



REGISTERED CHARITY NUMBER (1182656)

# Our impact report 2024-2025





Dear Friends and Supporters,

As I reflect on 2024/25, we continued our charity support programs, increasing our reach and impact on helping parents and families of sick children in hospital or who have sadly been bereaved. Additionally, every single one of our support groups offered an in-person option, as we believe this fosters a sense of connection and understanding that is irreplaceable in our digital age.

Looking ahead to 2025/26, I am overflowing with excitement for what the future holds for our charity, Sincere Support. We are looking to further expand our impact through strategic partnerships with local businesses and community organizations, building upon the fantastic foundation laid by our existing partners. I would like to thank, our generous partners, donors, volunteers, team members, and supporters – you truly make all our programs and services possible.

Together, we will continue to move forward, offering hope and strength to all those navigating the difficult journey of having a sick child in hospital or suffering grief.

All good things

*Beverley Lister*

Founder and coordinator



In memory of Jody James

## Feedback and Testimony family W

**What was one of the most impactful things you learned about Sincere Support on your child's admission to hospital, then subsequent grief after the death of your child?**

It's difficult to name one thing because everyone at Sincere Support know firsthand how hard it is to have a sick child in hospital, what challenges I might face having a sibling at home, how to manage my home life with my hospital visits and what grief is. Sincere Support taught me stages of grief and how to deal with my grief. They taught me how to own and manage difficult conversations and interactions, and prepared me with conditioned responses to easily navigate the tough moments. They make you feel that you are not alone and you're not the only person experiencing grief. At some point, we all feel we cannot cope at home or manage our grief Sincere Support helps with all the logistic matters at home and enable us to deal with our grief as individuals.

**What would you say about Sincere Support to someone else who has lost a loved one?**

Absolutely contact Sincere Support as soon as possible, life is never the same when your child goes into hospital then passes away. Sincere Support has the knowledge and empathy having experienced grief, give them the opportunity to help you.



## Sincere Support

### “We’re here to help”

#### THE ILLNESS OR DEATH OF A CHILD, HOW ARE WE EXPECTED TO FEEL?

No one expects their child to be ill or lose their child before their parents, however through illness, RTA or other unexpected circumstances unfortunately, as we are aware, some of us **WILL** experience this.

When someone close to us unexpectedly becomes ill or passes away it affects our feelings in so many ways.

*Shock, numbness, disbelief, sometimes relief, hurt, sadness, anger, helplessness, confusion, even guilt.*

#### THERE IS NO PRESCRIPTION, IT IS OK TO EXPERIENCE THESE FEELINGS

The early days are so hard and we will never feel the same again. They say “time heals”, we learn how to live differently, and things do change.

Knowing we may never see our child again, shopping, cooking, packed lunches will never be the same. But, many of us have other children who depend on us and look for guidance in their loss too. It is sometimes hard to keep strong, but we still have to make the world go round for others.

#### PEOPLE ARE BETTER TO COPE BETTER IF...

- They know what is going on
- Questions are answered honestly and truthfully, not avoided
- They are surrounded by people they can trust, parents, grand-parents, teachers, siblings, friends can be vital offering support
- They are allowed to express their feelings and they feel supported
- Given opportunities and time to talk

Dealing with all this may seem difficult, do not under estimate how much you can help by being there for them and offering a listening ear. Show your own feelings, give them space and let them talk.

Talking with a person after death can be difficult. We cannot always find the right words, we don’t have the answers to their questions.

Generally it is better to stick to the facts, rather than well-meaning stories, be honest of the things you don’t know. Creating memory boxes can be so important for the years to come.

People need opportunities to make sense of what has happened, information and involvement with after effects of death including organ donation and funeral services can be helpful in doing this.



