



Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

The Little Treetops Book

A handy guide to Treetops Hospice

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Purpose

With staff across the organisation liaising with supporters and the public at any one time, we need to ensure we have a clear and cohesive 'voice' when talking about Treetops Hospice.

The purpose of the Little Treetops Book is a simple, go-to guide for:

- How to refer to Treetops Hospice and our services
- Our terminology and tone of voice
- Key statistics and money handles

You should refer to this book when:

- Drafting copy which will be seen externally (e.g. appeal letters, leaflets and social media posts)
- Preparing to talk in public about the hospice e.g. presentation to a group

The Little Treetops Book is an extension of our [Brand Guidelines](#) and [Tone of Voice](#) document.

Our Tone of Voice and Terminology

Our Tone of Voice

Our Tone of Voice guide ensures all communications from Treetops Hospice are clear, consistent, and aligned with our brand personality. It supports content creation across all channels, audiences, and contexts.

You can read the full guide via the Staff Page on our website.

Brand Personality and Voice

Our tone reflects our brand identity and should be consistent across communications.

Core characteristics:

- Compassionate
- Positive
- Caring
- Friendly
- Professional

The tone may adapt in intensity depending on the audience and context, but these traits must always be present.

Content Principles

- Clear Purpose – Know the goal, audience, and action desired.
- User-Focused – Speak directly to our audiences in relatable ways.
- Quality over Quantity – Prioritise accessible, accurate, well-crafted content.
- Collaboration – Work across teams, respect expertise.
- Test & Learn – Experiment, evaluate, and evolve content.
- Transparency – Be honest and authentic, even in setbacks.
- Flexibility – Create modular, multi-use content for different platforms.

Tone

- Friendly: Use contractions, inclusive and simple language.
- Authoritative: Be concise and confident, avoid jargon.
- Encouraging: Use positive verbs, suggestions, and reassurance.

Writing Style & Formatting

- Use UK spelling (e.g., realise, analyse).
- Avoid ampersands (&), slashes (/), and acronyms unless necessary.
- Use headings, bullet points, and links thoughtfully and avoid “click here” – link to relevant keywords e.g. Read more about counselling services provided by Treetops rather than Click Here.

- Use bullet lists sparingly and consistently, and without double spacing

Numbers & Punctuation

- Spell out one to nine; use numerals from 10+.
- No serial commas unless needed for clarity.
- Use en dashes (–) with spaces, not hyphens.
- Ensure no orphan or split words in layout. An orphan word is when one word appears on a line by itself.
- Align text to the left

Storytelling and Community Impact

Highlight Treetops' local impact through real stories of patients and supporters. Show how people contribute and benefit, using authentic voices to build emotional connections, ensuring the content educates and informs its audience.

[View our full Tone of Voice document](#)

Local is important

Being a local charity, and being active in the community, is incredibly important to us.

To build awareness and engagement, it's vital that we emphasise that we are the local hospice for Central and Southern Derbyshire, how many local families we're helping, the many ways in which we're helping them, and – crucially, how the public can help us. That's why we've included lots of stats and numbers in this document for you to refer to.

Terminology: Some do's and don'ts

We explicitly use the following terms:

- 'We' or 'us' when referring to the hospice
- 'Living with a life-limiting condition' / 'living well with a life-limiting condition' not 'suffering from a life-limiting condition'
- 'Died' not 'passed away' or 'lost someone'
- 'Dying' not 'passing'
- 'Uses a wheelchair' not 'wheelchair-bound'
- The phrase 'end-of-life' is hyphenated when referring to the care we provide. It is not hyphenated when referring to a period of time
Example: We provide 'end-of-life' nursing care
Example: The patient was coming to the end of life
- We use both the terms life-limiting condition and life-limiting illness. You can use the words 'life-limiting' with or without the hyphen
Example: Treetops cares for people with a life limiting condition
Example: Our services are for people with a life-limiting illness
- We do not use an apostrophe after the word Treetops i.e. Treetops' services
Example: Treetops services include counselling for adults
- We never capitalise the word 'hospice' when referring to the building or the cause. We only capitalise the word 'hospice' in our name

Example: Here at the hospice, we offer a range of services
Example: Treetops Hospice is a charity

Our branding

Our branding has to work hard to stay cohesive and engaging and to achieve this we need everyone's help to keep all of our communications looking and feeling the same.

This guide isn't here to creatively restrict you, it's here to make all of our working lives just that little bit easier.

