



annual report 2004

THE IRISH
HOSPICE
FOUNDATION



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THE IRISH
HOSPICE
FOUNDATION
living to the end





our vision

That no one should have to face death or bereavement without appropriate care and support.

our mission statement

The Irish Hospice Foundation is a not-for-profit organisation that promotes the hospice philosophy and supports the development of hospice and palliative care.



letter from the chairman



Reviewing the year just ended, it is gratifying to note the rapid progress that has been made towards achieving the objectives of our Education & Bereavement Resource Centre. Accredited courses of education; an extensive workshop programme; information services provided through a specialist library; enhanced research support; outreach training and a well advanced plan for a visiting professorship in hospice studies all testify to a considered development strategy geared to specific needs.

Service issues

These achievements are also important in another respect. With the Centre up and running, the Foundation is intensifying its focus on service development issues in Irish hospice/palliative care. The Department of Health & Children deserves due recognition for embracing the recommendations of the *Report of the National Advisory Committee on Palliative Care (2001)* and committing in principle to a comprehensive national

palliative care service. This commitment is consistent with the Government's health strategy of ensuring quality and fairness and providing person-centred care.

However, most of the 2001 report's recommendations remain unfulfilled, and while parts of the country benefit from good service provision, serious inequities persist in access to hospice/palliative care and in its funding. There are major population centres without an in-patient unit; home-care services are at a bare minimum in some regions; and state funding varies hugely from place to place, leaving certain areas worryingly dependent on voluntary fundraising. Another concern (admittedly by no means unique to Ireland) is that patients with life-limiting illnesses other than cancer are much less likely to receive hospice/palliative care than those with a cancer diagnosis.

All of these issues need to be addressed as a matter of priority, and the Foundation's new strategy, currently in preparation, will include a number of relevant initiatives. One such is our two-year *Care for People Dying in Hospitals* project, launched this year. This innovative project is addressing the stark reality that the majority of Irish people die not at home, nor in hospices, but in general hospitals. It is therefore exploring ways of adapting the hospice philosophy of total care – physical, mental, emotional and spiritual – to a complex institutional setting. This project also represents a continuum of the IHF's long-standing policy of identifying areas of need and pioneering change.

Acknowledgments

For me personally, the year ended with a change in my professional life which has involved a move away from Ireland and my consequent resignation from the Board. I regret any inconvenience caused by this unexpected development which has come within a year of my accepting the chairmanship, but I am delighted that it has passed into the very capable hands of Denis Doherty, to whom I would like to extend my very best wishes.

I take this opportunity to thank my fellow Directors for their support and their good work on behalf of the Foundation. Those who are retiring, Pat Quinlan and Tim Collins, have served the organisation well and have made a valuable contribution. I would also like to welcome new Director, Muiris FitzGerald.

Finally, I would like to pay tribute to Jean Manahan, who led the Foundation through a challenging period in its history, and to offer my congratulations, sincere thanks and very best wishes to new Chief Executive, Eugene Murray, and to all the staff of the Foundation for their dedication and professionalism.

Michael O'Reilly
Chairman of the Board



report of the chief executive



As I only took up my post in July and did not begin full-time until September, I must begin by acknowledging my predecessor, Jean Manahan, under whose stewardship most of the progress in 2004 was achieved. Jean's tenure as CEO was marked by a period of rapid change and growth for the Foundation, which included a move to larger premises and the opening of the Education & Bereavement Resource Centre. I feel fortunate to have joined at such an interesting time and look forward to building on the good work of those who have gone before.

Selected developments in 2004

Education & Training

The highlight of 2004 in Education was the launch of our postgraduate Higher Diploma in Bereavement Studies, accredited by NUI through the Royal College of Surgeons in Ireland. In

addition, this year saw the first graduation of students on our *Children and Loss* certificate course, which was launched in 2003, again in association with RCSI. Our new outreach training is also developing well, in particular the seminars and workshops aimed at helping organisations to develop appropriate responses to loss and bereavement in the workplace.

On the wider education front, the Foundation has long been concerned that the multidisciplinary nature of hospice/palliative care should be reflected in the education programmes that support it. For some time now we have been exploring the possibility of developing an academic chair in hospice studies. Following extensive discussions during the year with professionals engaged in service delivery and with representatives of different university disciplines, we have now come to the view that an alternative academic role – a visiting professorship – would be more feasible and more appropriate to the current stage of the sector's development in Ireland. We expect to be able to make a firm announcement in this regard by mid-2005. We have also taken a decision to co-sponsor the development of a postgraduate interdisciplinary higher diploma in palliative care together with the North-Eastern Health Board.

