



**Alder Hey**   
CHILDREN'S CHARITY

# Impact Report

How your generosity helped our patients, families and staff at Alder Hey Children's Hospital in 2020/21

# Welcome

Despite the challenges faced by us all as we navigate the continuing impact of COVID-19, our supporters have shown dedication and togetherness like never before. At a time when families were separated by lockdown, they kept our Alder Hey family close to their hearts. It is because of this commitment that we have been able to achieve extraordinary things, against all the odds.

In 2020/21, supporters from our community, corporate partners, charitable trusts and foundations and individual philanthropists have helped us to raise £4.7m for Alder Hey Children's Hospital. Every donation, sponsored challenge, virtual event and gift in kind has made a difference to babies, children and young people in our care, as well as supporting the hospital's dedicated team of over 4000 NHS heroes.

Even through the most difficult times, Alder Hey Children's Hospital continues to innovate, research, save lives and create bright futures for 900 babies, children and young people who need us every day. We stand with our Trust colleagues by ensuring that they have access to the highest specification equipment and facilities, whilst bringing the added extras for the best possible patient experience to each of our families. Thank you for standing with us to deliver on this commitment.

*Fiona*

Fiona Ashcroft  
Chief Executive



**Alder Hey**   
CHILDREN'S CHARITY

 @alderheycharity

 @alderhey\_inspired

[www.alderheycharity.org](http://www.alderheycharity.org)

Join us.  
Join in.

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# COVID-19

**In Spring 2020, Alder Hey Children's Charity quickly agreed emergency funding of £1.9 million towards equipment and projects to ensure that our brave young patients continued to receive the best possible treatment and support during the pandemic.**

Donations helped our hospital to buy equipment including specialist beds, portable ultrasound scanners and an x-ray machine. This mobile equipment has allowed our staff to treat patients quickly, safely, and efficiently with additional infection control. It has also helped to fund ground-breaking innovations, apps and digital technologies supporting families now, and as we look towards the future.

Our amazing supporters in nurseries, schools and colleges find new ways to raise money for Alder Hey every year. Children and their teachers have raised over £13,000 for Alder Hey in 2020/21, allowing us to buy 60 specialist wheelchairs to help young patients at Alder Hey move safely around our site.

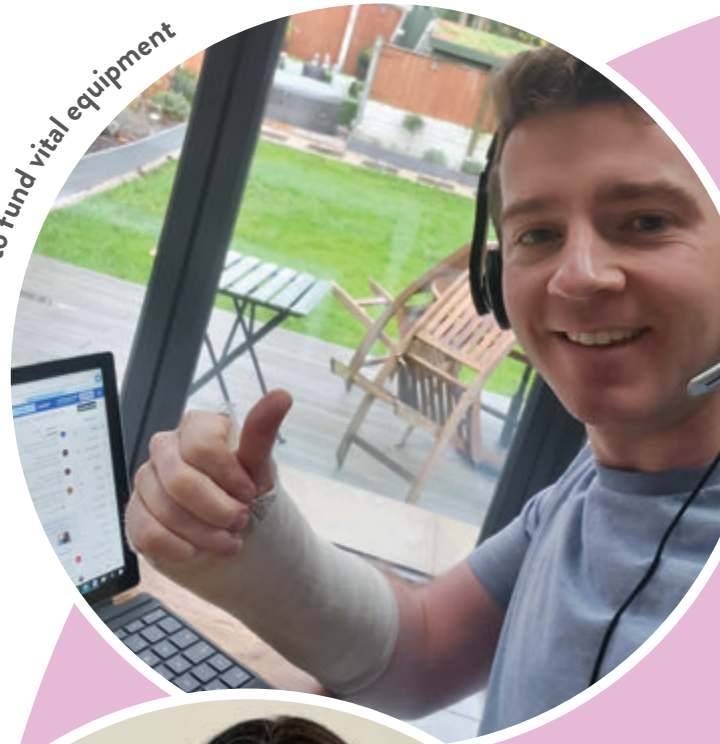
You have generously supported our patients and families out in the community too, funding home exercise equipment, remote monitoring equipment for young people with eating disorders, and iPads to support the virtual delivery of vital peer support groups and therapies.

You raised £200,000 towards the IT equipment needed to ensure continuity of care, facilitating virtual clinics, appointments and maintaining safe communication between clinical teams.

Our supporters went above and beyond in the face of uncertainty, organising virtual events, taking on physical challenges and using their creative skills to raise money for children and babies at Alder Hey. We know that the pandemic has affected everyone in many ways, and that makes your loyal commitment to our hospital even more admirable.

**Thank you from everyone here at Alder Hey Children's Hospital.**

You helped to fund vital equipment





“

By providing in-house wellbeing coaching, we have been able to identify members of staff who have needed our support. Many staff have come to us upset, stressed, emotionally worn out, and struggling to cope with workload and changes brought about by the pandemic. The wellbeing coaching funded by Alder Hey Charity has helped us to provide support when it was needed most.

