



annual report 2003

THE IRISH
HOSPICE
FOUNDATION



chairman's statement	3
chief executive's report	4
launch of resource centre	6
education and training.....	7
the thérèse brady library	8
service support	9
research	10
development	11
fundraising	12
corporate and financial information	15
statement of financial activities.....	16
balance sheet	17
commentary on financial statements	18

THE IRISH
HOSPICE
FOUNDATION

living to the end



our vision

That no one should have to face death without appropriate care and support, including support for the family and extending into bereavement.

our mission statement

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



Undoubtedly the highlight of 2003 was the completion of the move to Morrison Chambers and the launch of the IHF Education & Bereavement Resource Centre. Many years of hard work have gone into the development of this facility, and it is deeply satisfying to see such a truly worthwhile project come to fruition.

This Centre is being developed in the context of the Report of the National Advisory Committee on Palliative Care (2001), which recommended that bereavement support should be available in all palliative care settings, delivered by

appropriately trained personnel. It is intended that its various initiatives in training, information, education and service support should make it a national resource for hospice professionals and volunteers as well as a wider audience of potential users.

Progress has been made in many areas, as will be detailed elsewhere in this report. But without funding nothing would be possible, and another memorable event this year was the launch of *Peter & The Wolf*, one of our most exciting fundraising ventures ever. Heartfelt thanks are due to all involved in this very special initiative, which successfully travelled to London, New York and Los Angeles. The international dimension provided the impetus for a Board decision that the Foundation should begin to support hospice projects in developing countries, for example in areas where AIDS is causing enormous suffering. This will be done through the intermediary of established Irish and international agencies. We are confident that our supporters, who have contributed so generously to the development of hospice care in Ireland over the years, will support this decision.

As I hand over to my successor, Michael O'Reilly, I take the opportunity to thank my fellow Directors for all their support and their generous contribution to the work of the Board and its committees. I would also like to welcome two new Board members, Maryrose Barrington and Trevor Bowen.

Finally, I want to pay special tribute to the Foundation's Chief Executive, Jean Manahan, and to all the staff, in whose continued commitment and professionalism the Board has every confidence.

Bill Shipsey
Chairman of the Board

letter from the chairman





report of the chief executive



This year has been about both change and continuity. Change, because it has been marked by a number of important milestones: our installation in new premises in January, the launch of our Education & Bereavement Resource Centre in May, and at year end the retirement of our longest-standing staff member. Continuity has been apparent in the unfolding of our five-year strategic plan, which has now passed mid-term and is well on the way to the fulfilment of its main objectives.

Selected developments in 2003

Education and training

In education and training, our workshops on loss and bereavement have more than doubled in number. Our Certificate Course in Children and Loss commenced in October, and everything is now in place for the Higher Diploma in Bereavement Studies to begin early next year.

Bereavement support is, of course, only one aspect of hospice care, and while we have long had a particular focus on this area, we are also interested in formal education and research in the wider field. We are particularly concerned that the multidisciplinary nature of hospice and palliative care should be reflected in the education programmes and structures that support it. This year we entered into exploratory talks with representatives of different university departments to consider how best the Irish Hospice Foundation might contribute to the development of such structures. The response to these approaches has been very positive and discussions will continue next year.

Research

The main development in this area was the identification of a suitable candidate and project for the awarding of a three-year Research Fellowship in Palliative Care which we are co-funding with the Health Research Board. Funding was also provided for a project on the palliative care

needs of patients with dementia, while the Children's Palliative Care Needs Assessment which we are co-funding with the Department of Health and Children continues on schedule for completion in spring 2004.

Information and resources

In our new library and information centre, collection building, the acquisition of suitable hardware/software and computerised cataloguing of resources continued through the year. The aim is to build a knowledge centre of excellence consisting of both physical and online resources, to be made as widely accessible as possible. As part of this process, our website is undergoing a complete re-design.

Project on hospital care

Over 60% of all deaths annually in Ireland take place in a hospital or similar institution. This has been the background for the development of our 'hospice-friendly hospital' concept, on which work began in 2002 and intensified this year. We are now proceeding in close cooperation with the North Eastern Health Board and are at the final stage of planning for a two-year project to be piloted in a major general hospital in the region in 2004.

The aim of this initiative – which has yet to be officially named but is likely to be called the *Care for People Dying in Hospitals* project – is to develop a culture of care for those facing death in hospital which draws

on the principles of hospice care. Ultimately we hope that the learning gained will be disseminated to other hospitals, with a view to improving all aspects of care and organisational culture affecting those who die in hospitals.

