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A new name

for a new era

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# Alexandra Post

Supporting physically disabled ex-Servicemen and women of the past, present and future



SMAL VICTORIES MAKE A BIG IMPACT FOR BOE

qahh.org.uk

# A new name for a new era

>> As a charity, The Queen Alexandra Hospital Home must fundraise to survive. This year we must raise over £1.3 million to fund vital care for our residents. Without fundraising, we could not continue, but it is a sad fact that we struggle to raise money when there are other charities who are much better known than we are.

We spend very little on marketing, as it is imperative to us that the money we raise goes directly to fund our care and we know this is also important to our supporters. We are proud that 93p of every £1 raised goes to fund care - so much more than many other charities can claim. However, if people are to support us, they need to know who we are and what we do.

Research has shown that QAHH is not as well-known as we should be, which is detrimental to our fundraising and informing those in need of our care. Furthermore, our name does not say exactly what we do,

who we care for and can even cause confusion. The word 'hospital' suggests we are NHS funded when we are not, and 'home' suggests a care home when we are so much more. Also, there are other charities with very similar names to ours, which adds to the confusion.

We've thought long and hard about this and have consulted a cross section of our staff, volunteers and supporters. We've also talked to other Armed Forces charities who have successfully rebranded in recent years. The result is that it is abundantly clear that we need a new name, which reinforces who we are, will have instant impact



when we are fundraising, and will say exactly what we do and who we care for.

Our forthcoming centenary creates the perfect opportunity to rename our charity, so we have started this process in advance of our 100th year. All will be revealed in our next newsletter this autumn.

Our new name will be easy to remember, simple to understand and will make our purpose clear.

Please be assured that this decision was taken after much research and consideration. We feel this is the best step forward to ensure we have more direct impact and become better known. It will also

help us raise more money and awareness, so that we can continue to care for our veterans for another 100 years. We wish to reassure our supporters that this process has not cost a lot of money to undertake, because we did much of the groundwork ourselves, and the company who are now helping us with this initiative are very generously charging a small fraction of what this would ordinarily cost, for which we are most grateful. Moreover, we'll ensure that this initiative is as successful for us as it has been for those other Armed Forces charities who have changed their name and have reaped the benefits.

# **QAHH** receives grant to expand and improve facilities

>> Currently, QAHH has capacity to care for 59 residents in a mixture of double and single bedrooms, split across three wards. For the past three years, year on year, we have seen an increase in the need for our care, and in 2016 saw more occasions when we were at full capacity, sometimes resulting in a waiting list of those needing to be admitted.

Furthermore, we have seen an increase in those requiring single rooms as they have more complex disabilities and, in particular, degenerative, neurological conditions. In addition, we have also seen an increase in the number of residents requiring end of life care, where a single room is imperative. This upward trend will continue following our award of Beacon status for end of life care, and our reputation as a centre of excellence in this regard. Therefore, we need to increase our capacity to give us greater flexibility and ensure that all those in need can be admitted when they need to be.

We are delighted to

announce that QAHH has been awarded a grant to build an extension to our Norfolk South Ward, which will not only provide two additional single rooms with en suite facilities, but will also allow us to refurbish and enlarge two existing small single rooms. The rooms in the extension will have a lovely outlook over our gardens, have an abundance of natural light, and due to their location will be particularly quiet and peaceful, providing a beneficial environment for our terminally ill residents and their families/visitors. Importantly, we can also accommodate the two extra rooms within our current staffing levels, so without





increasing our staff costs.

The grant has been funded by the Chancellor using LIBOR funds and will pay for the construction and fitting-out of the two existing and two new rooms. This will not only enable us to care for more people, but will improve existing facilities and give us greater

flexibility. We are most grateful to HM Treasury, the Chancellor and all those who made this possible using LIBOR funds.

Work commenced on 27 February 2017 and the extension will be ready to accommodate new residents by end of August.

# Resident focus: Bob Morrell

>> Originally from Brighton, Bob Morrell joined the RAF in September 1938. He trained as a mechanic and became a qualified Fitter 2E and worked on aircraft engines, including Hawker Hurricanes.