Research and Development

Another first during the year, this time in Research, was the awarding of the Thérèse Brady Scholarship in Bereavement Research to a postgraduate student at NUI Maynooth. We also committed to substantial co-funding for two research

projects under the Health Research Board's *Building Partnerships for a Healthier Society* scheme.

Our policy of pursuing a partnership approach to development was evidenced again in our appointment of a regional Bereavement Liaison Officer in the South-East in association with the South-Eastern Health Board.

Meanwhile, March saw the launch of a major development project, *Care for People Dying in Hospitals*, which is pioneering a process for transforming the culture of care around dying, death and bereavement in general hospitals. This project is being piloted in Our Lady of Lourdes Hospital in Drogheda in association with the North-Eastern Health Board. It originated from an initial IHF research study published in 1999, which looked at families' perceptions of the care given to their dying relatives in a large Dublin hospital. A subsequent piece of research was commissioned to define the concept of the 'hospice-friendly hospital' and consider how the principles of hospice care might be extended to the general hospital setting. From this, the current project was born. It is ultimately intended that the care process which is being developed will be transferable to other hospitals throughout Ireland.

As part of this project, we also commissioned the first ever national survey on attitudes to death and dying, which was published in November. It revealed that while over 60% of Irish people die in a hospital or similar institution, only 10% would actually wish to do so, given a choice. The survey has relevance for many of the factors which play a part in

the overall experience of dying patients in hospital, such as privacy, facilities for families and good communications.

Advocacy

The Department of Health & Children's 2001 *Report of the National Advisory Committee on Palliative Care* provided a blueprint for the development of hospice/palliative care services in Ireland. However, for over two years, one of its core recommendations – the establishment of a National Council – has gone unfulfilled. We have used every occasion to advocate for this, most recently when Minister Micheál Martin visited our premises in September. We were encouraged to receive a firm commitment that the Council will be set up early next year. We expect to be represented and intend to play an active part in its work.

Two developments in 2004 reflect an intention to step up our advocacy role. The first was the appointment of a Communications Manager, whose brief includes a marked focus on awareness-raising and advocacy. The second has been the development of a proposal to undertake a detailed baseline study/gap analysis on the provision of hospice and palliative care services across the country. While the Regional Needs Assessments recommended by the National Advisory Committee and undertaken by the health boards are now more or less complete, there is considerable variation in their depth and detail and up to two years difference in their completion dates. The data for the different regions is not presented in easily comparable formats, nor has it

been collated to present national statistics. The baseline study which the IHF is proposing will therefore make an important contribution to service planning and development and will provide policy makers with a clear, consistent overview of current service provision, region by region and nationally. No study of this type has been undertaken in Ireland previously.

It is planned that a later stage of this project will involve piloting minimum data sets for palliative care. Discussions as regards funding for the project were at an advanced stage by year end.

Information

Our new website was launched in September after a complete re-design which has given us an expanded and more user-friendly resource. Besides detailing our own services – including our library catalogue – the new site offers general information on the nature of hospice and palliative care and how it is provided in Ireland. In the coming year we plan to add a directory of services. The website will be developed to become a key information portal for patients, families, palliative care professionals, the wider healthcare community, the media and anyone who wants to know more about end-of-life care.

Fundraising

Fundraising successes in 2004 were, as always, attributable both to the generosity of our supporters and sponsors and the hard work of our fundraising team. Initiatives such as *Muc in for Hospice*, the Howth Walk and our *Give As You Earn*

scheme were complemented by fundraising drives by companies and their employees as well as by donations. We were also delighted, as the year drew to a close, to have been successful in our bid to have Hospice nominated as Tesco's Charity of the Year for 2005. The funds raised through this campaign will go directly to local hospice services around the country.

In appreciation

On behalf of the Foundation, I would like first of all to express my sincere thanks to all our sponsors, donors and other supporters, without whom our work could not continue. We appreciate your generosity and value every contribution. I also want to acknowledge those organisations and committed individuals within them who have become our partners and associates in initiatives which would not be possible otherwise.

I would like to thank the Chairman of the Board, Michael O'Reilly, for his support and advice during these first months of my appointment, along with all the Directors, who voluntarily give of their time to the work of the Foundation. Finally, a big thank you to all the staff for their loyalty, hard work and commitment.

Eugene Murray
Chief Executive Officer



education and training

The Irish Hospice Foundation's education and training activities focus mainly on the area of loss and bereavement.

March 2004 saw the launch of our part-time **Higher Diploma in Bereavement Studies**. This new initiative represents one strand of our policy of encouraging the development of a bereavement support infrastructure in Ireland which is sensitive to Irish culture and to the range of grief reactions likely to be encountered.