Voluntary hospice groups

During 2003, we have worked to update our understanding of the needs, priorities and concerns of the independent voluntary hospice groups around the country in the current climate of change and uncertainty in palliative care services and in the health sector generally. This has been done through meetings held in Morrison Chambers as well as visits to various sites around the country.

We have also undertaken or are investigating the feasibility of various support initiatives. During the year we carried out a survey of all the voluntary hospice groups in the country. This has resulted in a report and a listing containing detailed information not currently available elsewhere. The listing will be made publicly accessible next year.

We have also allocated funding for the creation of a number of posts aimed at providing support in the regions. Two types of post are envisaged, one focusing on general development, the other on the development of bereavement support services. Among other things, the former role would aim to facilitate cooperation and communications between the voluntary

and statutory sectors. We are still in a process of consultation as regards the potential and usefulness of such a role, and are particularly concerned to ensure that it should correspond to real need.

Fundraising

The launch in October of the CD and book of *Peter & The Wolf* has made 2003 a very special year in Fundraising. Few can imagine how much time, energy, creativity and sheer hard work have gone into the development of this very special project, or how many people have been involved. It would be impossible to mention them all individually, but I would like to say a huge thank you to Gavin Friday, Maurice Seezer and Bono; to all our sponsors; to every member of the Peter & The Wolf committee and especially to Project Director, Marie Donnelly, whom we are indeed fortunate to have as a member of our Board.

Staff changes

We have had an unusual injection of new blood in 2003 following the move to larger premises and an expansion of services. I would like to welcome Maura Dunne, Breffni McGuinness, Emer O'Riordan, Caroline Pfeifer and Oona Walls. I also want to pay special tribute to George Byrne, who retired in December after 15 years devoted service to the Irish Hospice Foundation and the cause of hospice in Ireland. It is hard to put into words the special place George occupies in the hearts of all in the Foundation. We wish him every happiness.

Appreciation

In the year in which our Education & Bereavement Resource Centre finally became a reality, I would like on behalf of the Foundation to thank everyone who has assisted in any way in its planning and development. Sponsors play a vital role in nearly all our fundraising activities, and we are grateful for their generosity. We are also deeply thankful to all our donors and benefactors, whose contributions, large and small, continue to make possible the work we do in support of hospice and palliative care. My thanks also to those organisations – and committed individuals within them – which have become our partners and associates in initiatives which would not have been possible otherwise.

I would like to express my sincere appreciation to Bill Shipsey, Chairman, and to all of the Board of Directors for their advice and support throughout the year. Finally, I want to congratulate the staff of the Foundation for all their hard work and dedication. It is a privilege to lead such a talented team – my warmest thanks to all of them for their loyalty, commitment and good humour.

Jean Manahan
Chief Executive Officer



launch of education & bereavement resource centre

The defining event of 2003 was the official opening on 21st May of our Education & Bereavement Resource Centre. It was a day of celebration for the Board and staff and for all who have helped raise funds or have otherwise contributed to making the Centre a reality. We hope that it will also come to be seen as meaningful in the history of Irish hospice and palliative care, of which bereavement support is a key component.

The Education & Bereavement Resource Centre is dedicated to the provision of information, education, training, research support and other services in the area of bereavement. These are aimed in the first instance at professional care-providers and volunteers, both in hospice/palliative care and in the general healthcare community, as well as at employers or others who may come into frequent contact with the bereaved. The Centre is also intended to serve as an information resource for bereaved persons themselves, for researchers and students, and for the media.

The activities of the Centre in its first year are described in more detail in the following pages.

Need for action

The launch of the Education & Bereavement Resource Centre was officially carried out by the Minister of State at the Department of Health and Children, Mr Ivor Callely. In his address,

Mr Callely referred to the 2001 Report of the National Advisory Committee on Palliative Care (NACPC), with its detailed recommendations for the future development of services, including bereavement support.

Dr Tony O'Brien, Consultant in Palliative Medicine at Cork University Hospital and Marymount Hospice, and Chairman of the NACPC, said that he looked forward to the implementation of those recommendations. "It is important not to lose the momentum gathered to date on developing this important aspect of our health service," he stated.