Pat Tyler, Senior Organisational Development Practitioner

“

Thank you for supporting our department at Alder Hey during this challenging time. The Multicare beds have made a huge difference to how we care for our young patients, and were also suitable for us to use when we were caring for adult patients at the height of the COVID-19 crisis

Alison Fellowes, Critical Care Ward Manager

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The patient virtual assistant, ARTI, provided a useful resource for patients and their families to ask questions during the pandemic. Around 1000 questions were asked per month, improving patient experience and supporting families at a difficult time

Kerry Morgan, Innovation Programme Manager

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The ECMO cart enabled us to provide life support to newborn babies needing respiratory support, infants following high risk cardiac operations, and children with life threatening infections requiring support of both their heart and lungs. These children were at risk of dying without the support that ECMO provides.

Shirley Nolan, ECMO Coordinator, PICU

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The portable ultrasound scanners enabled radiologists to be able to perform ultrasounds on COVID-19 patients more effectively and quickly, resulting in quicker diagnosis and treatment.

Hilary Stowbridge, Radiology Manager

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The Play team made up single use activity bags full of lots of lovely art and craft materials for the children to get creative whilst in isolation. We were also able to provide lots of lovely new toys that the children were allowed to take home with them. Play is a very powerful tool in the way children and young people cope with whatever life has to throw at them.

Helen Pinder, Play Service Manager





**We launched our 7 in 10 Children's Mental Health Appeal with a target to raise £3 million to provide the family-friendly enhancements required for Sunflower House and the Catkin Centre. With referrals to child and adolescent mental health services rising at an alarmingly high rate, there has never been a more crucial time to invest in children's mental and emotional health.**

The 7 in 10 Appeal offers a once in a generation opportunity to transform the way we support our young mental health patients. The money raised will enhance two specialised new buildings, currently under construction on Alder Hey's children's healthcare campus.

The new buildings sit alongside our state-of-the-art hospital within parkland surroundings and will have the most up to date facilities for treating patients who need ongoing outpatient care, as well as a 'home from home' that our most vulnerable inpatients need and deserve. We want to reach above and beyond the highest NHS standards, inspiring and influencing the future of mental health provision across the country.



*Louise Shepherd, Shirley Ballas and Graham Morris*

The unique building designs have been informed by an empowering design group made up of past and existing patients who have shared their unique experiences with us. This is a truly youth-led project, and the group were given the opportunity to name the two buildings, inspired by nature, growth and our nurturing park setting.

Our Appeal Ambassador, Shirley Ballas, helped us launch the appeal and our community of supporters have helped us to raise £2.4m towards our target. The appeal continues to attract generous support and the buildings are on track to be completed in Spring 2022.

Another famous face who got behind our Million Miles virtual challenge was boxer, Tommy Fury. Supporters from across the country, including our amazing ambassador Kenzie and his sister Victoria, joined in to clock their steps and raised vital funds towards the 7 in 10 appeal.

As part of our long-term commitment to mental health and wellbeing, we have continued to fund two posts in Creative Arts Therapies that sit within Clinical Health Psychology. We have also funded a remote monitoring service and iPads for young patients with eating disorders and a range of creative and peer support virtual projects for young people cared for by CAMHS (Children and Adolescent Mental Health Services). In response to the effects of lockdown, we have also supported the wellbeing of Trust staff by funding an Employee Support Programme providing 24-hour access to counselling and support, via phone and online.





## Alder Centre

**Our new Alder Centre was officially opened this Autumn by our amazing ambassador Jess, who has raised over £25,000 in memory of her sister Georgie.**

Designed by award-winning architects AHMM, our new Alder Centre building stands proud on our hospital campus. Filled with natural light, calming garden areas and thoughtful finishing touches it is a truly inspiring place. The Alder Centre provides a comprehensive range of bereavement support services, tailored to the needs of those that have suffered the tragic loss of a child. The centre provides an emergency bereavement care service to Alder Hey Children's Hospital, for families in the immediate event of the death of a child. We also run the National Child Death Helpline in partnership with Great Ormond Street Hospital. The Alder Centre is not a mandatory NHS service and relies heavily on charitable funding to allow it to continue its vital work.

We are very proud of the important work the Alder Centre does and delighted to have been able to raise £2.1m to build a beautiful and calming new home for the service.

## Future plans!

We celebrated the launch of our **Surgical Neonatal Appeal** in 2021, with the support of Liverpool Legend, Jamie Carragher, who was a neonatal baby at Alder Hey. We are hoping to raise £3m to enhance a brand new neonatal unit at Alder Hey Children's Hospital, in a partnership development with Liverpool Women's Hospital. The new unit will reduce the number of high-risk transfers required between the two hospitals. This will keep tiny babies safely in one place, surrounded by their family and the collective clinical expertise of the Liverpool Neonatal Partnership. Keep an eye out for more exciting news about this appeal!