World War II started exactly a year after Bob had joined the RAF. He took part in a few tours during his service; firstly, to France, but returned to the UK shortly after, having been chased out by the enemy. He then went to RAF Northolt, London, which is where he was stationed during the Battle of Britain. Soon after, he was sent to Singapore while the Japanese war was on-going. It was during this posting that Bob was captured and spent the next three-and-a-half years in a Japanese prisoner-ofwar camp. He was moved around the Pacific Islands as a prisoner, and returned to the UK in 1945, after the Japanese had surrendered.

Now aged 95, Bob came to live at QAHH in August last year following a second stroke. The stroke has left Bob with weakness down his left side, which means he is now unable to do certain things for himself. A

very proud man, he said he found it difficult to accept the help at first; "I don't like people doing things for me all the time." But now he has settled in, he appreciates the help that our Healthcare Assistants provide; "They help tremendously. The combination of everything to help you out is just amazina."

Bob especially enjoys participating in social and recreation activities, and his progression since arriving has been phenomenal. When he first attended the department, his cognitive impairment meant that when painting, he would only finish the right hand side of a page, believing the whole page to be complete. Now, over a period of several weeks he has learnt how to scan the page fully, and now paints beautiful and vibrant pieces of art, and he has even built up his own portfolio of work. One of his recent achievements



is re-learning how to make himself a cup of tea in the social and recreation department, a small victory which has had a big impact on his independence and self-esteem.

His confidence has grown whilst at QAHH, and Bob has made lots of friends. He particularly enjoys mixing with other veterans.

"It is important to be with other Service people as we understand each other."

Cover photo: Bob with HCA Lizzie at Remembrance Sunday march

>> To highlight some of the help that Bob receives, we spoke to QAHH Healthcare Assistant (HCA), Amelia, who took us through how she helps residents like him...

My shift starts at 7am. The first thing the HCAs do is have a handover meeting with the night staff. Here we find out if any of the residents are not feeling well or if there have been any problems throughout the night that we need to be aware of.

We then go around the ward to see which residents are awake. We ask those that are awake if they would like a shower, bath or a wash, and get them ready for their day. We always assist each resident according to their care plan.

The dining room opens for breakfast at 8am. We'll ask each resident if they'd like to go to the dining room for their breakfast. Some prefer to eat in their room, and some like to stay in bed to eat. The residents

choose everything they do throughout the day.

The other departments start to open from 9am, including Physiotherapy. We check to see which residents are booked in for physio that day. Physiotherapy is vital for residents' rehabilitation, as it greatly improves their mobility and independence. Each resident works towards their own personal goals to encourage as much improvement as possible.

The Social and Recreation department also opens at 9am, so some residents go here to take part in the activities. This is extremely beneficial to them as it encourages social interaction; they get to talk and laugh with one another, and also re-learn and improve on certain skills like

dexterity, coordination and decision-making.

At lunch and dinner times, residents choose what they would like to eat from the menu, and we help those who need assistance with eating.

Myself and my fellow HCAs are on-hand all day and night to help our residents in whatever way they need.



"I really enjoy working here, it is very rewarding. As QAHH focuses on rehabilitation, you get to see the progress each resident makes – you see them improve and get better, which is wonderful. To know that you are helping towards that is a great feeling."

# "QAHH – a little haven of friendliness and positivity. Thank you for looking after our Dad"

>> From July to December last year, we at QAHH were very fortunate to care for Peter Fleet.

Although Peter was only with us for six months, he made a great impression and is very much missed by staff and residents alike. In January, we received a letter from his family telling us what a difference QAHH made to Peter and his family, and we would like to share this with you.

# A man of few words

Peter was born in Brighton in 1926 and served as a craftsman in the Royal Electrical & Mechanical Engineers (R.E.M.E), and was posted to Salonika in Greece. After serving his country, Peter returned to Brighton, married the love of his life, Audrey, and had three children, Linda, Christine and Ian. Like many of his generation, he didn't speak of his experiences during the war but kept it to himself. He always worked hard to provide for his family, who were his world, and all he earned was spent on making them happy.