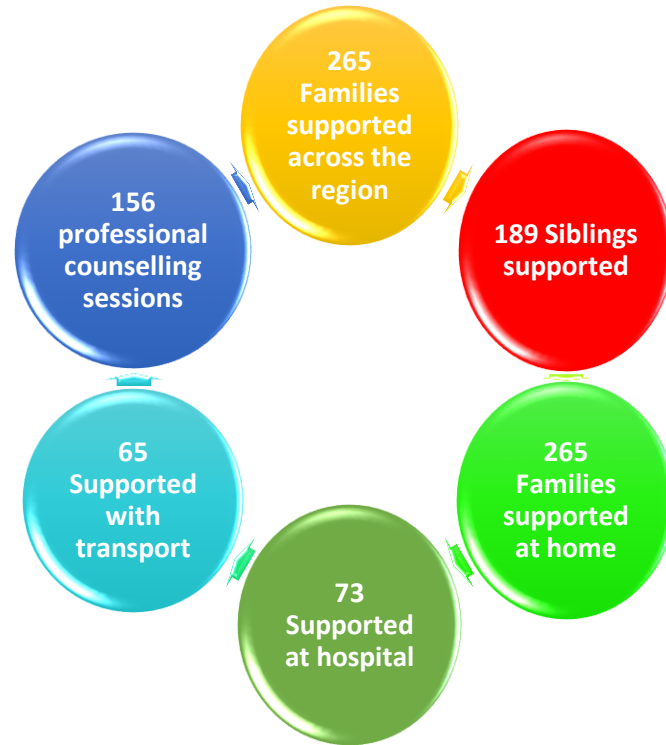
#### IF YOU NEED MORE INFORMATION OR HELP YOU CAN CONTACT

Beverley Lister on +44 (0)7855 770782

Email: [info@sinceresupport.com](mailto:info@sinceresupport.com)

[www.sinceresupport.com](http://www.sinceresupport.com)

## The impact we made



## Overview of services provided

### Grief counselling

- Specialist counselling, long process
- Basic grief counselling, common responses
- Anticipatory, preparing for loss
- Chronic with intense distress
- Grief after trauma
- Inhibited, masked grief, lack of expression, hidden

### Food provision

- Batch cooking to distribute regularly
- Take away
- Shopping parcels
- Shopping done on behalf of families

### Hygiene care packs

- Shower gels, soap, moisturisers,
- Deodorants, skin care, perfumes
- Creams, medication
- Oral hygiene packs

### Food care packs

- Sandwiches
- Boxed meals
- Take away
- Container meals
- Plated meals

### Transport

- To and from hospital
- To and from appointments, counselling sessions
- For shopping visits
- Pharmacies

### Cleaning

- Cleaning provision items
- Care packs
- Cleaning workers provided
- Laundry and ironing done

## Providing financial and emotional help to the families of sick children in hospital or who have sadly been bereaved.

Sincere Support has assisted hundreds of families with sick children in hospital or who have sadly been bereaved. We are an organisation, helping those who have no other means of financial support to cover the non - medical expenses that arise when a child needs to be sent to hospital or out of town for surgery or on-going treatment. Those expenses cover a broad spectrum of needs that are individual to each family.

## Fundraising



Sincere Supports' charity golf day 2024 was a resounding success, raising an impressive £3,324.10 for our charity, thanks to the incredible support of the sponsors and playing guests.

The day kicked off bright and early with tea, coffee, and bacon rolls in the clubhouse. Excitement filled the air as 76 eager players took to the stunning 18-hole course, set amidst picturesque parkland with great views of Rotherham and Sheffield, offering the perfect backdrop for golfers of all skill levels to enjoy a day on the green.

Adding to the day's excitement were several on-course contests and coveted

top positions. Congratulations to all the golfing champions:

There were prizes for the longest drive and nearest the pin.

At the halfway house players were welcomed by "the Golden girls" (Kim and Ann) and treated to tea, coffee, 3 varieties of succulent cakes, cold drinks and chocolates sponsored by Shaun Smith from the Sheffield Stealers'.

The day concluded in the club house where players enjoyed pie, chips, peas & gravy followed by the award presentations, raffle where lucky winners took home a variety of prizes including 4 balls at several local golf clubs and other excellent prizes. Congratulations to all the raffle winners. Finally our players took part in a "ball drop" where the winning prizes were 2 bottles of whisky.