Course content

Among the topics covered in the six course modules are:

- theories and models of grief
- bereavement and mourning
- bereavement counselling skills
- systems of bereavement support; and
- the interpretation of bereavement research.

Our library provides the students with a dedicated resource, offering specialist books, journals and other material. The course will run over twelve months, with graduation scheduled for June 2005.

The H. Dip is not a counselling qualification; it aims to provide students with theoretical understanding, skills and knowledge that can be applied in a range of environments, such as healthcare, the community and the voluntary sector. An informed approach to bereavement has a positive impact on quality of life and contributes to the health and well-being of a society.

Certificate in *Children and Loss*

The first year of our certificate course in *Children and Loss*, which began last October, came to a successful conclusion in April. A total of 20 students graduated and were presented with their certificates by Professor Ciarán O'Boyle of the Royal College of Surgeons in Ireland. It was satisfying that the programme was so well evaluated by participants.

The course comprised one two-day and eight one-day sessions, along with two integrative day-long tutorials led by experienced facilitators. Subjects included *An Overview of Children and Loss*; *Group Work with Children*; *Difficult Deaths* and *Caring for the Dying Child*. The new cycle which began in October was fully subscribed

Workshops

New topics in our annual series of one and two-day Loss and Bereavement workshops this year were: *Gender, Grief and Loss*; *Music Therapy in Loss and Bereavement*; and *A Spiritual Approach in Loss and Bereavement*. Running from January to July, the programme expanded in 2004 from 13 to 16 stand-alone workshops and attracted a total of 233 participants, some of whom attended more than one workshop.

Volunteer training

A 60-hour training programme for bereavement support volunteers got under way in January and concluded on

28th May. Participants included volunteers from St Francis Hospice, Bethany Bereavement Support and two cancer support groups. This IHF-developed programme is not an open-access course but is generally delivered in response to a request from a bereavement support service/s or in response to perceived need.

Outreach training

While three of our own staff contribute directly to the delivery of education and training, most Irish Hospice Foundation courses and workshops are delivered by experts drawn from the academic, hospice and community sectors in Ireland and the UK. Last year saw a new development, however, with the appointment of a dedicated training officer. In 2004, this allowed us to offer outreach training in other parts of the country and in other organisations' own premises, as well as customised training for specific purposes or groups in our own training facility.

Grief in the workplace

In recent years the impact of public tragedies and personal traumas have highlighted the need for appropriate responses to loss and grief in the workplace, prompting human resource departments to seek expert guidance. Our outreach training has focused particularly on this area. Training on *Loss and Grief in the Workplace* – available in the form of educational talks, half or full-day workshops – was provided during the year to a wide range of organisations

drawn from the public sector, private enterprise, education, church groups, the community and voluntary sector.

Articles on the subject in *The Sunday Times* and in *Insight* magazine, written by our training officer, helped contribute to awareness-raising. Lunchtime and full-day seminars in the IHF were also piloted and will be further developed next year.

Resources

One of the aspirations of our Education & Bereavement Resource Centre is to acquire and develop material that is culturally relevant to the Irish context. Historically the availability of such material has been notable by its absence. During the year, we worked closely with Dr Sinéad Donnelly, Consultant in Palliative Medicine at Milford Care Centre, Co. Limerick, with a view to developing an education pack based on her documentary on death and bereavement in Ireland, *Give Me Your Hands*. This training tool will be launched early next year.

Future plans

It was one of the recommendations of *the Report of the National Advisory Committee on Palliative Care* (2001) that interdisciplinary education should be developed for all professionals involved in the delivery of palliative care. With this in mind, we continued throughout 2004 to engage in discussions with palliative care professionals and with academics from several institutions and disciplines,

with a view to creating a mechanism for the development of 'hospice studies' in a university environment.

In parallel with this, towards the end of the year we received an approach from the North-Eastern Health Board to partner it in the development of a course of postgraduate interdisciplinary studies. Both of these proposals will be actively pursued and developed next year.



*The Thérèse Brady Library:
a dedicated resource*



research



Amanda Roberts, current holder of the Thérèse Brady Scholarship in Bereavement Research

This year a new research co-funding scheme was introduced by the Health Research Board, with whom the Irish Hospice Foundation has previously engaged in co-funding activity. The scheme, *Building Partnerships for a Healthier Society*, evolved partly from the recommendations of the government report, *Making Knowledge Work for Health*. It is aimed at strengthening the evidence base of health services and social care research and places a strong focus on the dissemination of findings.