His children describe him as 'a man of few words but always kind, gentle and honest'. Peter enjoyed many hobbies, including gardening, cooking, painting and playing the organ, as well as being politically active all his life. He spent a lot of time on DIY in the family home, although this was not always successful, especially the time when working in the loft he fell through the bedroom ceiling, much to the amusement of his two daughters in the bed below! His attempts at wine making could also be hit and miss, as bottles of Peter's homemade wine often ended up being used to clean the drains rather than sipped from a wine glass!

However, this quiet and unassuming man was also a hero when, with no thought for his own safety, he went to the aid of a woman who had crashed her car and was trapped in the wreckage. Peter climbed

inside, holding her head and helping her breathe for over an hour until the emergency services cut her free. He then silently slipped away and went home for lunch.

Sadly, aged 65, Peter lost his beloved wife, Audrey, and never truly got over the devastating loss. He remained very close to his three children, nine grandchildren and nine great grandchildren; but in the last five years of his life, became frailer until April 2016 when he suffered a major stroke, leaving him unable to live on his own or care for himself. That's when he came to QAHH, where he quickly settled in and came to regard us as his new home.

Peter loved being here and threw himself into the physiotherapy and rehabilitation sessions. He enjoyed the activities in our social and recreation room, and began painting again, as well as going on various trips in the QAHH coach. Sadly, over Christmas, Peter deteriorated and the end came quickly. His daughter Christine said, "Everyone at QAHH took excellent care of Dad and he passed away peacefully in the place he had come to call home. Looking back, it seems that the last few months of Dad's life were in many ways a blessing in disguise. He really enjoyed his life at QAHH and grew fond of the nurses and carers, and they of him. We heard him laugh again in a way we hadn't heard for many years, and we will always be grateful to QAHH for that."



# A genuine outpouring of love from a larger family

Christine kindly wrote to us earlier this year to express her family's thanks. She said, "We wish to thank you for the exceptional care, attention and kindness that you showed our Dad. We can't imagine that any other place could have done a better job of keeping him safe and caring for his physical and emotional needs. What makes QAHH so outstanding is the way he was made so welcome and treated as an individual with great warmth and respect."

She explained how much Peter loved the food here, especially getting his favourite pudding added to the menu, and how he was able to take up painting again, and whilst doing so, having a laugh with other

residents and staff.

Christine also thanked all the staff who not only cared for Peter, but for her whole family: "In Dad's final days there was a genuine outpouring of love from all those who had come to know him - it really did feel that we had all become part of a larger family. The consistently high level of care is a testimony to an active, caring culture throughout QAHH that every single person exemplifies and reinforces. We shall really miss coming to QAHH as every visit was like coming to a little haven of friendliness and positivity. It is so reassuring to know that places like QAHH can still be found."



# Machines like this can save lives – please could you help us to purchase one?

>> A gentleman came to us recently with a disability which left him with fluid in his lungs and a very weak cough, so he could not naturally remove the fluid himself. He needed a Cough Assist Machine to keep his airways clear and safeguard his ability to breathe. As QAHH did not have this vital piece of equipment on our wards, he could not be admitted and had to go elsewhere. Needless to say, this was a very sad day for



QAHH as we would have loved to have welcomed this gentleman into the QAHH family.

We would like to purchase a Cough Assist Machine, not only so that this situation does not reoccur, but also because such a machine can help some of our residents in the future.

Pictured above is a Cough Assist Machine. We know it may not look like much, but it actually saves lives and is vital equipment for those who have a weak or ineffective cough due to neuromuscular disease or cervical spinal cord injury.

It works by enabling fluids to be extracted quickly and painlessly from the throat or lungs, thus aiding breathing and preventing emergency hospital admission where a plastic tube would be inserted into the windpipe, which can be uncomfortable and very stressful.