**£10'722.10** was raised on the night, which will go towards supporting our families who have a child in hospital or who have sadly been bereaved

The party got into full swing on Saturday 12<sup>th</sup> October at the OEC Sheffield

This key event in the Sincere Support calendar was eagerly welcomed and proved to be a great success, with the night being enjoyed by friends, supporters and guests from all over the region

The party was held at The OEC Sheffield. Chairman, Stephen Lister commented: "It was fantastic to give everyone the chance

to glam up and let their hair down – something we all need to do after the events of the past couple of years."

The entertainment included DJ Mikey and the Platinum Party Band, which had everyone on the dance floor and the evening was hosted by Maggie Mays owner Gary Sinclair. Everyone heard about the work Sincere Support does in supporting families of sick children in hospital or who have sadly been bereaved, thanks to speeches and an inspiring video that was screened at the event. As a registered charity, the organisation prides itself on holding events that raise monies for families from all walks of life, to help these families create more tomorrows.

Sincere Support was delighted to raise **£10'722.10** on the night through the raffle and auctions.

"A big thank you to everyone who contributed to the success of the evening and those who generously donated to our charity," Sincere Support trustees and ambassadors.

## Ian Hammond's virtual swimming challenge story

Thanks for taking the time to visit my Just Giving page.

When I first heard about Sincere Support, I was immediately struck by the profound impact they have on families in some of the most challenging times of their lives. Organizations like Sincere Support provide a lifeline, offering both practical help and compassionate care and their mission resonated with me and I wanted to do something to support this incredible cause.

Families dealing with a child's illness or loss often find themselves overwhelmed, not just emotionally, but financially as well. The costs associated with hospital stays, treatments, and the necessary time away from work can be devastating. Sincere Support steps in to alleviate some of these burdens, allowing families to focus on what truly matters: being there for their children and ensuring families can stay together during these critical times.

But it's not just about the money. The emotional support Sincere Support offers is equally vital. Having someone to talk to, someone who understands what you're going through can make an enormous difference. Sincere Support connects families with counselling services, support groups, and a network of people who have faced similar challenges. This sense of community can provide comfort and strength during the darkest times.

Inspired by the incredible work of Sincere Support, I decided to embark on a swimming challenge - over the next two months I'll be swimming lengths in my local pool, covering the distance of the English Channel:

- 1,352 lengths
- 21 miles
- 2 months

It's not just about the money raised but the awareness spread, and knowing that our efforts can help ease the burden for families in crisis is incredibly fulfilling.

I encourage everyone to learn more about Sincere Support and consider how they can contribute. Whether it's through donations, volunteering, or simply spreading the word, every little bit helps. Together, we can ensure that no family faces these challenges alone.

### Sponsored Swim for the charity Sincere Support Virtually swimming the length of the English Channel



Sincere Support provide help for parents and families with sick children in hospital or who have sadly been bereaved

Your support is much appreciated. If you are able to, please donate to this fantastic charity via my JustGiving page, and please share with your friends, family and colleagues:


<https://www.justgiving.com/page/ian-hammond-english-channel-virtual-swim>

➤ 22 swims completed.  
➤ A total of 1388 lengths / 34,700 meters / 21.46 miles.

Swim	Date	Lengths	Distance (Meters)	Distance (Miles)
1	26-Sep-24	30	750	0.46
2	30-Sep-24	50	1250	0.77
3	02-Oct-24	50	1250	0.77
4	04-Oct-24	50	1250	0.77
5	07-Oct-24	60	1500	0.93
6	09-Oct-24	64	1600	0.99
7	11-Oct-24	66	1650	1.02
8	14-Oct-24	66	1650	1.02
9	16-Oct-24	100	2500	1.55
10	18-Oct-24	52	1300	0.80
11	18-Oct-24	64	1600	0.99
12	21-Oct-24	100	2500	1.55
13	23-Oct-24	70	1750	1.08
14	28-Oct-24	80	2000	1.24
15	01-Nov-24	72	1800	1.11
16	04-Nov-24	71	1775	1.10
17	08-Nov-24	66	1650	1.02
18	09-Nov-24	66	1650	1.02
19	11-Nov-24	80	2000	1.24
20	14-Nov-24	40	1000	0.62
21	15-Nov-24	40	1000	0.62
22	22-Nov-24	51	1275	0.79
COMPLETED		1388	34700	21.46

Fundraising for SINCERE SUPPORT UK

**59%** £295 raised of £500 target by 22 supporters





REGISTERED CHARITY NUMBER 1176936

## Fund-raising the roof

That's certainly what happened at the Railway, Social Club, Farm Rd, Sheffield at our Glamastics 70's night.