Reception

The day concluded with a most enjoyable reception which allowed us to present the Centre and its facilities to a wider audience of hospice and palliative care professionals and volunteers, other voluntary bodies, former staff, supporters and well-wishers. We were delighted that so many people turned up to help us celebrate this happy occasion. In particular, we would like to thank Dr Miriam Brady, after whose sister, Thérèse Brady, our Library is named. Thérèse was the founder of the IHF's Bereavement Service and her enduring influence has guided the development of this new facility. We hope it proves worthy of her vision.

At the opening ceremony: Dr Tony O'Brien of Cork University Hospital and Marymount Hospice (left) with Mr Ivor Callely, TD, Minister of State at the Department of Health and Children.



Also in attendance were Bill Shipsey, IHF Chairman; Marie Donnelly, Board member (right); and Aileen Corkery, Temple Bar Properties.

The move in January to Morrison Chambers and opening of our Education & Bereavement Resource Centre has meant that for the first time this year we have been able to run our education and training programmes on our own premises.

This facilitated an expansion of our annual *Loss and Bereavement* workshop series from six to 13 workshops, running from January to July. Seven of these were of two days' duration; the remainder were one-day events. New topics included *Loss and Bereavement in People with Intellectual Disabilities*, *Finding Life after Suicide* and *The Place of Art Therapy in Loss and Bereavement*, along with more familiar themes, e.g. *Overview of Loss and Bereavement* and *Schools and Loss*.

Participants came from all over Ireland, including Northern Ireland, many attending more than one workshop. Among the professions represented were nursing, social work, psychology, education, information science and management.

Certificate in Children and Loss

An important development in 2003 was the upgrading of our second workshop series, on bereavement in children and adolescents, to a full course certified by the Royal College of Surgeons in Ireland (RCSI). The *Certificate in Children and Loss* offers academic content, skills training and experiential work. It got under way in October and was fully subscribed with a total of 24 participants, half of whom came from outside Dublin.

The course comprises one two-day and eight one-day workshops, along with two integrative tutorial sessions led by experienced facilitators. Subjects covered

include *Younger Children and Death*, *Children and Other Losses*, *Adolescents and Loss* and *Bereavement Services for Children*.

Higher Diploma in Bereavement Studies

By the end of the year, planning was also at an advanced stage for our Higher Diploma in Bereavement Studies, due to commence in March 2004. This multidisciplinary postgraduate course is being developed with RCSI and will be accredited through the National University of Ireland. All classes, tutorials and seminars will take place in the training rooms of the Education & Bereavement Resource Centre; the library will also be at students' disposal.

The programme for the Higher Diploma will be directed by our own professional staff, with core modules and inputs imported from the academic, hospice and community sectors in Ireland and the UK. The curriculum has been developed around six modules, aimed at equipping students with the theoretical and practical skills to take an informed approach to helping those who are bereaved.

Volunteer training

Our training course for volunteers preparing for work in the bereavement support services of Our Lady's Hospice, Harold's Cross, and St Francis Hospice, Raheny, which began in late 2002, ended in January with a celebratory lunch in the Stillorgan Park Hotel. Plans are well advanced for a new volunteer training course which will begin in early 2004 and which, for the first time, will include participants from non-hospice bereavement services, for example from cancer support groups.

education and training



Breffni McGuinness, Training Officer

Appointment

In June this year, Breffni McGuinness was appointed to the new post of Training Officer. While contributing to in-house training, Breffni has also been developing training packages in the area of bereavement aimed at companies, community groups, schools and other organisations. Human resource departments are increasingly becoming aware of the need for an appropriate response to bereavement in the workplace. This new appointment has given us the flexibility to provide training in this area in various formats (educational talks; half or full-day workshops, etc.), at different levels (students, general staff, HR management) and at any almost location. Training can also be customised to meet specific needs.

Finally, financial support was offered during the year to a number of individuals under our education and professional development grants scheme aimed at staff working or preparing to work in hospice and palliative care. A total fund of €20k per year is made available for this purpose. Accredited education courses, workshops and conference attendance are among the areas eligible. It is planned to promote the scheme more actively next year through our new website.



the thérèse brady library

Our new reference library and information centre has had a busy year, refining its vision, growing its collections and working towards remote access in the future. A key element of the Education & Bereavement Resource Centre, the library is named after the late Thérèse Brady, whose donation of her own small private collection provided the foundation stone for its development.

The library has a specialist focus on bereavement but also includes other subject areas of interest to the hospice and palliative care community. Under the direction of library manager, Caroline Pfeifer, who took up her post in January, it aims to become a national resource for material on bereavement and related topics as well as supporting our own educational courses. Its audience will include those having a professional interest in these areas as well as the wider public.