Furthermore, those people with muscular dystrophy, spinal muscular atrophy and motor neurone disease often require the assistance of this machine in the later stages of their illness. Often, if someone needs the assistance of a machine like this, they can wait many weeks on the NHS – if we had one at QAHH they could benefit immediately.

# The benefits of a Cough Assist Machine include:

- Assists in the removal of fluids from the lungs and throat to keep airways clear and aid breathing
- Reduces the occurrence of respiratory infections
- A safe, more comfortable and a non-invasive procedure, reducing the need for frequent suctioning
- Once staff are trained in its usage, it is very easy to operate
- Prevents A&E admissions by eliminating the need for residents to go to hospital and thus reducing the burden on our already overstretched NHS services
- Improves quality of life and can even save lives



To purchase this equipment, train staff to use it and maintain/service it will cost £6,060 in total. We are therefore appealing to our supporters to ask if you would be able to contribute to the purchase of this vital piece of equipment.

Once we have reached our £6,060 target we can purchase the machine. As a 'thank you' to those who help make this possible, we shall produce a roll of honour of all those who have donated, which will be displayed on our website and at QAHH for all residents, staff and visitors to see.

If you can help, with whatever size donation, please either fill in the form here and return to us, call us on 01903 218444 to donate over the telephone with a debit or credit card (quoting Cough Assist Machine), or visit our crowdfunding page on Just Giving at: www.justgiving.com/campaigns/charity/qahh/life-saving-appeal

Thank you for your kind consideration of this request which is greatly appreciated.

If you do not wish to contribute to this appeal but would like to donate to our on-going care and rehabilitation, please use the same form but tick the general care box.

# The Queen Alexandra Hospital Home Regular Donation Form

>> Every donation is important to us but regular gifts are especially valuable as they provide us with more reliable income, allowing us to plan more effectively. Regular donations may be small, but have a mighty impact over time. It is easy to set up a standing order and you can change the amount you donate to us at any time. Just fill in the form below or turn over to give a one-off donation and return in the Freepost envelope provided. Thank you!

| Yes, I/we would like to of $\Sigma$  | give a <b>regular donation</b>                              |
|--|---|
| To be paid every: Mo   | nth □ Quarter □ Year □ mmence:/_/                           |
| Title: Full name   | )·  |
| Address:   |   |
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| To the Manager of  |   |
| Bank/Building Society  | /   |
| Branch address:  |   |
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|  | account number:   |
| Sort code:   |   |
| Please pay to:   |   |
| Account: The Queen   | Alexandra Hospital Home                                     |
| <b>Sort code</b> : 20-98-74.   | Account number: 10093912                                    |
| Branch address: Bar  | clays Bank plc, 1 Chapel                                    |
| Road, Worthing, West   | Sussex, BN11 1EX  |
| Signed:  | Date://   |
| Increase your donation   | n by 25p of Gift Aid on every                               |
| £1 you donate  |   |
| current tax year. Your addr<br>to identify you as a current<br>□ I want to Gift Aid my dor | nation of £ and any ture or have made in the past four      |
| I am a UK taxpayer and un<br>Income Tax and/or Capital                                     | derstand that if I pay less<br>Gains Tax than the amount of |

Please notify QAHH if you wish to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

Gift Aid claimed on my donations in that tax year, it is my

responsibility to pay the difference  $\square$  (please tick)

# The Queen Alexandra Hospital Home One-off Donation Form

>> Will you help us achieve our fundraising target of £6,060 to enable us to buy a Cough Assist Machine?



Any donation, no matter how large or small, will help us to achieve our target and purchase this vital piece of equipment.