This latest fundraiser was certainly a different event for us, with a show of nostalgia provided by "The Glamastics". As the name suggests, the five piece band specialise in performing many of the hits from the Glam Rock era of the 70's. Travelling down from the North east deserves praise on its own, but they certainly had the place jumping.

Suitably attired with typically flamboyant 70's style stage outfits they kicked the show off with a rousing version of Sweets Blockbuster. The music and era never let up with more big favourites like Jean Jeanie (Bowie), Crazy Horses (The Osmond's), All the Young Dudes (Mott the Hoople) and Son of my Father (Chicory Tip). The music enticed a full dance floor of Glam Rockers and Shakers.

Special mention goes to our ambassador Danny Needham (drums) who organised the show and helped us raise £2020.00



Danny Needham – Sincere Support ambassador

**The Glamastics**

**ALL THE GLITZ & ALL THE HITS FROM**

SLADE · T.REX · DAVID BOWIE  
THE SWEET · MUD · ALICE COOPER  
QUEEN · ROXY MUSIC · MOTT

**FRIDAY 11TH APRIL 2025, 7PM**  
**FARM ROAD CLUB S2 2TP. TICKETS £10**  
**CONTACT BEV: 07855 770782**

AND MANY MORE  
TOE TAPPING  
CHEST BEATING BELTERS!

Registered charity number 1182656

**Don't forget to bring your dancing shoes!!**

## Mental Health in our region

This last year has seen a significant increase of mental health conditions across different age groups in our region. Anxiety and depression amongst our young people has been notable with self-harm & suicide increasing. The cost of living has been hugely impactful on many families over the last 12 months due to the economic burden many of us find ourselves facing.

A substantial portion of individuals still do not access formal treatment, we find that early intervention is crucial for positive outcomes in mental health especially for children and young people. Hence the need for our counsellors to recognise these issues so we can signpost individuals to the relevant services.

A person's diagnosis might change several times during their journey through grief.

8 in 100 people  
have mixed anxiety  
and depression

1 in 5 people have  
suicidal thoughts

1 in 14 people self-  
harm

1 in 15 people  
attempt suicide

The wellbeing of our families is key. We take care to offer them the right support when they need it, provide them with the right tools to help them manage their own grief and mental health. We can also signpost them for more critical help if needed.

## Case study

In June 2025 we took a call out of the blue from a lady in Devon who had picked our organisation website up from the internet.

Immediately it was recognised that she was in a poor state of mental health and at significant risk needing instant and critical help. Her self-worth and self-esteem were at a very low ebb and she was showing concerns of suicidal tendencies.

She wouldn't give a name, she was only willing to tell us that she lived in Devon. Alcohol use and possibly drug use were suspected so it was important to keep her talking and increase her positivity and gain as much information as we could.

We were able to calm her down and get her talking about more general things and eventually ended the call after much dialogue with her feeling much better about herself.

A decision was made to contact Devon Police Station who were in a better position to access and arrange medical experts to this lady. The only real data we had for her was the mobile number that she contacted us on. This was enough information for the Police to identify her and get her urgent and immediate help.

Although out of our region and out of our remit we felt it our responsibility to do whatever we could to help her. This was evident from the thanks that Devon Police afforded us and we feel proud to have been there for her when she had felt so let down by others.