Our branding covers:

- our logo and tagline - and how to use it
- brand accessibility - think fonts, colours
- brand assets - including the leaf shape and brand mark
- photography and imagery

Describing Treetops Hospice

Our name

Our full name is Treetops Hospice, but once we've initially introduced ourselves in full, it's fine to shorten our name to Treetops

Note: Treetops is registered at Companies House as Treetops Hospice Trust. This is our legal name so you may see it on formal documents. **You shouldn't refer to the charity as Treetops Hospice Trust** however.

Our services

When referencing Treetops services, they should be spelt in the following ways (please note the capitalisation below and throughout this document):

- Support and Information Service
- Wellbeing Space or Wellbeing Services
- Hospice at Home Service
- Roaming Nurse Service
- Counselling and Emotional Support Service
- Therapeutic Services
- Compassionate Communities Project
- Volunteer Befriending Service
- Care Home Development Service
- Education and Development

Describing Treetops Hospice, in writing

In a single sentence:

Treetops Hospice is a leading end-of-life care charity for central and southern Derbyshire. We open our arms and hearts to support thousands of local people, and their families, through the most difficult time of their lives.

In less than 100 words:

Treetops Hospice is a leading end-of-life care charity for central and southern Derbyshire.

We open our arms and hearts to support thousands of local people, and their families, through the most difficult time of their lives. Sadly, we need to raise over 80% of our costs. Your donations ensure our caring team of nurses, counsellors and end-of-life professionals can help people day and night. It takes a community to make a hospice.

Optional One Liners:

- Treetops Hospice offers compassionate nursing care and emotional support, guiding adults and their families through some of life's most difficult moments in central and southern Derbyshire.
- Treetops Hospice offers Hospice at Home care every day of the year, providing comfort, compassion, and support to those who wish to spend their final days at home, surrounded by loved ones.
- Treetops Hospice offers compassionate counselling, emotional support, and complementary therapies to adults, children, and young people coping with loss, as well as to those living with life-limiting illnesses. Their services provide comfort and strength during life's most challenging times.

Describing Treetops Hospice, in person

When talking about Treetops face-to-face, we encourage you to consider the key bullet points below.

Wherever possible, we encourage you to **emphasise the impact of our care** for patients and families through sharing anecdotal stories or quotes. The Marketing and Communications Team can provide you with examples of these. Several quotes are also provided throughout this document to further explain services.

- Treetops Hospice is a leading end of life care **charity** for Derbyshire
- We support people with **life-limiting conditions** such as cancer, neurological conditions e.g. Motor Neurone Disease, frailty, and heart and respiratory conditions - **from diagnosis onwards** and **those who've been bereaved**.
- We've a dedicated team of **Hospice at Home** nurses who care for patients at the very end of their lives, who've chosen to die at home
- We offer **bereavement counselling** for children and adults who've experienced the death of a loved one
- We offer **confidential Support and Information** from diagnosis onwards, for patients and carers
- Our **Wellbeing Team** offers **bespoke practical, psychological and physical support** one-to-one as well as support groups for those with a life-limiting condition
- Our **Compassionate Communities Project** encourages people to have discussions around death, dying, loss and bereavement, and provides isolated people with **befriending support**
- All our support is provided **free of charge** to patients
- **Since 1983**, we've supported many thousands of local people, and their families, through the most difficult time of their lives
- We can't do all this without our supporters, and **we appreciate every single penny** they donate

Friendly emails and website addresses

Wherever possible, please use your 'friendly' email addresses e.g. name@treetops.org.uk and our shortened website address: www.treetops.org.uk

Derbyshire and Nottinghamshire references

Our main aim is to embed Treetops Hospice as ‘the’ hospice for central and southern Derbyshire. This is our core catchment area where most of our care is provided and provides the greatest opportunity for income generation.

However, some of our services are only available to patients or clients living in certain areas. These are:

- Bereavement Counselling for Adults and Children – available to anyone living in the southern Derbyshire and Derby City areas.

We only provide a Hospice at Home service to Nottinghamshire patients at the direction of Nottinghamshire Hospice.

General statement, if asked what we do within Nottinghamshire:

There are several hospices working together to provide end of life care for people living across Nottinghamshire, each serving a specific area.

Treetops sits centrally between the cities of Derby and Nottingham. For many years, we have worked closely with Nottinghamshire Hospice, delivering nursing and wellbeing care to patients.

Funding Treetops Hospice and how this compares to other hospices

- It costs over £5.7 million a year to keep our doors open, but we only get a little funding from government bodies, roughly 18%. The rest of our funding comes from supporters.*
- It costs around £14,500 a day to run Treetops. We're not fully funded by the NHS and have to raise 80% of our income.