☐ Yes! I/we would like to donate to the appeal ☐ Yes! I/we would like to make a donation but would prefer for the donation to fund general care for the QAHH residents

I/we would like to give a  $\mbox{\it one-off}$  donation

| of: £   |  |
|---|--|
| Title: Full name:                                       |  |
| Address:  |  |
| Postcode:   |  |
| Telephone no:   |  |
| Email:  |  |
| Method of payment                                       |  |
| $\square$ I enclose a cheque made payable to The        |  |
| Queen Alexandra Hospital Home, <b>OR</b>                |  |
| ☐ Please debit my VISA/MasterCard/CAF/Maestro           |  |
| card with the amount specified above                    |  |
| Card no:  |  |
| Start date: / / Expiry date: /                          |  |
| Security no: (The last 3 digits on the back of the card |  |
| If you'd prefer to donate by card over the phone,       |  |
| please call 01903 218444.                               |  |

# Increase your donation by 25p of Gift Aid on every £1 you donate

Gift Aid is reclaimed by QAHH from the tax you pay for the current tax year. Your address (as detailed above) is needed to identify you as a current UK taxpayer.  $\square$  I want to Gift Aid my donation of  $\pounds$  and any donations I make in the future or have made in the past four years to The Queen Alexandra Hospital Home.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on my donations in that tax year, it is my responsibility to pay the difference  $\square$  (please tick)

Signed:\_\_\_\_\_ Date:\_\_\_ / \_ /

Please notify QAHH if you wish to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or capital gains.

# Step back in time...

>> In the lead-up to our centenary in 2019, we continue our 'History of QAHH' series, as we look back at another 20 years of life here at QAHH.

# 1940 - 1960

1. On 27 April 1940, Mrs Verena Hay CBE, one of the original 'co-founders' of The Queen Alexandra Hospital Home, and a long-serving member of its management staff, sadly died. Mrs Hay was heavily involved in the launch of QAHH, along with Lady Ripon. In the photo to the right, Mrs Hay is pictured centre-right, in dark grey, surrounded by QAHH residents in old-style wheelchairs.





2. (Left) Here is a staff photograph, taken in the 1940s, with – from left to right – Nurse James, Auxiliary Cohen, N. Lewis, unknown named Nurse, Sister White and in the foreground, Sister Wallis.

- **3.** On 23 July 1953, at a Garden Party at Buckingham Palace, Sir Brunel Cohen KBE, an honorary treasurer of QAHH, attended and was fortunate to receive a 'special word of greeting' from Her Majesty the Queen (pictured right). Sir Brunel himself was disabled, having lost both legs in WWI.
- **4.** Later that year, on Sunday 8 November, Sir Brunel made a BBC Radio Appeal in the BBC's 'Week's Good Cause' broadcast on behalf of QAHH. It wasn't until early in 1954 that the total realised from this appeal was announced. It was £5,058, 0s, 5d a vast amount in those days.





- **5.** In 1956, a secret was revealed... [See newspaper clipping left]
- **6.** In 1959, two people retired. They were Dr Oliver Gotch (below left) and Matron 'Beth' Fletcher (below right). Both had started at Roehampton, moved to Worthing and continued until their well-earned retirements.





Special thanks to our volunteer, Brian Coward, for his research into the history of QAHH.



It's never too early to make your Will and ensure that your wishes are taken care of with our

# **MAKE A WILL MONTH - JUNE 2017**

in support of The Queen Alexandra Hospital Home

# An opportunity to make or update your Will and support disabled veterans

**About Wills:** Having a professionally written Will is the best way to ensure that your final wishes are carried out, protecting those you love and remembering the causes that you care about most. We should all make or update our Wills following marriage, having children, divorce or retirement, but it needn't be daunting or expensive.

Furthermore, it will give you peace of mind.

In June, The Queen Alexandra Hospital Home (QAHH) is teaming up with local Solicitors who have kindly waived their usual Will writing fees in exchange for a donation to QAHH. The minimum suggested donations are less than standard Will writing fees, saving you money and 100% of which will go towards supporting disabled veterans. For more information on how to book an appointment, please contact Clare: 01903 218444 or clare-smith@qahh.org.uk

# Heroes in our community

>> We are very grateful to have fantastic support from a variety of individuals, companies and groups in our local community and beyond. Here are just a few examples of the support we have received recently...

