

# Corporate Corner January 2025



each

East Anglia's  
Children's Hospices

We're here to  
support families -  
EACH and every  
step of the way.

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# What's been happening at EACH near you...

# Norfolk

## Chatsbrook Santa Run

A procession of gleaming performance cars caused a stir and put smiles on faces after taking a spin to the Nook on the 8th of December. The eye-catching annual Santa Drive featured 20 dazzling machines and was organised by Chatsbrook. The fantastic fleet included Porsches, Lamborghinis, Ferraris and Mustangs. Children and young people receiving care, in addition to their families, were able to see the cars when they arrived. Chatsbrook Events Manager, Amy Chick, said: "It was the third year we've organised this day, and, although we were let down by the weather, everyone got in the spirit and made it special."



## Norwich City Footballers visit The Nook



Norwich City footballers turned Santa for the day while meeting children and families receiving care and support at the Nook. First-team heroes George Long, Callum Doyle, Jack Stacey and Kellen Fisher delivered presents and put smiles on faces during the visit. They were joined by Academy stars Charlie Wilson, Brandon Forbes and AJ Bridge, under-21s head coach Olly Lee and women's trio Lauren Hailes, Megan Todd and Ellie Bishop. The Canaries contingent met nearly 80 family members. Louise Gower, Service Manager at The Nook, said: "The club's visit is always one of the highlights of our year. There was a real sense of excitement and anticipation, and it was a joy to step back and watch the players interacting with families."

## Archway Cards Ltd - Christmas Cards

Between November and December Archway Cards Ltd helped to raise vital funds and awareness for EACH by displaying the EACH logo on their packaging/boxes of Christmas cards for 2024.

The cards were sold across Norfolk with £0.55 per box sold going to EACH, this helped raise a very generous donation. Archway Cards Ltd have very kindly agreed to do the same again in 2025! We're so thankful for their continued support and generosity through this gesture.





# What's been happening at EACH near you...

# Suffolk

## Happy Christmas East Anglia

Happy Christmas East Anglia took place at Ipswich's Regent Theatre on Monday the 9th of December – in addition to smaller, simultaneous spin-off shows in Cambridge and Norwich.

Griff is an EACH patron and raided his contacts book once again to put on a show that also featured West End and Broadway legend Ruthie Henshall, comedian, doctor and broadcaster Paul Sinha, impressionist Jon Culshaw and comedian Nathan Caton.

Happy Christmas East Anglia was supported by the joint-headline sponsors The New Homes Group and Johnston Quarter and the Silver Sponsor was John Fowlers Solicitors LLP.

The final total raised was in the region of £146,000, eclipsing last year's record total of £134,500!



## Ipswich Town Football Players visit The Treehouse



Football fans receiving care and support at the Treehouse had an early Christmas present after being visited by Premier League heroes Ipswich Town.

Chairman Mark Ashton and players Axel Tuanzebe, Jacob Greaves, Conor Chaplin, Sam Szmodics, Nathan Broadhead, Dara O'Shea and Cameron Burgess met children, young people and families at The Treehouse.

Senior Corporate Fundraiser Billie Nugent said: "We're grateful to have a strong partnership with the club, and this visit was both special and memorable. The players coming in always creates a stir, and you can see the joy on families' faces when they get to meet their heroes."

## Christmas Tree Recycling



This year Christmas Tree Recycling was bigger and better than ever at EACH with our teams covering postcodes in Suffolk, Cambridgeshire, and Norfolk on the 9th and 10th of January. We couldn't do it without our corporate volunteers who gave up their time (and vans!) to collect trees from houses all over East Anglia.

This year we raised an incredible amount for EACH! We can't thank Jackson Civil (our Suffolk sponsor), Hughes Electrical, Donnelly Watson, 4x4 Response, Kier Group, Bacton Transport, Landscaping by Bangs, Styne Group, Anglian Demolition & Asbestos Ltd, Flagship Group, Norse Commercial Services, QAV, Milestone, Huntingdon County Council, Stevensons and all the support from within the community, enough!

# What's been happening at EACH near you...

## Cambridgeshire

### Open Hospice Events



We held our first Open Hospice Events this year at our three hospices: Milton, The Nook, and The Treehouse on Thursday 12th of December. It was a fantastic opportunity to show our attendees exactly what we do and provide them with more specialist tours.

Senior Corporate Fundraiser, Hannah Forbester said "It was a wonderful evening full of buzz and chatter and we were so lucky to have the care teams involvement. Our corporate supporters loved hearing directly from them about the work they do, it was a memorable evening for everyone involved."

### Cambridge United FC Giving Day and the players visit Milton

Cambridge United Football Club's Giving Day for EACH took place when the club played Shrewsbury Town at home on the 7th of December. Despite storm Darragh bringing some strong winds and rain, the U's supporters were out in force. It was a great 4-1 win for Cambridge and the fans were in high spirits!

Following this Milton received a visit from Cambridge United stars Kelland Watts, Elias Kachunga, Zeno Ibsen Rossi, Liam Bennett and Brandon Njoku who made Christmas wishes come true after meeting young fans receiving care from EACH. Striker Kachunga said: "I loved visiting the hospice and being in a position to put smiles on faces, meeting the children and talking to the people who look after them. As professional footballers, we know how privileged we are, and a visit of this nature really is the least we can do. It's an important part of our jobs."



### Munro's Golf Day



For the third year in a row Munro held their annual golf day in aid of EACH on the 26th of September. Despite the weather being a bit on the rainy side, it didn't dampen any spirits! There was an amazing turnout with 16 teams all getting involved to raise vital funds for EACH. All of the attendees got behind the auction with some incredible prizes on offer. The McLaren Formula 1 teams hat worn by Lando Norris, definitely got some great bids! It was all round a great day and everyone involved helped raise an incredible amount for EACH.