Collection building

The acquisition, organisation and classification of new material occupied much of the year, as did the research, testing and purchase of software. On the library shelves, the material in the main sections, e.g. Bereavement, is arranged under specialised sub-headings such as *Teenagers; Intervention; Research; Spirituality; Counselling; Art Therapy* and so on. Classification follows the Dewey Decimal System used in public libraries. By year end, some 700 items, including books, journals and audiovisual material,

had been electronically catalogued. The catalogue will be made accessible through our website in 2004.

Subscriptions are now held to eight leading specialist journals. We are the only library in the country offering access to five years of back issues of *Omega – Journal of Death and Dying*; the *Journal of Loss and Trauma* and *Death Studies*. Six additional journals of general interest are also stocked. Next year, work will begin on compiling an electronic database of journal articles (bibliographic details), and our database of Irish research on hospice and palliative care will also be made available through the website.

The area of training materials, which may include books, workbooks and audiovisual items, is also being developed. We have a particular interest in acquiring culturally relevant Irish material, which in general has been lacking. We currently hold 31 videos along with some audio tapes.

We are grateful to the Department of Health and Children for the once-off grant we received during the year towards the development of the library and its services. This welcome funding was allocated to the purchase of four computers and a photocopier as well as to collection building. It has also facilitated the complete re-design of our website which was needed for the enhanced provision of electronic information. Work on this project is now under way.



Caroline Pfeifer,
Library & Information Centre Manager

As part of the work of the Education & Bereavement Resource Centre, the Irish Hospice Foundation offers a consultation service to those involved in the set-up or development of bereavement support services. During the year we met with a number of individuals and groups to discuss their needs and plans.

These discussions have helped shape our more general response to typical needs. Thus, for example, we have expanded our series of information leaflets on aspects of loss and grief (see panel). These leaflets are available free of charge to bereavement support services or to individuals and may also be downloaded from our website.

Over the past year Bereavement Services Manager, Dr Susan Delaney, has been working each week at St Francis Hospice, Raheny, where, at the invitation of the hospice's Department of Social Work, she has been seeing clients in relation to bereavement experiences. This has been a welcome partnership between our two organisations and is set to continue over the coming year.

Peer supervision

Work which involves regular encounters with death, dying and bereavement places heavy demands on professional carers. Over the course of 2003, we received requests from other organisations to provide appropriate support for staff in this situation. Such support reflects models of

'supervision' that are common in the counselling and therapy fields but may be less evident in other areas of healthcare. Even where supervision is readily available, additional support in a safe environment may often be welcome.

Individual supervision, information sessions and talks were provided in the first instance to a number of individuals and organisations. Plans for a more formal response to this need are now under way for 2004, when Dr Susan Delaney, together with Training Officer, Breffni McGuinness, will convene a multidisciplinary peer supervision group aimed at anyone who may be interested in such support.

Local needs

As a national organisation, we are always aware of the need to develop bereavement support and raise awareness of bereavement issues throughout Ireland. Part of the rationale for appointing a training officer this year has been to enable us to offer introductory training on an outreach basis in response to request and/or perceived need.

We have also been investigating the feasibility of setting up regional coordinator posts in relation to bereavement support in partnership with local health boards. The role might include the provision of information, advice, training and other support. We hope to progress this further next year.

service support



Information leaflets on bereavement

Series A

(written by professionals):

- *Adults grieving the death of a parent*
- *Grieving the death of someone close*
- *Living through the death of your partner or spouse*
- *When someone you care about is bereaved*
- *The grieving family*
- *When a child is bereaved*
- *Adolescents and death*

Series B

(true-life personal accounts):

- *The death of my mother*
- *Coping with my mother's death*
- *The death of my father*
- *The death of my wife*
- *A young widow's story*
- *The death of my sister*

Further information

- *Recommended books on bereavement and loss.*



research

This year we were extremely pleased to award the first ever Research Fellowship in Palliative Care, sponsored by the Irish Hospice Foundation in partnership with the Health Research Board.

Following an open competition and expert review process, the three-year fellowship was awarded to Philip Larkin, Palliative Care Nurse-Coordinator with the Western Health Board and previously of the Education Department at Our Lady's Hospice, Harold's Cross. Philip's research focuses on patients' experiences of the transition to palliative care services, not only in Ireland but across Europe. We congratulate him and wish him well in his studies.