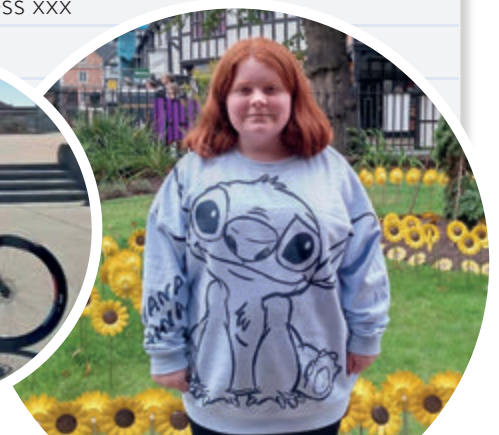
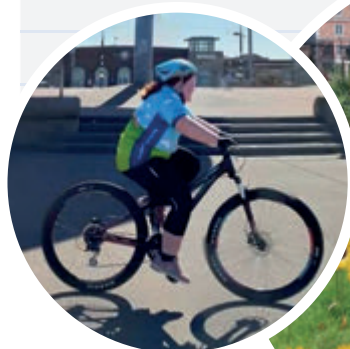
## A message from Jess

### Hello!

**I am a young ambassador for Alder Hey and have been raising money in memory of my little sister Georgie for 6 years now. Georgie died when she was just 5 days old. I miss her so much and tell our little sister Iris all about her every day.**

Every year during the week of Georgie's birthday I organise a bike ride. Each year the miles have increased and in 2020 I was supposed to be taking on my biggest challenge yet, riding 50 miles from Llandudno pier to home. But unfortunately, due to the current pandemic I had to cancel my ride. I was so upset about it and desperately wanted to come up with another way to raise money, so I decided to use my exercise time each day in May to ride for Alder Hey. By the end of May I had cycled 300 miles.

I set myself a challenge to have raised £20,000 by 2020 and I met that target in November 2019. I was so happy to do that, and my mum literally cried for days. I love fundraising and my mum does too - we make a good team. Our most recent fundraising has gone towards the building of the new Alder Centre, a specialist bereavement centre providing priceless support for anyone who has lost a child, at any age. Their support to me was invaluable. I made Georgie a promise before she died that I would help poorly children and their families. Thank you for helping me keep that promise. I love you all Jess xxx



# Research

Alder Hey Charity have also provided vital investment in Research and Innovation. A grant for £300,000 towards research into COVID-19, as part of the CEIDR partnership, is helping to develop greater understanding of the impact of the virus on children and pregnant women. A multi-year grant of £340,000 is also supporting 5 senior researchers and enabling 10 clinicians new to research to start their first research projects at Alder Hey.

## Craniosynostosis research

Last year, your donations helped us to grant £9815 to recruit a Research Assistant to investigate Speech, Language and Psychological outcomes for patients diagnosed with craniosynostosis. Thanks for standing with our patients throughout their journey.



Baby George at Alder Hey

### George

George was diagnosed with craniosynostosis (where a baby's skull doesn't form properly) at 11 weeks old and had a successful operation to correct it at Alder Hey last year.

Thankful for the care they received, George's family decided to complete the Yorkshire three peaks challenge as part of our virtual Olympic charity event. After completing the challenge in an impressive 11 hours 23 mins, George's family raised over a whopping £1702.14!

Mum Beverley said: "We decided we would give back in any way we could, we wanted to do a big challenge because George overcame such a big challenge. We wanted to end our story with a positive outcome and give ourselves closure."



George and his mum at home

## ASPIRE Neonatal Research

**Arginine is an amino acid, found in all foods that contain protein. It is required for growth, wound healing, immune function, safe removal of waste nitrogen by the liver and control of blood pressure.**

At times of physiological stress, such as occurs with infections, injuries, burns and major surgery, more arginine needs to be added to the diet, as the small intestine and kidneys may not be able to produce enough.

Babies born prematurely lack the ability to produce arginine for themselves, and often cannot tolerate adequate amounts through their diet. They are typically dependent on TPN (Total Parenteral Nutrition), delivered by intravenous drip, for survival in the first days and weeks of life.

TPN came into widespread Paediatric use in the 1970s and is primarily responsible for the remarkable change

in survival of surgical neonates. For example, only 5% of babies born with gastroschisis survived in the 1960s and now at least 95% survive. Many improvements in TPN have occurred over the decades, but much is yet to be learnt.

This study hopes to show that the provision of extra arginine in the TPN of neonates requiring major intestinal surgery, will show benefits in the "genetic switchboard" – the genes switched on or off – that should translate into lower rates of enterocolitis and lung disease in premature neonates, and lower rates of infection in all neonates requiring major surgery.

If successful, it should lead to a multicentre, randomised controlled trial of arginine supplemented TPN versus standard TPN in neonates. Thank you for supporting bright futures for tiny babies at Alder Hey.

# Innovation

At Alder Hey Children's Hospital, we always strive to innovate in everything that we do. Support of our charity means that we can provide funding to explore the latest technologies and develop digital solutions to improve children's healthcare.

Chatbots and apps are a great example of how digital innovation, supported by your donations, transformed the way we could respond to the COVID-19 pandemic. You helped us to navigate huge challenges and keep our hospital as safe as possible at the toughest times.

## Virtual assistant and patient chatbot

A grant for £50,000 helped to develop a staff virtual assistant and our patient chatbot

The **staff virtual assistant**, SALLI, was implemented to provide wellbeing and general information as well as links to resources providing COVID-19 guidance. SALLI quickly connected hospital staff with 24-hour access to the latest information, policies and guidance relating to COVID-19 - from personal PPE fitting and training to policy and guidance about self-isolation.

Our **patient virtual assistant**, ARTI, provided useful automated responses to common questions during the pandemic with around 1000 questions asked per month. This helped keep families up to date with the latest changes, reduced anxiety and improved patient experience at a difficult time.