# Bethany's Story...

Bethany has Mitochondrial Myopathy – a disease that came to light when she was a baby but was only diagnosed in 2018. The 14-year-old and her family have been supported by EACH since early 2012 – initially at Quidenham (EACH's former Norfolk base) and now at The Nook.



Dad Steve says without it, he cannot imagine how they would have navigated the ups and downs of the last 12 years. "It's hard to contemplate how different life would be," he said. "It's been such a rollercoaster. We've had lots of highs and lows, and I don't know where we'd be without EACH. It's become such a huge part of our lives, and the people that work there are amazing. Bethany gets on so well with some of the younger nurses and care assistants. She loves talking to them about Taylor Swift!"

Bethany's condition affects her muscles and energy levels, meaning she uses a wheelchair. Steve and his wife, Caroline, knew something "wasn't quite right" when she was about six weeks old.

**"When Bethany was diagnosed, she was only one of seven in the world with her particular type. We always knew she was one in a million, but that made her one in a billion! She has a real determination, inspires us every day and has taught us so much, not only as parents but also as human beings."**

"My only previous experience of a hospice had been an adult one, and, naturally, it immediately makes you think about end-of-life care," said Steve. "However, we were told about everything available to us, as a family, and it made us see things differently. We were probably a bit naïve, because we didn't know any differently, and then we got to see a hospice with our own eyes..."

...From the moment we walked through the door, you could feel such warmth, and it felt a safe, comfortable environment. We were amazed and soon realised it's not just the child that receives care and support – it's the whole family."

"We love going to The Nook, EACH's Norfolk base, It's an incredible place. The facilities are first-class, and now we have the new accessible playground, which Bethany loves." As well as having fun on the swing and slide, Bethany also enjoys art and music therapy, the sensory room and spending time in the hydrotherapy pool.



**"As a family, we've been included in countless events down the years, and both Caroline and myself have received counselling through EACH. It's made a big difference, and the support really is there for us all, which we appreciate very much." Said, Steve.**

**£1,200 could provide 9 sessions of wellbeing support from one of EACH's counsellors at our hospices, for as long as it's needed.**

## How could you get involved this year...



### Take part in The Big Tea Break

Have you got some keen bakers in the office? A Paul Hollywood wannabe who needs their time to shine? Then taking part in the Big Tea Break could be a fun initiative to get involved with! Share some cake and have a cuppa all in aid of EACH. Our official Big Tea Break week for 2025 is Saturday 22nd to Friday 28th March, but you can also host an event any time of year! Get in touch with [corporate@each.org.uk](mailto:corporate@each.org.uk) to find out how your team could get involved!



### Join the Business Circle

By joining the [Business Circle](#) for a donation of just £1,000 per year or £100 per month, your support will go towards us continuing to offer a family-centred, needs-led approach to care, ensuring all of the needs of the children and young people we care for are met - whether psychological, physical, emotional, social or spiritual.

This loyalty programme comes with exclusive offers such as: opportunities to sponsor events at a reduced rate, attendance at EACH business circle events, promotion on our business circle member "wall of fame" and so much more!



**Business Circle**  
East Anglia's Children's Hospices

### Could you be "corporate convict" for Jail or Bail 2025?

Have you or a colleague committed a 'corporate crime'? Take part in our quirky charity fundraiser on [27th February 2025!](#) Maybe you've stolen the office milk, overshared with co-workers or asked people to turn their computers off and on again one too many times. For your crimes, you will be 'arrested' and put behind bars for five hours until you can raise your bail! In the weeks leading up to the event, and on the day, you will canvass support from your network in order to raise the £1,000 bail, all in support of EACH.

Events will be held at our three hospices - Milton (near Cambridge), The Nook (Framingham Pigot) and The Treehouse (Ipswich). Click [here](#) to find out more!





# Pier 2 Pier Challenge - Norfolk & Suffolk



Does your team fancy a new challenge? Are you keen to do some team building outside of the office? Then get involved and sign up as a group for either of our Pier 2 Pier challenges.

Our Pier 2 Pier events are back again this year in both Norfolk and Suffolk! This year both are being kindly sponsored by our loyal supporters Chestnut.

Join us on Saturday 7th June for Pier 2 Pier Norfolk, as we take on the challenge of walking 32 miles from Cromer Pier to Great Yarmouth Pier. The route will take you along the ever popular Norfolk Coastal Path. You will walk along multi-terrain (sand, shingle, path, dunes). Lace up your walking boots and start training, this walk is not easy!



Or join us on Saturday 6th September for Pier 2 Pier Suffolk, as we take on the challenge of walking 16 miles from Lowestoft Pier to Southwold Pier. This may be a shorter walk than Norfolk, but this challenge is still physically demanding! The route will take you along the coast to start and then heads inland along fields and country lanes.



Any questions? get in touch with [corporate@each.org.uk](mailto:corporate@each.org.uk)

## There's lots of upcoming events and challenges in 2025 you can get involved with...

- 27th February - Jail or Bail 2025
- 26th April - EACH Skydiving Day in Beccles
- 18th May - Norwich Bubble Rush
- June - Business Circle Summer Social
- 7th June - Pier 2 Pier Norfolk
- 6th July - Newmarket Bubble Rush
- 13th July - The Piglet, Junior Hog
- 6th September - Pier 2 Pier Suffolk
- 19th September - EACH Golf Day
- 20th September - EACH Skydiving Day in Beccles

We've still got some sponsorship opportunities at our events! - Please get in touch if you're interested.