Co-funded project

The Foundation also contributed €19,950 towards an investigation of the specific needs of patients with dementia. Dr Regina McQuillan and Una MacConville of St Francis Hospice, Dublin, sought funding for a project entitled, *An exploration of the end-of-life care needs of dementia patients: palliative care and geriatric care perspectives*. Our research committee approved their application for submission to the Health Research Board, where it secured funding to match our own contribution under the HRB co-funded grants scheme. Dr McQuillan and Ms MacConville will collaborate with Dr Mary Cosgrave, Consultant Geriatrician with the Northern Area Health Board. We look forward to reviewing the results of the study in 2004.

Training seminar

In February, Milford Care Centre, Limerick, hosted an Irish Hospice Foundation training seminar on qualitative research in hospice and palliative care. This two-day event proceeded to a more advanced level from an introductory workshop we offered in 2001. Professor David Clark and Dr Jane Seymour of Sheffield University facilitated the sessions, with inputs from Dr Donncha Kavanagh, NUI Cork, and Onja Van Doorslaer of the Royal College of Surgeons in Ireland. The course was very positively evaluated by participants.

The IHF also supports research training by means of grant-aid for further education – for example, Master's programmes involving research dissertations. Dissertations sponsored in this way are housed and can be consulted in the Thérèse Brady Library.

Examples of titles are:

- *Ethical decision-making in end-of-life care – an exploration of nurses' experiences* (Anna-Marie Lynch)
- *Palliative care – the meaning for public health nurses and general practitioners in the community* (Valerie McGinley)
- *Evaluation of a cognitive behavioural group intervention for the treatment of complicated grief* (Angela Pugh)

Other activities

Throughout the year, work has continued on the nationwide research-based assessment of the palliative care needs of children which we are co-funding with the Department of Health and Children and which will conclude in March 2004. This project should provide the information needed to develop a coherent structure for children's palliative care services in Ireland.

Finally, the Foundation continues to form links with other professional and research groups through conference attendance and membership of professional bodies. Examples are the Irish and European Associations for Palliative Care, the UK Palliative Care Research Society and the Bereavement Research Forum.



Philip Larkin, Research Fellow



development

Work continued in 2003 on initiatives aimed at the further development of hospice and palliative care.

We have referred elsewhere to our co-funding of a nationwide assessment of children's palliative care needs. There are currently a number of parties interested in developing residential services for children in Ireland, and in July we hosted an information session at which David Strudley of Naomi House Children's Hospice (UK) described the development of services there.

This year also saw the appointment of Ireland's first Clinical Nurse Specialist in Paediatric Palliative Care. Our decision to fund this post at Our Lady's Hospital in Crumlin was taken in 2002, but due to a nursing shortage the recruitment process was not successful until early this year, when Gill O'Callaghan was appointed.

Voluntary hospice groups

We also organised meetings to review the status of the national development of hospice and palliative care in line with the recommendations of the National Advisory Committee on Palliative Care (NACPC). These were attended by representatives of Irish voluntary hospice groups, large and small.

One such meeting, facilitated by IHF Board member and Director of the Health Services Executive, Denis Doherty, also included representatives of the health boards. From this meeting, it emerged that no comprehensive up-to-date information existed

on the independent voluntary hospice groups and fundraising committees around the country. The Foundation agreed to try and fill this information gap. We engaged Maura Dunne on a work placement scheme to conduct a telephone survey aimed at identifying each group and its activities. The listing compiled as a result will become available in 2004, along with a survey report on how the voluntary groups and health boards are working to provide services.

In July we also held an information-sharing session for voluntary hospice groups. Pat Quinlan, General Manager of Milford Care Centre and IHF Board member, gave a short presentation on his experience of service agreements, which led on to a lively discussion.

Hospital-based project

In December, we advertised the post of Project Manager for our new two-year project on the care of those facing death in general hospitals. Most Irish people die in hospital rather than at home or in a hospice, and the Foundation historically has funded the establishment of specialist palliative care services in acute general hospitals. The aim of the current project, however, is to develop a palliative care approach throughout the hospital system.

Background work had been on-going for over a year, but clearly this project could only be implemented with the cooperation of a working hospital. We are therefore delighted to have found an enthusiastic partner in the North Eastern Health Board,

and have been working closely with the region's Consultant in Palliative Medicine, Dr Doiminic O'Brannagáin. Interviews for the Project Manager post are now scheduled for early January. We look forward to launching the project in a specific hospital later next year.