## Family case studies

**Hasan was born with congenital heart disease, and spent the first few months of his life in Hospital. He needed lifesaving surgery immediately then had several visits back in to hospital throughout the year**

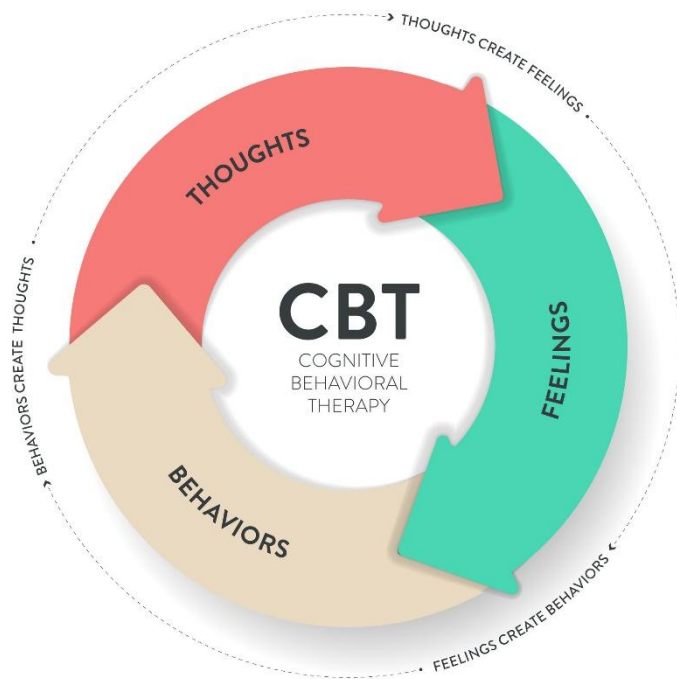
“Our world stopped when Hasan was born. My husband and I heard about Sincere Support through a friend who attends Sincere Support events. Their help has been incredible and made our life easier. Bev and her team provide play sessions for Hasan and his sister, Aisha, helping them to have fun. For Aisha, monthly sessions have given her focused one-to-one time which is crucial as she finds it hard to build relationships with people. The team have made Aisha feel special and have been amazing at boosting her confidence and social skills. Sincere Support makes you realise that you’re not alone and that there are many other families who are in the same situation. They can guide you to a more positive outcome in your life.



### **“Son Nigel, passed away after an aggressive brain tumour“**

When Nigel was born he began life as a normal baby boy. Sadly, that was all to change when we noticed that he was unsettled and agitated so we took him for a check-up. “We were completely shocked to find out that Nigel had a brain tumour. He was rushed for surgery to remove as much of the tumour as the doctors could, but it was already too big and too entwined within his brain to be removed and given his young age any radiation treatment was a huge risk. It was devastating. “The tumour was later confirmed to be a rare and aggressive form of brain cancer that would be terminal for our child and a few months later, he passed away peacefully at home. “Our families and friends were unable to travel to support us because of financial restrictions and, despite the wonderful hospital care, the lack of family nearby meant that we were in desperate need of extra support. “We contacted Sincere Support and were totally amazed by the speedy offer of regular support from them, we started speaking to them on the phone and then made an appointment to meet with them the following day. The support has been unbelievably helpful. Sincere Support understands the importance of helping us through the entire process, including the grief when our child died. They have continued to provide us with support to this day. I cannot thank them enough. “

## Training



### Cognitive Behavioural Therapy Diploma Course

Having encountered people in need of mental health support we decided to undertake a CBT Diploma Course to further develop our knowledge in this area and be able to support our ever growing client need. Cognitive Behavioural Therapy (CBT) is a type of talking therapy. It's used to help people understand how their thoughts, feelings, and behaviours interlink and influence each other, both positively and negatively. The goal of CBT is to help people turn this understanding into an approach that allows them to better manage some of the problems they face in life.

This Level 3 online CBT course introduces the core principles of cognitive behavioural therapy, seeking to boost self-awareness, emotional resilience, and constructive thinking. Throughout 21 modules, we learned to recognise the unhelpful thought patterns that lead to negative cycles, and discover how a shift in mind set can improve your personal wellbeing.

#### What we learned

Our lead staff are passionate about supporting others, we wanted to explore a new path in wellness and coaching? We are trying to develop our understanding of mental health?

