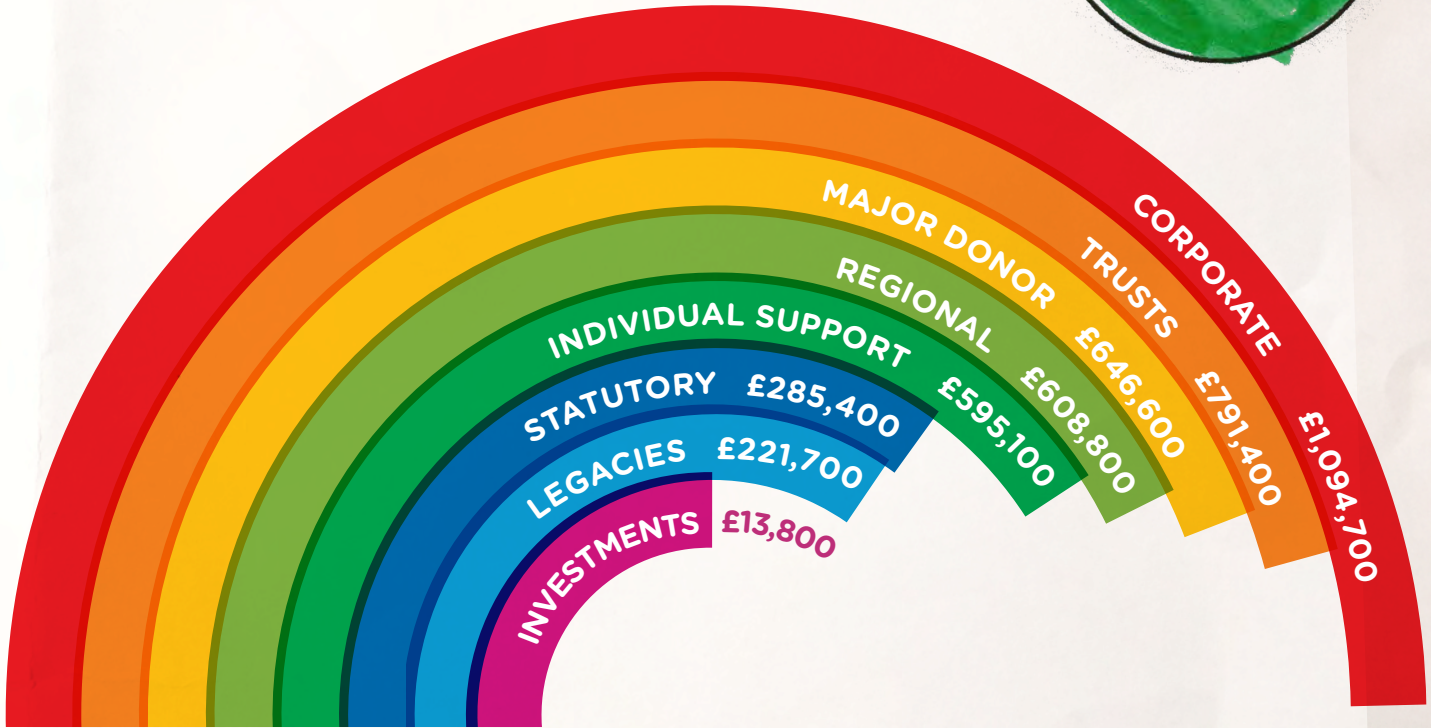
We have been studying data in more depth to understand how representative the families we support are in relation to what is known of the prevalence of childhood illness in the regional and national population. This is to ensure we reach those who need us, regardless of their demographic profile and background, and especially those we know face health inequalities.

We analysed the characteristics of families supported by each of the West London and North East care teams over a five-year period. As a result, our understanding of which families our service is reaching and how they are referred to us has deepened.

We will continue this important analysis, to identify ways to improve our reach into communities which may be under-represented by our support.