Hospice studies

It is our belief that formal education and research are essential to the development of high-quality hospice and palliative care, and we support the NACPC's recommendation that departments of palliative medicine should be established in Irish medical schools. Our further commitment to multi and interdisciplinary education in this area led during the year to discussions with universities about establishing a mechanism for developing 'hospice studies', perhaps through the endowment of a professorial chair. These discussions will continue next year.

International hospice support

In 2003, the Irish Hospice Foundation took a decision to begin to commit some funding to international hospice care. This will be directed towards strategic or policy initiatives, educational projects and direct service initiatives in partnership with established Irish or international aid and development agencies. Meetings have taken place with some of the latter and disbursement of funds will commence in 2004.



fundraising

The event of the year in Fundraising was the launch of our *Peter & The Wolf* CD and book, which took place in a packed City Hall in Dublin in October. A modern take on Prokofiev's musical tale for children, this new version of the classic orchestral work was adapted by Gavin Friday and Maurice Seezer and performed by Gavin and the Friday-Seezer Ensemble. The accompanying hard-cover book was illustrated by Bono with the help of his daughters, Jordan and Eve.

This was the Irish Hospice Foundation's first fundraising venture to be strongly promoted outside Ireland. The book topped the children's bestseller list at home before Christmas, and over 35,000 editions have sold throughout the world. The rights have been bought in Japan and a Japanese version will be available next year. As well as aiding hospice care at home, some of the proceeds of *Peter & The Wolf* will go to supporting badly needed hospice projects in developing countries.

New York auction

Peter & The Wolf is about much more than the CD/book alone. The launch included an exhibition of 16 of Bono's original large-scale illustrations. These attracted much interest here before travelling on to Christie's in London and from there to Los Angeles and New York, where the drawings were sold at auction (sponsored by Volkswagen) in November, raising some \$368,000. Other offshoots included a special limited edition of 200 sets of giclée prints, numbered and signed by Bono,



Bono, Marie Donnelly, Gavin Friday and Maurice Seezer with one of the original *Peter & The Wolf* illustrations in City Hall, where the CD/book was launched.

along with t-shirts and posters which were sold at the launches and through the *Peter & The Wolf* website.

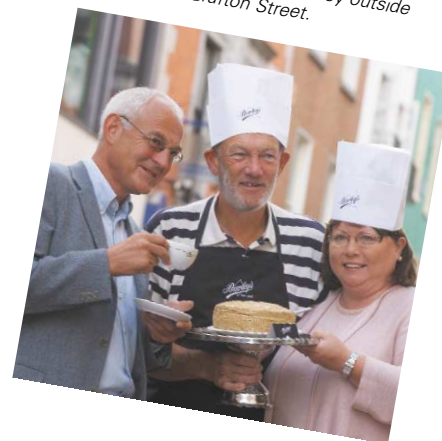
This project was directed by IHF Board member, Marie Donnelly, who worked tirelessly with a dedicated committee of volunteers. Special thanks go to Marie, Gavin, Maurice, Bono and everyone who gave so generously of their time and talent. We are also very grateful to Christie's for all their help.

Muc in for Hospice

Another novelty this year was our *Muc in for Hospice* project, which particularly targeted schools, both primary and secondary. Once again, we have Gavin Friday to thank for Muc, the 12-foot high sculpted piggy bank (with wings!) which Aer Rianta kindly allowed us to place outside the Arrivals Terminal at Dublin Airport.

The comical pig provided the inspiration for a series of competitions and events in aid of children's hospice care which will continue into 2004. Almost 5,000 primary schoolchildren around the country took part in 'Muc Day', seeking sponsorship to wear their colourful *Muc* masks to school. Participating schools were entered in a draw and the winning school enjoyed a free trip to the circus, courtesy of Fossett's. Secondary school pupils sought sponsorship to switch off their mobile phones for 24 hours. The winning school was invited to attend the Meteor Music Awards at the Point in Dublin.

Participants in our 'Celebrity Bake-in' to mark Ireland's Biggest Coffee Morning included An Tánaiste, Ms Mary Harney, TD, and jazz musician, Paddy Cole (centre), seen here with Patrick Bewley (centre), Bewley's in Grafton Street.