Two projects were selected from among the applications received in response to the IHF's call and were successfully submitted to the HRB, which is matching the Foundation's total funding of €55,000 for a two-year period. The projects are: *A Palliative Care Model for Supporting Persons with Intellectual Disabilities and Advanced Dementia* (Dr Mary McCarron, Trinity College Dublin), and *Factors Influencing Place of Care for Terminally Ill Patients in the Community* (Dr Eoin Tierman, St Vincent's University Hospital).

Our congratulations to the two research teams.

Meanwhile the first ever Research Fellowship in Palliative Care, also sponsored by the Foundation in partnership with the HRB, continues. Philip Larkin, the current Fellow, is examining patients' perspectives on the transition to palliative care. This is a three-year Fellowship, and in addition to the value of the research itself, Philip's project will also serve to build expertise in Irish palliative care research which will be of benefit to others.

We also awarded smaller grants (€4,000 each) during the year to research into the information needs of patients with heart disease and their carers; spirituality in palliative care; the grief associated with the death of a gay partner; and the palliative care needs of people with intellectual disabilities. Two small equipment grants were also made, and a research training grant was awarded to Deborah Hayden of Our Lady's Hospice, who was pursuing her M.Sc.

Thérèse Brady Scholarship

As the year drew to a close, we were happy to be able to award the Thérèse Brady Scholarship in Bereavement Research to Amanda Roberts, who is undertaking a Master's degree at NUI Maynooth. This post-graduate bursary is dedicated to the memory of the founder and honorary director of the IHF's bereavement service, the late Thérèse Brady. It aims to promote research enquiry in order to inform practice in bereavement support. Ms Roberts' study will involve devising a theoretically-led

evaluation system for the bereavement support services provided by St Francis Hospice, Raheny. A total of €26,000 has been awarded over a two-year period.

Finally, the results of a research project on the palliative care needs of patients with dementia – for which the Foundation had provided €20,000 in funding (matched by the HRB) in 2003 – were published this year. The researchers were Dr Regina McQuillan and Dr Una McConville. Many people with dementia are cared for at home until the end-stage of the illness necessitates a move to residential care. Such people have the same needs as other terminally ill people, but are more reliant on others to interpret changes indicating distress or pain. The study found that while palliative care services and dementia care services each have expertise that could benefit the other, there is no formal system in place to facilitate an interchange. It also suggests that some way of incorporating families' expert knowledge of the dementia patient into a model of care might be considered. Dementia care staff felt that there was a need for training in end-of-life care and in providing support for families.



information

The Thérèse Brady Library continued to develop in 2004, and with our new website up and running from mid-year, work on enhancing electronic access has been on-going.

Launched in 2003, the library has a specialist focus on bereavement but also includes other subject areas of interest to the hospice and palliative care community. Its collections, which have almost doubled in the past year, now comprise some 1,200 items – books, journals, audiovisual materials – across a range of specialist sub-categories.

User profile

Not surprisingly, the single largest user group in 2004 was constituted by the students on our own education and training programmes – particularly the Higher Diploma in Bereavement Studies and the Certificate in *Children and Loss* (both of which were running for the first time), as well as our training course for bereavement support volunteers. Together, these students accounted for some 550 library loans. As part of the research module on the H.Dip course, the library also delivered lectures and practical sessions on accessing information efficiently, both in physical and electronic format, enhancing students' research skills and helping them to complete projects successfully.

Besides catering for this group, our own staff and external lecturers, the library was also used during the year by other students, researchers and the general public. Our own students aside, the library was originally conceived as a reference library only, but it has now

been decided to launch a more general public loan service next year. It is also intended to take a more proactive approach to raising awareness about the library's resources and to disseminating information on bereavement into the community.

New website

The overhaul and re-design of our website, begun in 2003, was completed this year. It was a challenging and time-consuming task, but has proved well worthwhile. The old site, with some 38 web pages and very little interactivity, has been replaced by 100+ pages supplemented by over 40 additional downloadable documents. It is also much more clearly sectioned. A 'text-only' version of the site is available.

Besides presenting a comprehensive picture of the Foundation's own services and activities, the site also seeks to facilitate the general public with new sections on hospice care and on accessing bereavement support, as well as a useful 'Links' section broken down into sub-pages: *General Information; Hospice/Palliative Care; Bereavement; Research and Children*. The entire library catalogue can be viewed on-line, searchable by subject, title and author. Details of our courses with application forms can be downloaded or on-line enrolments made. On-line donations are also now possible, and IHF products such as *Peter & The Wolf* merchandise; our *Art:pack* playing cards; Christmas cards and sympathy cards can be purchased in our virtual shop.

The website was formally launched by

the Minister for Health & Children, Micheál Martin, in September. Next year we plan to add a complete guide to Irish hospice/palliative care services around the country. Ultimately we intend that the site should become the definitive portal for information on hospice and palliative care in Ireland.