### A rama-lama-ding-dong success!

QAHH resident, Rob Podsiadly, and his brother, Jan, were once members of 70s rock & roll band, Rocky Sharpe and the Replays, who had top 20 hits, including Rama-Lama-Ding-Dong, and appeared on Top of the Pops several times. At the end of last year, Jan attended a special tribute concert in Spain, where he raised an amazing £1,750 primarily from signing photographs. He and Rob then kindly donated the £1,750 to QAHH. Upon hearing this, their former record company, Ace Records, generously donated an additional £5,000 to QAHH.



### Sponsored beard shave

QAHH's very own Physiotherapy Assistant, Carlos, took on a sponsored beard shave in December. Carlos hadn't shaved for five years, so this was an especially personal challenge for him. He raised over £380 for QAHH residents, some of whom gathered to watch Carlos lose his beloved beard.

### Bag packing soldiers

In December, 16 soldiers from 12 Regiment Royal Artillery, Thorney Island, raised over £1,600 for QAHH by bagpacking for customers and collecting donations in Tesco, Havant. The soldiers are long-term supporters of QAHH and regularly come to visit our residents. Thanks to them and Tesco, Havant.



# Dates for your diary

>> Here's what we have coming up this year. There is something for everyone and we do hope to see you at one or more of these events...

### 2017

# Thursday 4 May, 6.30pm Quiz Night

Come and put your general knowledge to the test at our fun and lively Quiz Night, hosted by seasoned quizmaster Pete Mansell. £10 per person, includes a buffet supper, teams up to 6 people, and a cash bar. Trophy and prize for the winning team. Contact Sam.

# Saturday 13 May, 10am - 12pm Just Walk

Just Walk is a unique challenge event at Goodwood Racecourse, where you can raise money for QAHH and take on a personal challenge. Choose a walking distance to suit your fitness level or goal – 10km, 20km, 30km, 40km or the BIG 60km - something for everyone! Visit www.just-walk.co.uk and click on 'Book Now'. Then contact Sam who can help you with your fundraising.

# Saturday 20 May, 10am - 4pm Street Collection, Central Worthing

Can you spare an hour or two to help us raise much needed funds at a street collection on 20th May? If so, please contact Helen.

# Sunday 4 June, 9am Worthing 10k

Join the 'Team QAHH' runners at this large and friendly running event for runners of all abilities on the flat seafront course. We have some charity spaces available which cost £20 each, and we ask that you raise as much sponsorship for QAHH as you can. We will support you with your fundraising and you'll also get a QAHH running vest! Contact Sam.

# Saturday 8 July, 1.30pm - 4pm Summer Fayre

Fun for all the family at our annual Summer Fayre, including market stalls, live music and entertainment, food and drink, children's entertainment, military memorabilia and more. For more information, or if you would like to have a stall at the Fayre, please contact Sam.

# Sunday 10 September Assault Course Challenge

A great opportunity for teams to participate in this brand new QAHH event. Take on the challenge of this 5k course which includes rope climbs, zip wire, underground tunnels and rope bridges. It will be challenging but also great fun for teams of friends, family or colleagues. Over 18's only. Contact Sam for more details.

### Thursday 12 October, 6.30pm Quiz Night

Come and put your general knowledge to the test at our fun and lively quiz night, hosted by seasoned quizmaster Chris Coopey. £10 per person, includes a buffet supper, teams up to 6 people, and a cash bar. Trophy and prize for the winning team. Contact Sam.

# Saturday 18 November, 6.30pm Glitter Ball

We are holding our 2nd Glitter Ball at The Hilton Avisford Park Hotel, Arundel. Guests will be treated to a drinks reception, sumptuous 3 course meal, dancing to a fabulous live band, plus spot prizes, fundraising games and an auction. We'll even take you home afterwards on our vintage bus! Tickets cost £55. Contact Sam for more information.

# Saturday 2 December, 2pm Christmas Bazaar

Our annual pre Christmas Bazaar with fun for all the family, including gifts, cards, games, food and stalls. If you would like to have a stall at the Bazaar, please contact Sam.

QAHH Fundraising Team
Call 01903 218444 or email...

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