## Helpful apps for our NHS heroes

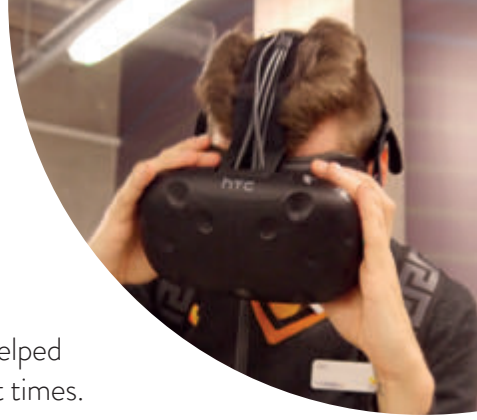
Donations totalling £40,000 helped our Innovation team to develop apps to support our NHS Trust. Through developing these apps, the team have also discovered new ways to utilise the technology in the future. By re-purposing and re-developing the apps, based on the templates built, the funding will continue to have a long-term impact at Alder Hey.

**My Alder Hey App** was developed to manage staffing levels and capacity, offering a new way of reporting absences with the ability for staff to enter their status into a mobile and web app. This capture of real time information had the intended purpose of informing line managers of staff availability, role, area and skill set, and who was able to be redeployed to other areas as needed.

Our **Flu Vaccination App** supported the management of the 2020 flu vaccination campaign undertaken by the hospital. It provided user-initiated booking, allowing staff to choose and book available slots, and also provided vaccination consent sign off. Vaccinators were able to record staff vaccination information in the app. Within 5 weeks of the Flu app launch, over 80% of staff were protected by the flu vaccine.

***“One of the standout achievements of our pandemic response was the move to making power apps. Having the ability to get information in the right place easily made all the difference and allowed the clinical teams to concentrate on what we were meant to be doing – looking after patients. Thank you to all the generous donors who have helped us to innovate.”***

*Iain Hennessey, Clinical Director of Innovation, Consultant Paediatric & Neonatal Surgeon*





# Equipment

**A generous donation from Mail Force Charity helped us to speed up test results so patients can be treated sooner. Pathology Laboratory Manager, Christine Hill, explains how...**

“The Biofire FilmArray TORCH system can detect a range of common viruses and bacteria in blood, spinal fluid and respiratory samples in a very short time - about 1 -1.5 hours. It uses molecular technology to detect a wide range of common bugs including COVID-19, this helps clinicians make vital decisions regarding admissions, isolating patients, and further diagnostic testing.

The laboratory originally had four TORCH modules which meant that we could test up to four patient samples at any one time. During the winter months lots of our children get ill with respiratory infections such as Influenza and Respiratory syncytial virus (RSV). If we received more than four samples at a time, they had to wait which meant it took longer for the clinicians to receive the patients results.



Our charity kindly granted £290,000 for eight additional TORCH modules allowing us to test up to 12 samples in one go, which means that the results are available much more quickly. Our patients can now be treated sooner and if they need to be isolated this can be done very quickly.”



We always strive to support Alder Hey Children’s Hospital to be ahead of the curve by investing in the latest innovative equipment to treat our brave young patients. You have made it possible for specialists to care for our tiny babies remotely from any location.

Last year, we awarded a grant of £400,000 for high-end precision telemedicine robots, enabling specialist expertise to be accessed remotely for complex clinical cases. The robots enabled clinicians from Alder Hey and Liverpool Women’s Hospital to continue to work side by side during COVID-19 taking part in ward rounds, delivering emergency medical advice, and facilitating urgent reviews for babies that have just been operated on - without having to travel to the relevant hospital site.

The telemedicine robots have two high-definition cameras allowing a clinician at Alder Hey to obtain a clear view of a baby at the Women’s or vice versa. The cameras can zoom into every detail, with the main cameras being able to zoom up to 24x and the boom camera having the ability to zoom up to 36x, meaning that clinicians can also view vital details to make key clinical decisions. The technology also has a port where devices such as stethoscopes or scanners can be plugged in, allowing the clinician who could be at home or working from another site, to access all the information they need.

## Equipment

**“The Acute Occupational Therapy team are very thankful for the thoughtful donation to fund three specialist chairs. These chairs are highly adaptable and will help us to meet the needs of our patients who require support to sit and participate in activities. This seating also helps to protect their body shape if they are unable to sit without assistance.**

We will be able to use these chairs with patients at various stages of their stay with us, including helping some patients during neurological rehabilitation. We will be able to avoid delays, adapt the support and provide the best seating for children’s individual needs. This donation will make a significant difference to the therapeutic provision for our patients and their experience whilst in our care.”

*Elaine Roberts, Occupational Therapist, Long Term Ventilation and Neuro-rehabilitation*

A generous gift to Alder Hey Charity helped us to buy neonatal coldlights to help clinicians see babies’ veins easily, reducing discomfort and risk for our tiny patients.

Ashton was transferred to Alder Hey when he was just an hour old due to Gastroschisis, a condition where a baby is born with the intestines sticking out through a hole in the belly wall near the umbilical cord. Ashton needed emergency surgery on the neonatal ward and had a cannula fitted using the cold lights.