Minister for Health & Children, Micheál Martin, at the launch of our new website in September.



support and development

It is a key objective of the Irish Hospice Foundation to undertake or support initiatives aimed at the further development of hospice and palliative care. This includes piloting and funding projects and services, fostering the development of bereavement care, supporting local fundraising, and other activities.

One of our most ambitious development initiatives ever – the *Care for People Dying in Hospitals* project – got under way in March. A logical follow-on from our funding of palliative care services in acute hospitals in Ireland during the 1990s, the project is described in detail on the facing page.

Children's services

In 2004 we continued to fund two nursing posts at Our Lady's Hospital for Sick Children (Crumlin). One is in the Children's Oncology Nursing Liaison Service, an outreach service for children with cancer who are being cared for at home; the other is Ireland's first Clinical Nurse Specialist in Paediatric Palliative Care.

The nationwide assessment of the palliative care needs of children which we undertook in partnership with the Department of Health & Children, commencing in 2002, concluded during the year. Pending publication by the Department of the findings – which will likely be followed by a forum to discuss a strategy for the future development of children's services – we have had on-going engagement with the Laura Lynn Hospice Foundation, the Children's Sunshine Home and others with an interest in the area.



Bereavement care

We continued to provide funding and support during the year for the Bereavement Support Services of Our Lady's Hospice, Harold's Cross, and St Francis Hospice, Raheny. Meanwhile, our discussions with regional hospice/palliative care services and health boards resulted in the recruitment of a Bereavement Liaison Officer in the South-East, who will be based in Waterford and will take up her post in January 2005. This is a joint appointment with the South-Eastern Health Board. The role will include assessing the availability of existing bereavement information and support in order to develop a coordinated approach to bereavement care. This is a pilot initiative and we hope to develop similar posts in other areas in the future.

Regular encounters with death, dying and loss can take a heavy toll on care-givers. Recognising this, in January we launched a peer support group, professionally facilitated, which met monthly in the

evenings in our premises. The group comprised nine participants from the fields of medicine, nursing, social work, counselling and pastoral care. This initiative proved very useful and will be continued.

Funding and fundraising support

Grant-aid was made this year to Trócaire, the International Observatory on End-of-Life Care and Khayelitsha Hospice in South Africa, a purpose-built 10-bed unit which opened in May and caters mainly for HIV patients. At home, in addition to the posts referred to above, a total of some €20,000 was disbursed in small education grants and through our hardship fund.

Finally, we continued to coordinate *Ireland's Biggest Coffee Morning* and *Sunflower Days* on behalf of voluntary hospice groups nationwide. This included negotiations with sponsors and the supply and distribution of materials such as posters, coffee, sunflower pins and so on to some 40 fundraising groups nationwide.

At the end of the year, we also represented the voluntary hospice movement in undergoing Tesco Ireland's competitive tender/bid process to win the nomination for its Charity of the Year campaign for 2005. After making a presentation to Tesco in mid-December, we were delighted to be able to announce that this had been achieved. Tesco Ireland's 80-plus stores will engage in a major fundraising drive throughout next year; all the proceeds will go to local hospice services.



care for people dying in hospitals project

As part of our development strategy, this year we embarked on a unique project on end-of-life care in hospitals. This two-year project is being undertaken in Our Lady of Lourdes Hospital, Drogheda in order to address issues of dying, death and bereavement in the acute hospital setting. The aim is to develop a process for transforming all aspects of hospital care and organisational culture as they affect terminally ill patients and their families. Tangible issues relating to quality of care, as well as 'intangibles' such as ambience, are being addressed.

Priorities and achievements in 2004

Project Manager, Mervyn Taylor, took up his post in March and is based in the hospital along with Project Administrator, Caroline Kearns. Throughout 2004, the emphasis has been on communicating the project, developing awareness, securing additional funding, surfacing issues and exploring the potential for development. Much emphasis has been placed on involving different people with different perspectives. Through the set-up of work-groups representing all areas of hospital responsibility as well as patient, family and community interests, best practices are being identified and shortcomings addressed. Developments to date have included:

1. Undertaking the first ever national survey on attitudes to death and dying in Ireland (see panel).
2. Engaging in education and awareness-raising, for example through a series of lunchtime lectures.

3. Identifying communication skills training as a priority. A booklet for staff on communicating bad news has already been produced.

4. Initiating work on an information strategy and information resources to meet the needs of hospital users. A website for the project has been set up and leaflets on such topics as post-mortems and bereavement support groups are in preparation.

5. Addressing such insensitive practices as returning deceased patients' personal possessions in plastic bags or sending out bills immediately after a death.