How we raised our money in 2019/20

TOTAL INCOME
£4.3
million



Income and Expenditure

Summarised accounts

For the year ended 30 June 2020



	2019/2020	2018/2019
Income		
Donations and legacies	£2,736,585	£3,007,208
Fundraising events and commercial activities	£1,221,750	£1,548,026
Statutory income	£285,378	£58,834
Investment income	£13,750	£13,502
TOTAL INCOME	£4,257,463	£4,627,570
Expenditure		
Carer and family support services	£3,134,083	£3,237,118
Fundraising costs:		
Grants and donations	£779,722	£810,656
Fundraising events	£309,713	£474,088
Commercial activities	£43,342	£53,995
Donor acquisition	£17,689	£30,777
TOTAL EXPENDITURE	£4,284,549	£4,606,634
Net (expenditure) / income	£(27,086)	£20,936

This is an overview of our income and expenditure in 2019/20 summarised from our financial statements, which can be viewed on the Charity Commission website : [gov.uk/government/organisations/charity-commission](https://www.gov.uk/government/organisations/charity-commission)
Registered Charity number 1070532.

WE COULDN'T DO IT WITHOUT YOU!

July

We were thrilled to be a charity partner for **CarFest 2019**, two family events held in Cheshire and in Hampshire, helping us to reach tens of thousands of people, raising £244,664 for Rainbow Trust.



August

37 cyclists cycled the **Prudential RideLondon-Surrey 100**, raising £26,499 for Rainbow Trust.



September

131 runners ran the **Great North Run** for Rainbow Trust, the biggest half marathon in the UK, raising £46,119.



October

70 volunteers put on children's fundraising activities and spooky face painting at Chessington Garden centre in Surrey during Halloween half-term, raising £3,700.



November

Nell McAndrew and the Kurt Geiger team (pictured) climbed the 'Cheesegrater' building in London, along with 130 others, at our **Grate48** stair climb event that raised £37,213.



December

Writer, presenter and former MP, Gyles Brandreth, recorded the voiceover for our Christmas animation as part of our **Christmas Appeal**.



331 supporters attended our Christmas Carol Concert in London, raising £30,000.



January

A fundraising music event, celebrating South Asian vocal music took place in **Newcastle Upon Tyne**, raising £800.



February

I Love Claims (ILC) celebrated their tenth year of support at a Networking Lunch, which marked them reaching a whopping fundraising total of £842,000.

March

Emergency fundraising appeal raised £600,000 between March and June.



April

With the London Marathon postponed, London Marathon Events and other event organisers launched the **2.6 Challenge**. Thank you to Rainbow Trust supporters who took on various activities in relation to the number 26 or 2.6, raising £22,596.



May

We encouraged supporters to **#ShareYourRainbow** on social media.



June

We were delighted to be nominated and selected to benefit from **Royal Bank of Canada's** (RBC) first ever virtual edition of their annual RBC Trade for the Kids @Home event. RBC generously donated US\$200,000.

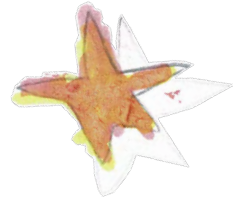




Raising awareness of the issues faced by families with a seriously ill child is core to our mission. In September 2019, we commissioned research with the UK general public to explore feelings and perceptions of childhood illness.

The research, carried out among more than 2,000 parents of under 18s, revealed that the biggest fear among Britain's parents is that their child will become seriously ill, and 65% of all those surveyed said they would have no idea how to cope if this happened.

The findings have given us the opportunity to highlight how much harder life becomes if one of your children is seriously ill. This year, we launched the *It's About Time* campaign to increase awareness, to mobilise communities to take action and support our cause, and raise more funds to help families with a seriously ill child.



Celebrities (pictured L to R) Annabel Croft, Sir Matt Pinsent, Katherine Parkinson, Jill Halfpenny and Hugo Taylor fronted our It's About Time campaign launch video

We'd like to thank

Last year you helped raise an amazing £4.3 million to fund expert Family Support Workers to help families across the country. We are grateful to everyone who generously supported our work including:

COMPANIES

Advent for Change, Allied World, Almacantar, Andrew Reid, Anthony Gold Solicitors, Bain Capital, Boodles, CarFest, Cubitt & West, ILC, IWFM Ball, Kennedys Law LLP, Knight Frank, Kurt Geiger, Paperchase Products Ltd, Royal Bank of Canada, Sainsbury's, Shawbrook Bank, Smiggle, Smith Stone Walters, Sporting Bears, St James' Group and TI Media.