The CBT course began with the history of cognitive psychology and behavioural psychology. From there, we went on to familiarise our self with psychological theories of emotions. We learned about how feelings are experienced on a physiological level, and we saw how the way we experience emotions is influenced by our thought processes and behaviour.

As we studied, we found a 3-module focusing on counselling skills which built on our previous knowledge base. As counsellors, we need to not only understand the techniques used, but also what the job entails. This course outlined the personal and counselling-specific skills we need to embody the role. It goes over the counselling process itself, and the professional and ethical constraints. It also digs into how to look after your personal mental and emotional well-being.

To further deepen our understanding of counselling, we explored the history of psychology. This provided us with a greater understanding of human feelings, abilities, and personalities. We studied developmental psychology, psychotherapy, and humanism. Armed with the knowledge of the theories *behind* counselling, we were guided through the principles of CBT to see how it can be used to challenge negative thought patterns and install new, positive behaviours.

Additionally, there are 2 modules each on CBT techniques and variant approaches like dialectical behaviour and solution-focussed therapy. Over the course of 5 modules, we also explored some of the most common life situations that can lead someone to consider CBT. We lifted the lid on depression, anxiety, phobias, insomnia, and anger management, walking through their common symptoms and how cognitive behavioural therapy can offer relief.

In addition to written materials, the course featured 4 educational videos presented by a qualified CBT practitioner.

- Introduction to CBT
- Client Considerations
- Client Consultation
- End of the Session

These videos explored the structure of CBT-informed conversations and considerations in a practical sense, giving us some sense of how we'd use them within a supportive role.

The course also included 2 case study examples. These allowed us to reflect on hypothetical (but very plausible) scenarios and apply CBT concepts in a theoretical, non-clinical context.

By the end of this course, we had explored:

- The foundations of counselling and psychotherapy theory.
- Core concepts and frameworks.
- Basic CBT-inspired tools for reflection and self-awareness.
- Variations and adaptations of CBT.
- The process of change and mind set shifts.
- Professional boundaries and considerations.
- An overview of how CBT principles relate to common emotional challenges.

Building on our previous knowledge we found this course a huge benefit, arming us with the tools needed to support our families better, particularly in the area of mental health which is now so very prominent in our society.



**Our trustee Sheena studying for her CBT Diploma**

# The Road ahead

## Our challenge for 2025/26

Inflation is playing havoc with our charity's finances in many different ways. Some – like rising energy bills and increasing supply costs – may be obvious, while others are less immediately noticeable.

Here are four of the most significant ways inflation will present serious challenges to our charity's activities.

### **Our charity's real income is dropping rapidly**

When economists talk about “real” income, they mean the value of the income – what it can buy. Our charity's “nominal” income – the amount in pounds and pence – may be unchanged or even rising, but in times of high inflation like today the value of that nominal income is less, so our charity's real income is falling.

To put this into perspective, the average charitable donation is £20, and has been since 2017, according to Pro Bono Economics. With the current high rate of inflation a £20 donation in 2017's money will be worth just £15.30 in real terms this year, and just £14.90 next year, using Bank of England inflation forecasts.

So that means that repeat givers who set up direct debits a few years ago, or who are in the habit of making donations of similar amounts every year, will actually be giving about 25% less in real terms this year – so our charity's income from these donors has fallen by about 25% in real terms.

**What can we do:** The solution is to find new donors, and to increase the average donations made by existing donors. Possible methods for the latter include increasing the “suggested donation” options, and asking donors with direct debits to consider increasing their monthly or annual contributions.



### **Our charity's funding is worth less**

Grant funding is the lifeblood of many charities, and numerous grants are awarded on a multi-year basis. This allows charities to make plans and embark on long-term projects. Fixed annual grants are awarded with the underlying assumption that inflation will be low or on the understanding that the real value of each annual payment will decline over time if inflation is high.

The problem is that we did not expect high inflation when we made our grant applications 3 years ago and therefore did not expect the real value of each payment to decline so rapidly. For example, if our charity successfully applied for a three-year grant of £10,000 per year last year, the real value of this year's grant payment will be about £9060, and around £8830 next year.