6. Identifying potential areas for developing facilities to enhance dignity, privacy and confidentiality.

We believe that this project has the potential to transform end-of-life care in Irish hospitals. We take this opportunity to thank our partners, the North-Eastern Health Board, and the following organisations which have contributed funding: the Health Services National Partnership Forum, Comhairle and the National Lottery. In particular, we would like to commend Our Lady of Lourdes Hospital for the vision, courage and commitment to patient care it has shown in becoming the pilot site for this project.

Survey on attitudes to death and dying

The first ever national survey on Irish attitudes to death and dying was launched in November. It was commissioned by the IHF with funding from the Health Services National Partnership Forum, and conducted by Weafer & Associates Research with TNSmrb, using a sample of 1,000 people interviewed at various locations in Ireland.

Among the findings were that a majority (80%) of Irish people feel that hospital care for the terminally ill needs to be improved, nearly 40% believing that it needs "urgent or considerable" improvement. Two-thirds of people want to die at home, and while only one in ten would wish to die in hospital, 86% have not told anyone where they would like to be cared for if faced with death. It also emerged that the three most important things for Irish people in this situation would be to be surrounded by those they love, to be free of pain and to be conscious and able to communicate. Of those surveyed, 51% agreed that there is not enough discussion about death.

The survey may be downloaded from the website of the *Care for People Dying in Hospitals* project, www.newgrange-process.net.



fundraising

The year began with the screening by RTE in January of a documentary on the making of *Peter & The Wolf*, maintaining interest in the product launched last year which became one of our biggest successes ever. In March, we hosted a dinner in Dublin's Shelbourne Hotel to honour Gavin Friday and express our appreciation for his huge contribution to our fundraising activities over the years through a number of key initiatives, but particularly *Peter & The Wolf*.

Muc in for Hospice

This was the second year of our **Muc in for Hospice** initiative aimed at schools. *Muc Day* for primary schools, on 1st April, saw 7,000 children from all over Ireland decorating their own *Muc* masks and wearing them to school, sponsored by families and friends. A total of €38,000 was raised. Fossett's Circus once again agreed to pay a special visit to the town of the winning school and put on a free performance for the whole school. Scoil Mhuire in Newtownforbes, Co. Longford was this year's winner. Meanwhile, secondary school pupils needed little persuasion to take part in a sponsored *No Homework Day* in November. Our thanks to Fossett's; to Cornmarket Financial Services for their contribution to the secondary schools event; and to all participating schools, teachers, children and their families.

Support for children's services

Another success in 2004 was the Howth Walk on 15th May. Thanks to the dedication and hard work of a volunteer committee of lady golfers, headed by the



Children from Scoil Mhuire (Co. Longford) wearing their 'Muc' masks

indefatigable Joan Wylde, the walk around Howth Head raised €49,000. Over the past 16 years, this event has contributed almost €440,000 towards Irish Hospice Foundation funding for services at Our Lady's Hospital for Sick Children in Crumlin. These include the Nursing Oncology Liaison Service and specialist paediatric palliative care for children who are dying.

This year the Howth Walk benefited from the added bonus of the donation of the proceeds from sales of a children's book, *Woody: A Whale of a Tale*, written by well-known rugby commentator, Brent Pope. The book was sold in Hughes & Hughes bookshops, and teenage volunteers also helped our own staff to sell it at the Ireland-Scotland match in March. (*Woody* features characters loosely based on the Irish rugby team!) Our thanks to Brent Pope, who presented us with a cheque for €10,000.

Also for the benefit of children was the Children's Hospice Care Ball which we co-hosted with the Laura Lynn Founda-

tion in the Burlington Hotel in Dublin in November. More than 400 guests attended this black-tie event and were entertained by the Royal Irish Academy Jazz Orchestra along with Kevin Doyle & *The Way It Was* Orchestra. We are grateful to SAP for their sponsorship and to Derek Davis who compered. A total of €82,000 was raised for the two charities.

On-going fundraising

Direct mail campaigns were carried out in May and November to recruit new donors to support our work by setting up a direct debit for a small monthly sum, or to make a one-off donation. As well as raising funds, mail campaigns serve to raise awareness of the issues and the need for hospice/palliative care services in Ireland.



At the Children's Hospice Care Ball: Brendan and Jane McKenna of the Laura Lynn Foundation (left); Derek Davis (centre); and IHF CEO, Eugene Murray with his wife, Avril Burgess

In excess of €50,000 was raised through our *Give As You Earn* scheme, which involves employees of participating companies donating to the Irish Hospice Foundation through monthly salary

deductions. In some cases these are supplemented by donations from the companies themselves. Royal & Sun Alliance, SAP, the Communications Workers' Union, Independent Newspapers; Irish Motor Distributors, Watson Wyatt and Irish Distillers are among those currently signed up. Some companies also held fundraising events such as 'Casual Days' and wine tastings. We are particularly grateful to Royal & Sun Alliance for its additional generous corporate donation of circa €18,000.