* *The 18% figure is Statutory Funding vs all Hospice Costs (i.e. Income Generation and Back Office included)*

Key facts and figures

We directly supported over 2,119 people in the local community, along with their families and carers, during the most difficult time of their lives.

During 2024-2025:

- Our Hospice at Home Service delivered more than 18,700 **hours of care** for patients at the very end of life, in their own homes
- **8,951 hours** of care and support were given by our Wellbeing Services team
- Our Support and Information Cafe had **2,147** visitors
- Nursing care and support was delivered to **1,122 individuals**
- **18,719** hours of Hospice at Home support were provided
- **521** hours of care planning and triage required to support the delivery of our Hospice at Home service
 - We welcome support from over 500 volunteers. Our clinical volunteers help us to care for people that access our Wellbeing Services within the café, support groups and bereavement hubs, our volunteer befrienders within our Compassionate Communities Project and our Therapeutic Services volunteers (professional counsellors and complementary therapists). More than half volunteer in our charity shops, support events for our community relations and lottery teams, and provide volunteer support for our main reception and counselling teams, kitchen, gardening and admin teams.
- We provided counselling and emotional support and/or complementary therapy to **667** adults and children

- **5,002** hours of counselling assessment and therapy were carried out; with **316** hours of complementary therapy provided
- **26** individuals were supported by the Befriending Service
- **513** support visits / calls were made which equates to **589** hours of support delivered

Key money handles

- £108 could help a patient who is at end of life, receive a night of hospice at home nursing care
- £67 could help a family/carer looking after a loved one at night get immediate response from our Roaming Nurses, either advice on the phone or a home visit.
- £34.50 or £35 could help a bereaved adult or child get support through a counselling session
- £13 could help pay for a counselling pack for a bereaved child
- £12 could help pay for the refreshments enjoyed by an adult with life limiting illness when attending our well-being café

Talking about our services: Hospice at Home

Description

We have a team of registered nurses and healthcare assistants (HCAs) who provide vital end of life nursing care for patients who've chosen to die at home with their loved ones. These patients are usually in the last six months of life.

Some of the patients we support live in care homes rather than their own 'house'.

Hospice at Home care is available all year-round including Christmas.

As well as caring for patients, our nurses and HCAs also offer emotional support to patients' families and loved ones.

Families have the opportunity to be as involved as they wish in caring for their loved one, while recognising and promoting both privacy and dignity at a very difficult time.

One-to-one nursing care

We can provide one-to-one nursing care for a patient from 10pm to 7am. This means that carers have the chance to have a good night's sleep whilst knowing their loved one is being cared for.

Roaming Nurse Service

Our Roaming Nurse Service complements the Hospice at Home Service and was introduced to help alleviate pressures on the NHS during the pandemic.

The Roaming Nurse team is made up of a Registered Nurse and a Healthcare Assistant (HCA).

The team responds to calls for assistance throughout the night (10pm to 7am) from Treetops and Marie Curie nurses, care agency staff, District Nurses, or from patients/families referred to the Hospice at Home Service, living across Derby city and Southern Derbyshire.

The Roaming Nurses can visit up to seven patients every night and help with symptom or pain management, personal care, repositioning and verification at the time of death. They can also offer advice and reassurance over the telephone.

Additional Notes

- When referring to our Hospice at Home nurses or healthcare assistants (HCAs), please **do not** refer to them as brave, angels, heroes or saints

They are: caring, compassionate, dedicated, hard-working, a credit to their profession, highly trained

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- Please **do not** reference how many numbers of nurses or HCAs we have. A number can be misleading, changes regularly, and does not reflect the impact of our care
- Please **do not** suggest our Roaming Nurses provide rapid or urgent care.
- Please avoid suggesting our nurses are a replacement for the NHS or emergency services. They complement and support existing NHS services and alleviate pressures on the NHS.

Quotes

"Hospice at Home was a wonderful service that was a Godsend to me and my family at a very sad and difficult time. We would not have been able to cope at home without it. Thank you."

"The Hospice at Home service is truly invaluable. Each nurse was professional, knowledgeable, and so kind and compassionate. I was able to sleep at night knowing Dad was being so well cared for."

"I expected the Roaming nurses would just help us get Dad back into bed, make him comfy and then leave, but they helped us with things we just didn't realise needed doing."

"For me and Mum, it made a massive difference. It just took the stress off us a little and it put our minds at ease. We could then go back to bed."

"The Roaming nurses reassured us so much at such a horrible time and they never once made us feel like they had to rush off to go and see someone else."

Talking about our services: Counselling, Emotional Support and Bereavement Counselling

Description:

We offer counselling and emotional support to adults, children and young people who are struggling with a bereavement.