Advanced Nurse Practitioner Sumathy Velayudhan said “The cold lights are fantastic. They allow you to see the veins properly which reduces the number of pricks the baby gets. Each prick comes with an infection risk and is painful for a baby so it makes the procedure much less risky and less painful.”

Staff Nurse Sarah Molyneux explained “The cold lights make life so much easier for the doctors and Nurse Practitioners to put lines in the smallest babies. Without them it can sometimes take several attempts to find access which can be traumatic for baby and family.”

Meadow is benefiting from the Rifton Chair you helped to fund



Cold lights made a big difference to baby Ashton



“  
It’s great as you know the cannula is going in the right place and reduces pain and discomfort. Ashton has already been through so much at such a young age, anything that makes procedures less risky and pain free, is definitely a massive plus for us. Ashton is awaiting another operation and then hopefully we’ll be able to take him home for the first time.

Ashton’s mum, Claudia

# Equipment

**Our Breastfeeding Lead Nurse, Heidi Miller, told us how the breast pumps that you have helped to fund are making a huge difference...**

"I am so grateful for the funding to purchase breast pumps for our neonatal unit. It is a Northwest Neonatal Network recommendation that cots in neonatal units have a bedside breast pump to encourage and facilitate mothers of sick neonates to express their breast milk.

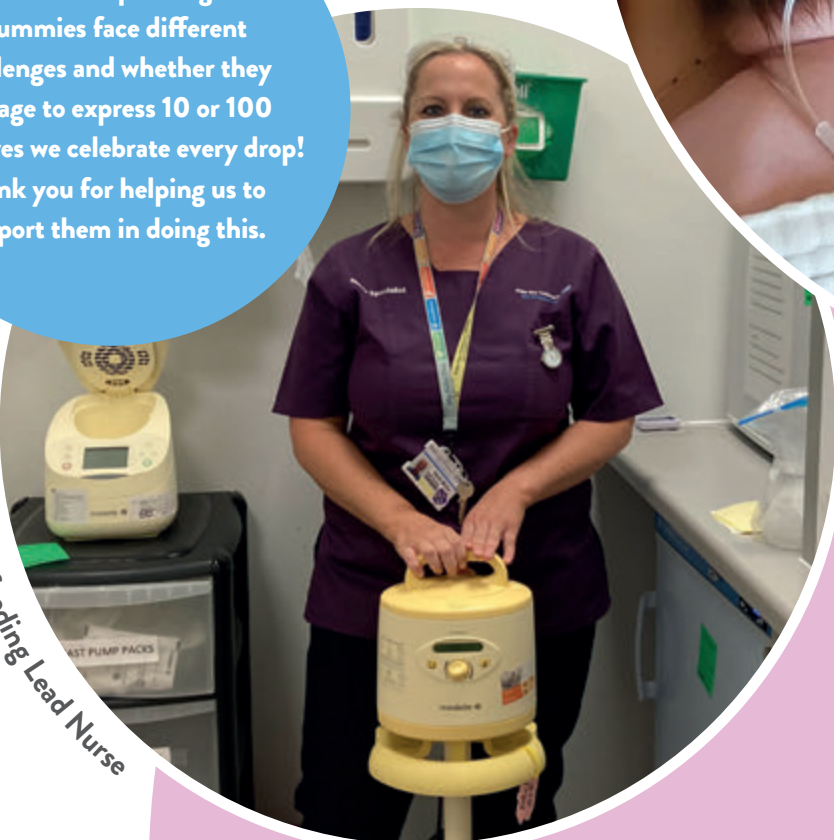
Prior to the funding from Alder Hey Charity we were unable to achieve this. It was when one mummy commented to me that she was going to give up her breastfeeding journey due to lack of pumping facilities and long wait times to use a pump, that I knew we had to act. Since having the bedside pumps we have been able to facilitate all our lactating mummies on the unit to carry out responsive expressing, maximising how much precious breast milk their baby receives.

In addition to the pumps, I was able to purchase upgrade cards for all our breast pumps across the Trust. Previously the pumps only had a standard programme which did not maximise milk production. Now every pump has an initiate programme which mimics a newborn sucking pattern and has been proven to increase milk volumes.

“

**All our expressing mummies face different challenges and whether they manage to express 10 or 100 millilitres we celebrate every drop! Thank you for helping us to support them in doing this.**

Heidi Miller, Breastfeeding Lead Nurse



“

**I am a mother of a beautiful 4 month old little boy born into this world through trauma at birth resulting in life long challenges. Zach my little warrior cannot swallow or suck, therefore cannot latch onto my breast but I have not let it dishearten me. I have been expressing from the beginning. It has been challenging but perseverance is key. Breastfeeding has saved his life. I now produce 600-700 mls per day! My little man is a chunk and it is down to mother nature's liquid gold!"**

Rachel, mum of Zach



“

**I used the Medela pump whilst staying in Alder Hey. It was amazing to have access to such a fab and quick machine. I honestly don't know if I would still be breastfeeding without it.**

Louise, mum of Jack

# Magic

**We understand how important it is for children to have the opportunity to play and be creative, even when they are poorly. We have provided over £20,000 towards additional toys, craft materials and play equipment with the help of donations from supporters.**

Jaxxon was just a few hours old when he was rushed to Alder Hey with a serious heart condition. Ever since then, he's been in and out of hospital. He's 3 now and is such a wonderful, happy little boy who takes everything in his stride – even after 7 operations here.