We also worked to recruit more members to the 'Irish Hospice Foundation Phone Community', an initiative run in association with Greencom which was launched last year. By switching to Greencom, people can benefit from competitive call charges, while the company donates 10% of the cost of each call to the IHF. Calls continue to be routed over the Eircom network.

Gross income from sales of our in-house Christmas Cards were up 49% in 2004; donations in lieu of cards totalled €22,850. We also benefited from sales of shared charity Christmas cards produced by Lantz and John Hinde Ltd. Our non-denominational Sóláis sympathy cards continued to be sold in selected outlets throughout the country. We were also able to avail of our upgraded website to sell our cards on-line for the first time.

Welcome news

As a non-profit organisation which relies almost exclusively on fundraising, we are particularly appreciative when a group or company decides, unsolicited, to



Launching Coffee Morning: Taoiseach, Bertie Ahern, and Tánaiste, Mary Harney, with Marian Finucane

fundraise on our behalf. In 2004, staff efforts at Xerox, combined with matched funding from the company, resulted in a donation of €40,000, which was allocated to the development of a Family Room in the palliative care unit at Our Lady's Hospital. Meanwhile, Ladbrokes organised a series of events in their outlets all over the country, raising almost €27,000 on our behalf between May and November. Ladbrokes have also nominated the Foundation as their adopted charity for 2005. Our sincere thanks to both companies.

Another welcome surprise was the decision by property developer, Harry Crosbie, to donate an apartment in his proposed new development in Dublin's docklands to the Irish Hospice Foundation. The apartment's design and decor will be overseen by John Rocha. The sod-turning ceremony for the development took place in September. The apartment is expected to be ready for auction by the end of next year or early 2006. We are greatly indebted to Harry Crosbie for this generous contribution to

the development of hospice care in Ireland.

National fundraising

The two big national fundraisers in aid of hospice care in Ireland – *Sunflower Days* and *Ireland's Biggest Coffee Morning* are promoted and coordinated by the Irish Hospice Foundation on behalf of the voluntary hospice movement nationwide. All funds raised go direct to local hospice services.

The launch of this year's *Sunflower Days* on 11th-12th June got under way with the help of Irish Olympic cyclist, Robin Seymour. *Coffee Morning*, on 16th September, was officially launched from government buildings, where our own Board member and long-standing champion of the hospice cause, Marian Finucane, served coffee to Taoiseach, Bertie Ahern, and Tánaiste, Mary Harney. Dublin Fire Brigade also helped us to publicise the event by joining Patrick Bewley and IHF Chief Executive, Eugene Murray, for a photo-call in Grafton Street. Ryan Tubridy broadcast his early morning radio programme from Bewley's, ensuring further publicity. We are most thankful to all who helped and especially to Bewley's for their on-going sponsorship.

OUR SINCERE THANKS TO ALL SPONSORS, DONORS, COMMITTEE MEMBERS, VOLUNTEERS AND OTHER SUPPORTERS.





corporate and financial information

THE IRISH
HOSPICE
FOUNDATION

A company limited by guarantee
and not having a share capital

Charity Ref. No. 6830



statement of financial activities
for the year ended 31 december 2004

	2004 €	2004 €	2003 €	2003 €
Incoming resources				
Income from fundraising activities		1,075,099		1,680,756
Other income		<u>269,523</u>		<u>220,815</u>
Total income		1,344,622		1,901,571
Resources expended				
Grant aid	-695,987		-490,265	
Education/Bereavement Resource Centre	-620,991		-619,686	
Fundraising	-384,282		-396,259	
Management and administration	<u>-94,561</u>		<u>-138,399</u>	
		<u>-1,795,821</u>		<u>-1,644,609</u>
(Deficit)/Surplus for the year		-451,199		256,962
Write-off of option to purchase premises		0		<u>-190,460</u>
Transferred from/to general reserves		<u>-451,199</u>		<u>66,502</u>
Fund balances				
1 January		<u>3,738,635</u>		<u>3,672,133</u>
31 December		<u>3,287,436</u>		<u>3,738,635</u>