Muc in for Hospice: Clown from Fossett's Circus with giant Muc at Dublin Airport

Our primary sponsor for *Muc in for Hospice* was the Irish League of Credit Unions, and many credit unions all over the country displayed Muc donation boxes. This fundraiser earned over €70,000 and we are indebted to our sponsors and all who helped.

Loyal support

Other events during the year included the Howth Walk, organised and supported by a committed group of lady golfers who have made this an annual event. The 2003 Walk was a particularly successful one, helped by the fact that the Lady Captain of Milltown Golf Club also nominated the Foundation as her charity of the year.

Over €60,000 was raised, bringing the grand total achieved to date by these loyal supporters to €390,000. We are grateful to all who contributed. The funds raised go to Our Lady's Hospital for Sick Children in Crumlin, where the Irish Hospice Foundation provides funding for the cancer home-care service and for specialist palliative care nursing.

Other events

Another group, known as 'IHF2', which has worked repeatedly in support of the Foundation, held its fifth annual ball at the Four Seasons Hotel in Ballsbridge in May. This year's event was themed as a *bacchanal* or celebration of the god of wine, with ball-goers invited to dress in red, white or rosé. Sponsored for the second time by SAP, the ball made €30,000 in aid of Irish hospice care.

Many other groups raised funds for us during 2003. Among them were students from the Smurfit School of Business, who organised an event dubbed 'A Night in Havana'. The proceeds were donated to three charities, including, for the second time, the Irish Hospice Foundation.

National fundraising

Again in 2003, *Sunflower Days* and *Ireland's Biggest Coffee Morning* – the latter sponsored by Bewley's for the tenth successive year – continued to grow. These two annual fundraisers are coordinated by the Irish Hospice Foundation on behalf of voluntary hospice groups throughout the country. Funds raised go direct to local hospice services.

The national effort was helped by the usual army of volunteers, along with such well-known figures as Marian Finucane; Tánaiste, Mary Harney, TD; actors, Don Wycherley, Simon Delaney and Keith McErlean from the RTE series, *Bachelors' Walk*; Seamus Moran and Stuart Dunne of *Fair City*; Miss Ireland, Rosanna Davison; jazz musician, Paddy Cole; TV presenter, Caroline Morahan; journalist, Quentin Fottrell; and Lord Mayor of Dublin, Dermot Lacey, TD.

Earlier in the year, fundraisers from the various local hospice groups were invited to the Irish Hospice Foundation to discuss strategies for national fundraising. This meeting provided a useful forum for hospice fundraisers to come together and share experiences.

fundraising continued

Give As You Earn programme

The year also saw the extension of our *Give As You Earn* programme, whereby employees of participating companies donate direct to the Irish Hospice Foundation through their salaries. Organisations now on board include FÁS, Royal & Sun Alliance; Independent Newspapers; Irish Distillers; Irish Motor Distributors; the Communications Workers' Union and SAP Ireland. In all, hundreds of employees are involved, raising thousands of euro for hospice care.

Some companies also undertook fundraising initiatives on our behalf or included us in existing programmes. Among them were ESB, the Licensed Vintners' Association, Eagle Star and Indaver Ireland. Paddy Power and Jury's Doyle Hotels contributed with gift-in-kind donations.

Direct mail campaigns

Two direct mail campaigns were undertaken during the year, aimed at recruiting people to commit to a regular, small, direct debit donation or to donate on a once-off basis. Over 200 new donors signed up for direct debits and further funds were raised in once-off donations, giving a healthy return on the investment involved in developing and administering the campaigns.

This year an 'upgrade' campaign was also undertaken to encourage regular donors to increase their existing direct debit. We were particularly pleased with the success of this campaign, which saw 50% of regular donors pledge to increase their contribution.

Greencom

A decision was taken during the year to join Greencom, a telecommunications company that offers a comparable service to the main telecomms service provider while donating a portion of its earnings to charity. The Irish Hospice Foundation was one of 17 charities to sign up and to participate in the Greencom Charity Board, whose role is to make decisions on behalf of the charities involved and plan activities. In less than a few months, over 40 of our supporters, both individuals and companies, had signed up to the Irish Hospice Foundation Phone Community.

Cards

Our 2003 Christmas card project was also successful, achieving a satisfying increase in revenue over the previous two years. This was partly due to the support of the business community, who either purchased cards or made donations to the Irish Hospice Foundation in lieu of sending Christmas cards. As in previous years, greeting card companies John Hinde Ltd and Lantz also sold their own charity Christmas cards from which the Foundation benefits.

