



AVIVA COMMUNITY FUND IMPACT REPORT - MAY 2020





OVERVIEW

Our gift packs were created to support adults who were diagnosed with cancer through their treatment whilst in hospital. The aim being to provide a distraction from thinking about cancer during treatment, give people something to look forward to and spend time with people to reduce loneliness. The gifts are free with no donation taken in return and patients could pick whatever gift they would like from our gift list.

No one would have imagined that this year we would be hit with a virus that would change our lives overnight. People were now going to treatment alone and were staying in hospitals without any visitors. The hospitals asked us to continue giving gifts to people during this period to provide support from a distance. We are proud that we have been able to continue. With the support of the Aviva Fund, we provided gifts to adult cancer patients throughout May 2020 to hospitals in the Midlands.

OBJECTIVE

To provide comfort and happiness to adults diagnosed with cancer, who are receiving treatment in hospital.

OUR GIFT PACKS

We currently provide 2504 gifts to Northampton General Hospital, BMI Three Shires - Northampton, Kettering General, Leicester Royal Infirmary, Bedford Hospital, Milton Keynes University Hospital Trust & Luton & Dunstable Hospital. Each week gifts are delivered to these hospitals and are available to all patients who are having cancer treatment.

We offer a choice of 32 gifts for patients to pick from. They range from puzzle books, craft sets, magazines and overnight stay packs. Due to individuals and businesses donating gifts and support from wholesalers, it costs £3.60 to provide a gift. All our gifts are branded, high quality and brand new.



How it works?

Due to the coronavirus we have had to change how patients receive our gifts. Before the coronavirus we would personally visit the ward with our gift trolley. Patients would then pick a choice of gift from the trolley and then we spend time with them.

However, due to Covid-19 we have paused our visiting. The current system is that we now drop off the gifts at the hospitals we support. The hospital staff hand out the gifts on our behalf. This enables us to still provide much needed support to people from a distance.

THE DIFFERENCE THE FUNDING MADE

It was amazing to have so many Aviva employees use their £15 pledge to support our work, but they also left some wonderful messages of support.

The donation of £2600 enabled us to provide 722 gifts to the hospitals we support, which is incredible. In a period where we cannot fundraise, this has made a huge difference as it enabled us to continue our services.

We are proud to say that the gifts made a difference to the recipient at a time when they were in hospital alone and needed our support more than ever.

Feedback

The best way to show the impact the grant had is by sharing the feedback that we received. As you will see, it showed that the grant made a real difference to people in our community.

“What a saviour your little bag of gifts proved to be.... My dear neighbour and companion was recently and unexpectedly admitted to Talbot Butler Ward at Northampton General Hospital. Unfortunately, I was unable to support or accompany him. His family were indisposed too, so were unable to help with providing urgent overnight (and in this case 3 days) personal items. What can we say? A little white paper bag gave so much help. Not only to the patients but also for those anxious about their loved one. A huge thank you so much.”

“I was admitted just over a week ago and I had a virus, which meant no one could come into my room without masks, aprons and gloves. This was worse for me than when I had my stem cell transplant. This time I had a temperature, very bad throat and extremely sore nose. The 2 packs I received of a pack with 3 bags of sweets and a pamper pack were amazing. Words can't explain how much they were needed, appreciated and made so much of a difference to my stay. I had soft tissues, sweets to suck, lip balm and more to make me feel so so much better. Your thoughtful gifts made so much difference. Thank you all.”

“I've started chemotherapy today. I've just opened up your care package and letter. Thank you for this lovely idea and the gifts will come in handy for the next few weeks. You are doing a great thing and it's definitely made my day a little easier.”



Conclusion

It is support from funders like Aviva that enable us to have continue to support cancer patients throughout the pandemic. It has been an incredibly scary time for people diagnosed with cancer during and people who are already being treated for cancer. People have lost the support network of the people that would normally be by their side during treatment. That is why at the request of the patients and the hospitals we work with; we have continued to provide our gifts as a form of support to patients. Receiving funding from Aviva helped make this possible.

Everyone who donated should be proud of the huge difference to the lives of 722 people at a time they needed it the most.