balance sheet

for the year ended 31 december 2004

	2004 €		2003 €		
Fixed assets					
Tangible income	447,164		512,323		
Current assets					
Stocks	62,912		58,040		
Debtors	75,762		975,636		
Cash at bank in hand	<u>3,129,508</u>		<u>2,636,407</u>		
	3,268,182		3,670,083		
Creditors					
Amounts falling due within one year	-350,006		-443,771		
Deferred income	<u>-77,904</u>		<u>0</u>		
	-427,910		-443,771		
Net current assets	<u>2,840,272</u>		<u>3,226,312</u>		
Total net assets	<u>3,287,436</u>		<u>3,738,635</u>		
Revenues and funds					
Funds					
- restricted	35,968		101,086		
- unrestricted	<u>3,251,468</u>		<u>3,287,436</u>		
	<u>3,287,436</u>		<u>3,738,635</u>		



commentary on the financial statements to 31st december 2004

The Irish Hospice Foundation recorded a deficit of €451,199 in 2004 compared with an operating surplus of €256,962 in 2003.

In 2003, the *Peter & The Wolf* fundraising project raised in excess of €800,000. The Foundation has undertaken major projects of this type every 2-3 years, with the proceeds part-funding activities in the intervening years. The organisation's activities continued to develop and grow in 2004, but as there was no significant one-off project, a deficit was recorded.

In the meantime, efforts are being made to increase all ongoing and sustainable sources of revenue as demand on resources continues to grow. In 2004, income from fundraising activities increased by 17%, with particular emphasis now being placed on direct mail campaigns, the *Give As You Earn* employee donation scheme, legacies, the sale of cards and other such initiatives. In addition, thousands of people and companies all over the country assisted us by attending and sponsoring events organised by us or on our behalf.

Some of the larger events during 2004 were the Howth Walk, *Muc-in for Hospice* – which was held on a nationwide basis in both primary and secondary schools – and a ball run in conjunction with the Laura Lynn Children's Hospice Foundation. In addition, runners raised funds for us by participating in marathons here and abroad. We also had the honour of being nominated as company 'Charity of the Year' by both Xerox and Ladbrokes.

The Foundation is deeply indebted to all

who have organised or participated in events, made donations or contributed in any way.

Turning to expenditure, direct grant aid and funding of projects increased this year by 42%. During the year, the Foundation continued to provide funding for two nurses in Our Lady's Hospital for Sick Children in Crumlin, and an additional €40,000 grant was made to the hospital's Palliative Care Department. Continued support was also provided to the Bereavement Support Service at Our Lady's Hospice. A total of €118,030 was expended on research.

Two new developments occurred this year. Firstly, the *Care for People Dying in Hospitals* project commenced at Our Lady of Lourdes Hospital, Drogheda. Over a two-year period, it is expected that this project will cost €300,000, with some extra funding coming from the North-Eastern Health Board.

Secondly, as some of the profits from *Peter & The Wolf* were generated outside Ireland, it was decided at the end of 2003 that €100,000 should be spent on international hospice care. Accordingly, grants were made in 2004 to Trócaire, Khayelitsha Hospice in South Africa and the International Observatory on End-of-Life Care.

The cost of the IHF Education & Bereavement Resource Centre in the year was €620,991. The centre provides a base for the Foundation's education, training and other activities.

Management and administration costs for the year amounted to 7% of total income.

Every effort is made to curtail expenditure in this area.

Board of Directors

Michael O'Reilly, Chairman
(to December 2004)

Denis Doherty, Vice-chairman
(Chairman from December 2004)

Maryrose Barrington

Trevor Bowen

Tim Collins (to December 2004)

Marie Donnelly

Muiris FitzGerald (from December 2004)

Marian Finucane

Miriam Hughes

Gary Jermyn

Antoin Murphy

Robert Power

Pat Quinlan (to September 2004)

Bill Shipsey

Chief Executive

Jean Manahan (to June 2004)

Eugene Murray (from July 2004)

Company Secretary

Jean Manahan (to June 2004)

Eugene Murray (from July 2004)

Registered Office

The Irish Hospice Foundation

Morrison Chambers

32 Nassau Street

Dublin 2

Auditors

Gaby Smyth & Co. Ltd

92 Merrion Road

Ballsbridge

Dublin 4

Bankers

Bank of Ireland
Montrose Branch
Stillorgan Road
Co. Dublin

AIB Bank
1 Lower Baggot Street
Dublin 4

Solicitors

Eugene F. Collins
Temple Chambers
3 Burlington Road
Dublin 4

THE IRISH
HOSPICE
FOUNDATION



THE IRISH
HOSPICE
FOUNDATION



4th floor, Morrison Chambers
32 Nassau Street, Dublin 2
tel: +353 1 6793188 fax: +353 1 6730040
info@hospice-foundation.ie
www.hospice-foundation.ie