COMMUNITY

Cameron House School, Chessington Garden Centre, The Criterion Theatre, Harold Wood Shop Volunteers, John Lewis & Waitrose Community Matters Scheme, Kew College, Oak Park Golf Club, Reeds School, Reigate Hill Golf Club and Tesco Groundwork.

EVENTS

Our fantastic sports and challenge event participants ran, swam, cycled, climbed and walked hundreds of miles to raise an incredible £524,000. A special mention to Godfrey Haire and Andy Hay.



We are very grateful to 40 dedicated special events committee members who helped in shaping, planning and promoting special events including our annual London Carol Concert.

TRUSTS

ABF The Soldier's Charity, Allergan International Foundation, The Adfal Trust, BBC Children in Need, The Berkeley Foundation, Berkshire Community Foundation, The Brenley Trust, The Charles Wolfson Charitable Trust, The Childwick Trust, Coral Samuel Charitable Trust, County Durham Community Foundation, Cumbria Community Foundation, Dalgleish Trust, The Edward Gostling Foundation, The Eric Wright Charitable Trust, Ernest Kleinwort Charitable Trust, The February Foundation, FSJ Charities, Gerald Micklem Charitable Trust, The Guy Charitable Foundation, The Hadfield Trust, Hampshire and Isle of Wight Community Foundation, The Hearth Foundation, The Hedley Foundation, The Harrop Green Charitable Trust, The Ingram Trust, The Invesco Cares Foundation, James Tudor Foundation, John Coates Charitable Trust, John James Bristol Foundation, Kentown Wizard Foundation, The Mabel Harper Charitable Trust, The Martin Family Charitable Trust,

The May Gibson Charitable Trust, Merlin's Magic Wand, Northumberland Village Homes Trust, The Park Family Charitable Trust, The Rayne Foundation, The Sir John Fisher Foundation, The Sobell Foundation, The St. James's Place Charitable Foundation, The Sterry Family Foundation, Surrey County Council, The Tanlaw Foundation, The Taurus Foundation, The Taylor Family Foundation, The Zochonis Charitable Trust, The True Colours Trust and West Sussex County Council.

THANKS ALSO TO

All our Patrons and Trustees who supported us as well as individuals, regular givers and Friends groups and committees who have helped us raise vital funds throughout the year. Thank you to Edward and Jennifer Lavin.



Our fundraising ambassadors who gave 41 hours of support, by attending events or meetings with people, business or groups who have or are raising money for Rainbow Trust.

The 35 family media ambassadors who have personal experience of Rainbow Trust's support and are happy and willing to speak to the media on our behalf.

Celebrity supporters and ambassadors who have given their time to support campaigns, events and to share our messages with their networks.



LOOKING FORWARD

After a year in which we saw unprecedented change due to the onset of the COVID-19 pandemic, our areas of focus in 2020/21 are:

- Continue to stabilise the organisation
- Learn from the ways we have worked and adapted during the pandemic
- Progress and develop working in partnership.

In 2020/2021 we will be focussing on

- Rebuilding family support
- Increasing awareness, influence and reputation
- Optimising fundraising activity
- Developing our people
- Accelerating use of technology.



Family Support Worker Charlotte with Maisy (navy top) and her sisters Tillie (left) and Lottie (centre) with their mum Lisa (back left)

Asher (centre) with his sisters Tallulah (left) and Esme (right)

Here is a page for your own doodles and drawings!



Adam takes on a virtual fundraising challenge



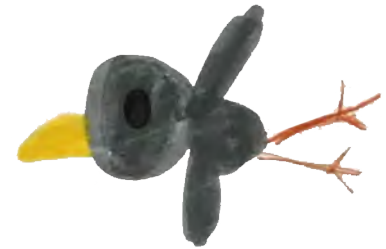
Zayd during treatment



Anna rings the end of treatment bell

RAINBOW TRUST

SUPPORTING FAMILIES WITH A SERIOUSLY ILL CHILD



Special thanks to the children and families featured and who are, or have been, supported by Rainbow Trust.

Artwork by children supported by or supporters of Rainbow Trust: Kerindeep (11), Iona (7), Beth (9), Cara (6), Lottie (5), Megan (5), Molly (3), Maya (3), Milly (9), Poppy (10) and Sophie (9).

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