We asked his Play Specialist, Lorna O'Brien, to tell us more about how Play has had a huge role in Jaxxon's journey to recovery.

“Jaxxon is such a happy boy and always greets you with his huge smile and lovely manners whenever you see him. Several months before his surgery, I met with Jaxxon and his family for an hour each week, helping them to prepare for the operation and hospital treatment. As a Play Specialist, I helped him with preparation through Play – from explaining ECGs, tests and tubes, to roleplaying blood tests using ‘magic cream’, and even using a special storybook called ‘Sammy’s Heart Operation’ to help him understand and reduce any worries.



As Jaxxon's Play Specialist, I've been with him throughout his journey, from pre-op to theatre and throughout his recovery as an inpatient. Jaxxon enjoys all things crafty; painting and making things to decorate the door of his room. Like many three year olds, he loves dinosaurs and messy play which have played a big part in his Play journey at Alder Hey. Jaxxon loves playing the game Dinosaur Lotto with us, even though he's always cheating! Messy painting activities have given him a release if he is feeling a bit frustrated in hospital. I create personalised reward charts for patients so that children can collect stickers when they do jobs that help their recovery – things like walking for rehabilitation and reducing infection risk after an operation, eating and drinking and having blood tests. When Jaxxon fills his chart, he gets to pick a prize from my reward box. Little things like slime, sticky spiders and funny drinking straws can only cost a few pounds but really brighten his day.

It is the special moments we create through play, that children and their families remember when they go home. When we speak to children and families, they don't talk about the tests they had, they remember and recall the fun things, the happy playful moments that helped them through the most difficult times.”

## This year, your generous gifts helped us to grant...

**£78,000** towards employing Play Specialists to provide therapeutic play and distraction

**£4,000** for toys for Neurosurgery patients

**£30,000** for Christmas presents for patients

**£5,050** for decorations and ward parties so families could enjoy the festivities

**£1,000** for Christmas craft activities for children

“Many children and young people benefited immensely from the additional Play funding during the pandemic, which helped to buy lots of arts and craft materials. One of our oncology patients decorated fabric bags with lots of colourful drawings and designs. They gave these bags to the nurses on their ward, so they could use them to carry their uniforms to and from work. The patient expressed her joy in feeling as though she had helped the nurses who looked after her during her stay. Thank you to everyone who has helped keep our wards playing throughout the COVID-19 pandemic.”

**Helen Pinder, Play Service Manager**

# Magic

Your donations continue to support Arts for Health through music, dance performance and art. During the first six months of the pandemic the arts programme was adapted for online delivery, offering much needed support and distraction to patients who were experiencing isolation and huge challenges.

This included individually live streamed music workshops led by professional musicians, delivered to inpatients and outpatients, as well as a series of online dance performances and music concerts which all patients could access. Our Arts for Health programme also delivered an innovative online programme for older patients called Pencil Pals, exploring comics, drawing and creative writing with our friends at Comics Youth.

Young people in the community have been supported through the Framing Our Futures programme. The online and face-to-face programme is enabling patients with mental health difficulties to learn photography and film making skills, to support their re-engagement with education and learning.

Since the autumn of 2020, we have been reintroducing our face-to-face programme in the hospital following strict COVID-secure protocols. Music is delivered on each inpatient ward at least once a week, as well as within our Emergency Department, Renal Unit and the Dewi Jones Unit.

We have also been able to reintroduce

- Our dance and movement programme
- A performing arts programme with the Everyman and Playhouse Theatres
- Contemporary crafts residencies in partnership with Bluecoat Display Centre

Harrison loves our Young Makers project



iPads, TVs and DVDs were provided for children in Surgical Day Case and Surgical Admissions, as additional COVID-19 infection control measures restricted which toys were suitable in waiting areas.

You have enabled us to provide funding towards Ward Chefs and Play Specialists. We have granted £76,000 for each of these services over a three-year plan.

Esmee enjoying a dance workshop



You made our Paediatric Intensive Care Unit a team again by funding superhero badges!

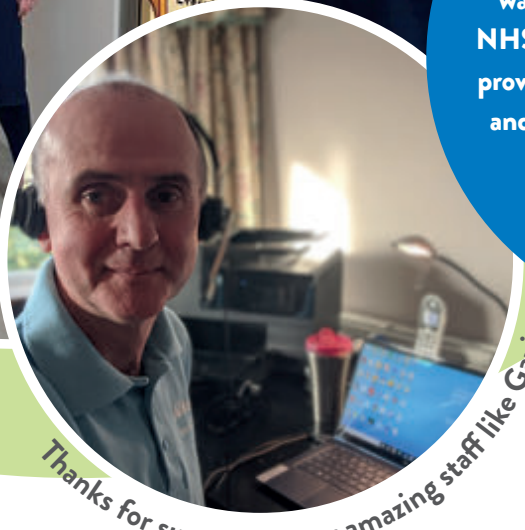
“PPE and multicoloured scrubs had a massive impact on our staff on PICU. We went from being a very close team to having a multitude of staff from other areas, we couldn’t tell who’s who in PPE. We lost our faces, our uniforms and identity. We ran a design competition and the winning superhero name badges were created for every member of the PICU team. It has been amazing! We are finally a team again, and patients, parents and staff can all see clearly who we are.”