The same is true of multi-year contracts that charities may enter into to supply services. If our charity committed last year to supply specific services to a family for £1000 per year for three years, then the value of the payment next year would only be about £880. This shortfall in real terms could leave our charity struggling to be able to satisfy the terms of its service.

**What can we do:** Make sure that we take inflation into account when making grant applications? We can do this by calculating costs in real terms rather than nominal terms over the course of the service or for the duration of the grant period.

### **The value of our charity's reserves falls**

We can use our own cash reserves as a buffer to protect ourselves against cash shortfalls due to the falling value of donations, grants and service payments. But it's important to remember that these reserves fall in value rapidly during times of high inflation. In the first half of 2022 about £5.7 billion was donated to UK charities, and if that money was simply used to build up reserves then it was worth about £500 million less by the end of 2022, according to Bank of England inflation figures.

That means that our charity is left between a rock and a hard place due to inflation – we need reserves to protect ourselves from the effects of inflation, but these reserves diminish in value alarmingly rapidly at current inflation levels.

**What we can do:** Since inflation erodes the real value of reserves rapidly, we aim to raise the absolute minimum in reserves that we might need to tide our charity over financially during difficult periods.

### **Your charity faces rising service costs**

Replenishing reserves to a sensible level that allows for financial security in the face of income that can vary unpredictably month by month is important. But high inflation makes this very difficult for many of us to achieve in practice.

That's because of the extreme rate that costs are rising. Energy bills are particularly high at the moment due to the war in Ukraine, but service costs – usually one of the biggest costs that we face – are a particular problem.

If we are to increase sessional worker costs to keep up with inflation then we will have to pay significantly more than last year, and more next year. That's a large amount of extra money to find, at a time when the cost of living crisis is

making it harder, rather than easier, for donors to increase their donation levels.

**What we can do:** there is no easy solution to rising staff costs. The reality is that our charity has to agree fair payments with our sessional workers. Possible options include reducing head counts and making more use of our volunteers.

# What we do and why we do it

Sincere Support has assisted hundreds of families with sick children in hospital or who have sadly been bereaved. We are an organisation, helping those who have no other means of financial support to cover the non - medical expenses that arise when a child needs to be sent to Sheffield Children's Hospital or out of town for surgery or on-going treatment. Those expenses cover a broad spectrum of needs that are individual to each family. Sometimes it is the need to look after accommodation for the months the family will be away or to cover the cost of day-care for siblings left behind while parents are with their sick child. Whatever the need, Sincere Support has always been there to help ease the financial burden the family must face.

Every family Sincere Support has helped endure a myriad of emotions from fear to frustration. Sometimes the outcome is tragic, we don't always win. The pain of losing a child is unimaginable to most of us and even more heartbreaking if it happens after months of being away from home. That reality is unbearable. It's not only the child and their families who win, by having 'more tomorrows' but all of us who have helped to make it happen.

We are able to share joy of success not only when we get the call that the surgery is over and "My child is doing great!", but every time we get a letter, a Christmas card, a picture or a thank you from a very grateful family.



**“If we ever need help it is good to know we can call on Sincere Support is there”**

**100% of people said they would recommend Sincere Support to others**

**97% of people said our services met their needs**

**100% of volunteers said they would volunteer with us again**

**96% of people said they found it easy to contact us**

**99% of people said our fund-raising events were value for money**

# Our volunteers are vital

We have a brilliant, active and highly valued team of 54 volunteers who give back some of their time to make a difference for our families every week. We're proud that Sincere Support is a great place to volunteer.

*"Sincere Support helped my family for many years and I wanted to give something back to say thank you"*

*Steve*

*"It's amazing how a small thing you do can create such a meaningful difference for families during their time of need"*

*Jane*

*"I started my volunteering journey after the long term illness of my daughter in 2012 and I'm still here looking forward to helping at the next event"*

*Claire*

*"It's nice to be able to help people, stop for a chat, listen to them and brighten their day"*

*Kim*

## Some of our supporters



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Wedding and event florist  
Rotherham, South Yorkshire  
and beyond!

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### Next Chapter

Financial Planning



### LLOYDS BANK



SKIP SERVICES LTD



# honey