The service is available to all users of Treetops Hospice services and people registered with a GP practice in Erewash, Derby city and Southern Derbyshire.

Additional Notes

- When referring to our counsellors, please **do not** say they provide a 'shoulder to cry on'. Our counsellors offer a 'listening ear'
- Please **do not** reference how many numbers of counsellors we have. A number can be misleading, change regularly, and gives no indication of the care we provide

Quotes

Bereaved Adults

"The Treetops counselling has helped me process what happened. It enabled me to understand my feelings and find a way to live with the pain. It's reminded me I have the inner strength to get through this dark time and not to hide from the waves of pain as they come."

"The Treetops counselling has allowed me to move forward, as I was consumed with grief which was making me physically ill. My counsellor gave me the space to talk about so many thoughts and feelings that I could not, and would not, voice to my family."

Bereaved Children and Young People

"The Treetops counselling picked me up when I was in a very dark place. It really helped me when I needed it the most and helped me feel not so sad."

"Coming to counselling at Treetops has helped me to understand my grief and work through it better. I now know what to do when I'm having a tough time and I can calm myself if I feel overwhelmed."

"Coming to Treetops gave me a place to talk to someone who wasn't part of my family. My counsellor was always there for me, to listen."

Parent/Carers of Bereaved Children and Young People

“My wife’s death left us all feeling a bit at sea. The frustration felt by the children came out as anger which we didn’t know how to process. Since counselling, they’ve been able to process their feelings better. Although we still have a long journey ahead of us, we feel that we’re moving in the right direction.”

“Once M had started the counselling, I could see that she was able to express herself more easily and talk about things, without feeling like she couldn’t or shouldn’t. She always felt really safe coming to Treetops, and they gave her some strategies in moving forward and keeping going while still being able to talk about things and realise her feelings.”

Talking about our services: The Mollitiam Project

Description:

The Mollitiam Project (Moll-i-ti-am Project) is our non-talking, group therapy programme for young people (8–17yrs) who have been significantly affected by the traumatic bereavement of a parent, carer or sibling. Their bereavement may have occurred at any time in the past.

The project was named by one of the first young people to attend. Mollitiam is Latin for resilience.

Just like adults, young people who have lost someone important can find themselves struggling with a powerful range of emotions.

Sometimes they can find it difficult to express their grief in words. Or they might find the idea of one-to-one counselling too daunting and would prefer to use other non-talking means.

The project is available to young people who are registered with a GP practice in Derby city or the southern Derbyshire area, or who have used our services.

The therapy includes a programme of eight weekly sessions which are held at the hospice, with groups of between 6-12 young people.

Sessions include:

- Expressive activities such as animal therapy, drumming therapy, art therapy, yoga therapy and complementary therapy
- Educational activities on understanding grief and managing feelings better
- The creation of a personal journal to record involvement in the programme
- Support and advice for parents and carers

Additional Notes

- We sometimes refer to this project as the 'M Project' internally
- The therapy is non-talking not non-verbal

Quotes

Young person:

"Everyone knows grief is hard, but not everyone understands how hard it actually is. Treetops was there for me, ready to hold my hand every step of the way. They gave us a space where we could be with others who know what you are going through.

People who don't have to ask how or when or why, but who are there if you need it, can give you support, and be a friend."

"I always felt different being around people my age, then on the Mollitiam ProjX, I suddenly felt accepted. Together, it made the light at the end of the hard parts, even brighter."

Parent:

"The project has shown Rebecca that she's not alone. She could share common thoughts and feelings with others who have experienced the same tragedy and trauma. This is what makes the project so unique, and vital to young people coming to terms with their emotions."

Talking about our services: Life-limiting illness counselling

Description:

We offer counselling and emotional support to adults who have been diagnosed with a life-limiting illness.

The service is available to users of Treetops Hospice services and people registered with a GP practice in Erewash, Derby city and Southern Derbyshire.

The service is available from initial diagnosis, during treatment, or when a patient is facing the end of their life.

Additional Notes

- When referring to our counsellors, please **do not** say they provide a 'shoulder to cry on'. Our counsellors offer a 'listening ear'
- Please **do not** reference how many numbers of counsellors we have. A number can be misleading, change regularly, and gives no indication of the care we provide

Quotes

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“My Treetops counsellor allowed me the space to learn about myself and to be less critical.”

“The Treetops counselling helped me turn my life around. I can now smile and enjoy life. I’m no longer scared about talking about my worries with my family.”

Talking about our services: Complementary Therapy

Description:

We offer complementary therapy to adults with life-limiting conditions and for those who’ve been bereaved.