You have helped our real-life superheroes on PICU





**NHS Charities Together**  
 £138,000 of emergency funding was received through the support of NHS Charities Together. This helped to provide funding for a range of activities and equipment, including supporting staff well-being and providing funding towards neonatal telemedicine equipment.



Thanks for supporting our amazing staff like Gavin

## Philanthropy

Throughout 2020/21, we continued to receive amazing support from charitable trusts and foundations, and philanthropic individual donors, particularly in response to the COVID-19 pandemic. The gifts that we received addressed the need for funding for specific equipment and projects, and the generosity of the donors that support us makes an incredible difference to young patients at Alder Hey.

We received a huge £97,888 for an online peer support programme from the National Lottery Community Fund's Coronavirus Community Support Fund, which distributed funds made available from the government. The project, Calm and Connected, helped young people with mental health conditions stay connected to a supportive group and engage with fun and therapeutic activities.

Long-term supporters continued to have a huge impact. The Parry Family Charitable Foundation gave a gift towards laptops for clinical teams, supporting remote working and virtual patient consultations. Their family have been by our side for many years and make a big difference to the young patients and families who need us.

The Medicash Foundation and The Community Foundation for Merseyside provided funding towards an Employee Assistance Programme which continues to support the wellbeing of our NHS colleagues.

Thanks to a donation for £9,907 from Pilkington Charities' Fund, we were able to buy a specially designed ICU Multicare Bed which helps protect our young patients from developing pneumonia.

A £5,000 gift from The Pixel Fund supported a participatory music project with children with complex and enduring mental health conditions, and our friends

at Children in Need also helped us continue to deliver Arts for Health projects for young patients throughout the pandemic. We adapted many of our projects for virtual delivery to ensure that children could still access the amazing arts experiences proven to support their physical and mental health.

Successful fundraising applications to trusts and foundations often provide a vital springboard for our appeals too. We extend our gratitude to everyone who has got behind our 7 in 10 Children's Mental Health Appeal and to those who are keen to support our Surgical Neonatal Appeal over the coming year.

We would like to express our sincerest gratitude to all our major givers who have supported us throughout 2020/21. We are very grateful for their generosity towards the Alder Hey COVID response as well as our 7in10 fundraising appeal. To keep our supporters up to date on Alder Hey's response to the pandemic, we hosted a series of webinars throughout the year where we were joined by Professor Calum Semple, Consultant in Paediatric Respiratory Medicine and member of the Government's Scientific Advisory Group for Emergencies (SAGE). We also received incredible support from the Alder Hey League of Friends and NHS Charities Together.

# Individual and Legacy Giving

We are incredibly proud of the way our hospital and charity teams responded to unprecedented challenges resulting from the pandemic. We adapted quickly to new ways of working, tested innovative fundraising activity and kept the team spirit alive - virtually! We even launched our first regional TV advert which introduced us to over 1,000 new regular supporters.

2,655 people gave a regular monthly donation to Alder Hey including 1,215 new regular supporters, enabling us to support children now and into the future with their committed support. We are very grateful to the 15 people who left a gift in their will to Alder Hey, creating a lasting impact for children and families. Last year the charity received £204,000 from supporters who made this very special gesture, including Audrey Griffiths.

## Audrey's story

During her lifetime, Audrey Griffiths experienced the magic of Alder Hey on two separate occasions.

Her daughter, Elizabeth, was admitted to Alder Hey as a toddler and successfully overcame a health issue. Years later, Madog, the son of a close friend of the family was diagnosed with leukaemia aged 2. Madog, now 7, was successfully treated at Alder Hey and now attends for check ups twice a year.

It was these experiences that influenced Audrey's decision to make a wonderful gesture of leaving a gift in her will to Alder Hey Children's Charity.

Elizabeth recalls: ***"My mother thought carefully about her legacies. She was a remarkable person who is much missed by me and so many others whose lives she touched. She wanted to acknowledge the role played by clinicians at Alder Hey in helping not only our family, but also in their support of Madog and his family too."***

Sadly, Audrey passed away in February 2020 aged 98, but her legacy lives on in the brighter futures her gift is helping to secure at Alder Hey.

## Audrey's impact

Last year donations, including those gifts left in supporters' wills, funded an online communication aid for Speech and Language Therapy patients at Alder Hey.

The programme provides support for young patients with varying needs and delivers consistency between the help they receive in school and hospital. Our clinician colleagues are really happy with how this new tool is shaping their work in supporting children and young people and the tool has been so important in ensuring that their care could continue throughout lockdown.

As Emma Burgess, Speech and Language Therapist, explains: ***"As so many of our children with communication and learning needs benefit from visuals to support their understanding and use of language, this is an invaluable tool for the Speech and Language team."***



Mr and Mrs Griffiths on honeymoon in 1946



Audrey Griffiths

# Corporate

**Our Corporate partners have shown huge dedication this year, despite the fact that many businesses were forced to close their doors and their staff to work remotely. Our corporate supporters raised over £1084,000 to help children and their families at Alder Hey, including gifts-in-kind valued at £562,000.**

Matalan continued to be our leading corporate partnership, raising over £216,000 towards our 7 in 10 Children's Mental Health Appeal, despite us needing to scale back our pyjama campaign due to COVID restrictions.