Our non-denominational 'Sóláis' sympathy cards also helped raised funds, both through sales and through donations sent to the Irish Hospice Foundation in lieu of sending flowers on the occasion of a funeral.

our sincere thanks to our donors, sponsors, volunteers and other supporters

At the Bacchanal Ball in the Four Seasons Hotel in May: Chief Executive, Jean Manahan (left) with Peter Gahan of SAP and comedian, actress and writer, Pauline McLynn.



One of our 2003 Christmas cards.



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 2003

	2003	2003	2002	2002
	€	€	€	€
Incoming resources				
Income from fundraising activities		1,680,756		659,035
Other income		220,815		324,440
Total income		1,901,571		983,475
Resources expended				
Grant aid	(490,265)		(297,649)	
Education/Bereavement Resource Centre	(619,686)		(300,310)	
Fundraising	(396,259)		(388,027)	
Management and administration	(138,399)		(67,364)	
		(1,644,609)		(1,053,350)
Surplus/(deficit) for the year		256,962		(69,875)
Write-off of option to purchase premises		(190,460)		(0)
Transferred to general reserves		66,502		(69,875)
Fund balances				
1 January		3,672,133		3,742,008
31 December		3,738,635		3,672,133

 **balance sheet**
for the year ended 31 december 2003

	2003	2002
	€	€
Fixed assets		
Tangible assets	512,323	299,069
Current assets		
Stocks	58,040	4,477
Debtors	975,636	60,989
Other current assets	0	190,460
Cash at bank and in hand	2,636,407	3,315,477
	3,670,083	3,571,403
Creditors		
Amounts falling due within one year	(443,771)	(198,339)
Net current assets	3,226,312	3,373,064
Total net assets	3,738,635	3,672,133
Reserves & funds		
Funds		
– restricted	101,086	159,491
– unrestricted	3,637,549	3,512,642
	3,738,635	3,672,133



commentary on the financial statements to 31 december 2003

The Irish Hospice Foundation earned an operational surplus of almost €257,000 in 2003, compared with a deficit of nearly €70,000 in 2002.

The main fundraising initiative was the launch of the *Peter & The Wolf* boxed book/CD set. Sales of this product, together with the auction of the original art work by Bono and the sale of limited edition sets of signed lithographs, yielded net proceeds in excess of €816,000. We are indebted to Project Director, Marie Donnelly, and to the entire committee who worked tirelessly to achieve this result. We are also grateful to the many donors and sponsors involved and to the public who purchased the products.

Income from other fundraising activities increased by 43%, and efforts are being made to further develop income sources as demand on our resources continues to grow. Direct mail initiatives represent an important source of revenue, as are such schemes as *Give As You Earn*; the sale of

cards; legacies; and the many events that are held throughout the country on behalf of the Foundation. We are grateful to all who have organised or participated in events, made donations or contributed in any way.

In 2003 a further €260,000 was spent on developing the Education & Bereavement Resource Centre, the new facility which has provided a base for the Foundation's education, training and other activities in support of hospice care and particularly bereavement care. Total expenditure on the Centre, the services of which are availed of by care professionals, volunteers, students and others, has now exceeded €500,000. The actual costs associated with its running, including the provision of training, support for research and the on-going development of the Thérèse Brady Library, amounted to €620,000 this year.

The Irish Hospice Foundation spent €490,000 on grant aid and assistance in

2003, up 65% on the previous year. This amounted to 25% of total funds raised and represents an important part of our service. Grants are available under several headings, e.g. education, research, service development. Grant aid this year included the funding of two nurses in Our Lady's Hospital for Sick Children in Crumlin and another at the Galway Hospice Foundation. Also in receipt of funding was the Bereavement Support Service at Our Lady's Hospice, Harold's Cross, while over €123,000 was spent on research, notably on a project related to the hospice and palliative care needs of children.

It was decided that \$100,000 of revenue earned outside Ireland from *Peter & The Wolf* should go towards funding hospice projects in developing countries in association with established agencies.

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

Bill Shipsey (*Chairperson*)
Denis Doherty (*Vice-chairperson*)
Maryrose Barrington
Trevor Bowen
Tim Collins
Marie Donnelly
Marian Finucane
Miriam Hughes
Gary Jermyn
Antoin Murphy
Michael O'Reilly
Eileen Pearson (*retired mid-year*)
Robert Power
Pat Quinlan

Chief Executive

Jean Manahan

Company Secretary

Jean Manahan

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 2

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