Our second largest partnership was with Johnson's Baby who supported us for the first time, focussing their support on our Neonatal campaign which launched in 2021. The successful online campaign reached a nationwide family audience and we were delighted to see our Oli branded products in shops across the UK.

In response to the COVID-19 outbreak we saw an increase in gifts-in-kind, with over 70,000 individual hand sanitisers donated by Carex. Our lovely corporate supporters also donated toys, including Tickle-Me-Elmos!

Blue Prism gave a very generous gift of £120,000 to help us fund technology to automate processes, like GP referrals, freeing up time for clinicians to care for our families.

Cancelled events led to adaptations like online networking and even a virtual Quizmas! Thanks to everyone who joined in our online capers throughout the pandemic.

We are so grateful to all our loyal corporate partners, whether you have been by our side for many years or your company has just partnered with us, your impact is incredible. Thank you for being here for families at Alder Hey Children's Hospital.

*Kain with his special gift from Sambro International*



*We are overwhelmed by the generosity of our Corporate supporters*



*B&M donation*





# Community

Our fundraising community have raised incredible amounts through a wide range of activities, from kayaking 340 miles to running or walking 5km a day all year, hosting virtual events and even a Christmas tractor convoy! We couldn't be more grateful to every single fundraiser, including the 418 people who signed up for our Alder Hey Million Miles virtual challenge. Together your events raised £359,000 for our brave young patients.

Here are just a few snaps from a packed year of fundraising fun across our dedicated community of supporters.



Thank you to every one of our Alder Hey Charity lottery players. In 2020/21 our lottery raised an incredible £690,000!

Our first charity retail shop opened in December 2019 and was challenged with six months of lockdown closure, but we still managed to take £134,276 through the till, through the sale of donated goods. That is thanks to you!

A huge thank you to everyone who passed through our doors to shop for a treasure or two, donate their pre-loved goodies and of course, to generously offer their time as volunteers.

You are all incredible!



# Ambassadors

Our amazing Ambassadors are a group of children and young people who have all experienced Alder Hey, either as a patient or a patient's sibling and who have amazed us with their fundraising activities. Their unique experiences, energy and motivation to fundraise for children like them is truly astonishing and they will always be our greatest inspiration.

Many of our ambassadors have been recognised through prestigious awards, as well as being well known across their communities and ours for their huge fundraising efforts.

Some of our ambassadors take on incredible challenges, even when they're poorly, and they all help us to shine a light on the work that takes place at Alder Hey Children's Hospital to create brighter, healthier futures.

We want to say a huge THANK YOU to our amazing ambassadors. You are all remarkable and every day, you are making a difference to the children and families who need our help.



Theo



Alba



Dan



Ivy



Jess

## Poppy-Mae's Snowdon stairs climb

One of our ambassadors, Poppy-Mae, was prepped for her mission to climb Snowdon to raise money for Alder Hey Charity. When lockdown restricted all unnecessary travel, Poppy-Mae's planned trek couldn't go ahead. Undeterred, our brave ambassador decided to recreate her challenge at home, climbing the stairs in her house 953 times to reach the equivalent height of Mount Snowdon.

The challenge came only two months after she had surgery at Alder Hey, making it even more astonishing. Poppy-Mae has now raised over £12,000 for Alder Hey Charity.

We hope that you are inspired by the stories of our brave young patients like Poppy-Mae. We love to share our ambassadors' achievements on our social media channels so please follow us for more heart-warming stories. See the back cover for details!



Poppy-Mae

# Accounts Summary

**Total Income**  
**£4,729,000**

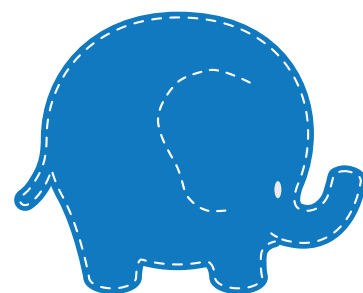


<b>Income</b>	<b>£</b>
Individual Donations	£1,112,000
Corporate Donations	£306,000
Gifts in Kind	£562,000
Community & Events	£564,000
Trusts and Grants	£798,000
Legacies	£204,000
Lottery	£690,000
Trading – Corporate	£216,000
Trading – Charity Shops	£206,000
Investments	£71,000
<b>TOTAL</b>	<b>£4,729,000</b>

**Total Expenditure**  
**£5,867,000**



<b>Expenditure</b>	<b>£</b>
Magic (patient welfare)	£1,612,000
Research & Innovation	£1,186,000
Medical Equipment	£961,000
Campus	£871,000
Cost of Fundraising	£1,237,000
<b>TOTAL</b>	<b>£5,867,000</b>



**People**



24 Employees | 12 Trustees | 35 Volunteers

# Thank You.

Every day, you have supported over 900 babies, children and young people who have needed Alder Hey Children's Hospital this year. Thank you for standing with Alder Hey Charity to create bright futures for our young patients.

 **@alderheycharity**

 **@alderhey\_inspired**

**TikTok @AlderHeyOfficial**

**[www.alderheycharity.org](http://www.alderheycharity.org)**

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