Complementary therapy helps to ease stress and anxiety, promote wellbeing and aid relaxation.

The service is available to people who are currently in receipt of our care.

We are starting to extend this service to bereaved older children and teenagers as well.

Additional Notes

- Please check the spelling when referring to this service: we offer complementary therapy and not complimentary therapy

Quotes

“The complementary therapy sessions at Treetops eased the pain and swelling that I suffer with from my cancer, and all the operations and treatments I am currently going through.”

“I’ve had Reflexology, neck massage and head massages at Treetops and there isn’t just one benefit – there’s a whole multitude. There’s the physical side – it relieves the pain caused by the chemotherapy and the tension in your shoulders from wearing the Chemo cold-cap. Having the massage just gives you a release and you immediately feel like a weight’s been lifted off your shoulders. It’s a whole hour just for me.”

Talking about our services: Education and Training

Description:

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We run a variety of training courses in communication skills, palliative and end-of-life care and bereavement.

Our Education Team aim to provide an inclusive environment to learn. We have a wide variety of training courses including bespoke offerings tailored to meet the needs of organisations.

We develop and deliver different levels of communication skills training courses, workshops and bespoke consultancy services to meet the needs of health and social care providers, and for those working in schools via face to face and online delivery, reaching out nationally.

Some topics we cover are:

- Communication skills
- Recognising dying and symptom management
- Verification of death
- Bereavement
- Working with children and young people in a therapeutic setting
- Trauma informed practice
- Supporting bereaved children in schools and other organisations.

Talking about our services: Support and Information Services

Description:

We offer confidential support and information to patients, carers, family or friends, and professionals.

Support is available after initial diagnosis, when things change, near the end of life, and anytime in between.

We can offer a range of information including (but not limited to):

- Explanations of information patients have been given about treatments and symptoms, and answers to questions following a consultation
- Information on finances e.g. welfare rights, benefits and grants
- Information about wellbeing
- Information about staying in work and getting back to work
- Referrals to other groups and specialist organisations

We provide:

- A weekly Wellbeing Café - informal face-to-face advice in a relaxed environment at the main hospice in Risley

- A Tears to Laughter peer support group for bereaved adults
- We also host a monthly support groups for patients with MND (Motor Neurone Disease). This is also called 'Mollie's', named after a late patient, and a Huntingtons Disease Group

Quotes

"I can't speak highly enough of Treetops. It's a place to go where you can just be yourself. You can talk about your diagnosis – or not. You know that you're all in the same or similar situations and people just 'get it'."

"We were encouraged to visit Treetops and thank goodness we did! They are our lifesavers. It was wonderful to have people to talk to, that understand what we are going through."

"I don't know how I would have coped without the Tears to Laughter group. Just seeing someone in person, being able to talk through your feelings and having them listen, has been good for me."

"The Tears to Laughter Group is a place where I can share my thoughts. It's a warm and caring place to be and you can just sit there and listen. I found it hard in the beginning, but everyone has been so welcoming and supportive. It's been a lifeline for me."

Talking about our services: Wellbeing Services

Description:

We provide a range support for anyone facing a life-limiting illness with the aim of helping them to maintain their quality of life and independence.

All support is bespoke and personalised to each patient's needs.

Our Wellbeing programmes include:

- Wellbeing Support and Information Cafes
- MND (Motor Neurone Disease) Support Group - Mollies
- Huntingtons Disease Support Group
- Tears to Laughter bereavement support peer group
- Community Bereavement Hubs

Empower Programme

The Empower programme is a personalised wellbeing programme that puts you at the centre.

This isn't a "one-size-fits-all" approach. Instead, we start by asking one simple but powerful question: What matters most to you right now?

Whether it's finding ways to make daily activities easier or more comfortable, managing difficult symptoms like anxiety, fatigue or breathlessness, planning ahead for your care, or just making the most of the time and energy you have; we work together to identify what's getting in the way of your wellbeing and focus on what's possible.

This programme is about more than just managing a condition. It's about recognising the whole person. That means your values, your goals, your fears, and your hopes. Through supportive one-to-one sessions, we'll explore the challenges you're facing, set small, realistic goals, and introduce simple but effective techniques to build confidence and resilience, at a pace that works for you.

Some of the tools we already use include:

- Anxiety management strategies that help you regain calm and control
- Fatigue and energy conservation planning to make daily life more manageable
- Advice regarding equipment, aids or adaptations to enable daily tasks
- Forest bathing and gentle connection with nature, which support mental and physical wellbeing
- Nutrition support, to help you nourish and care for your body
- Return-to-work planning, if getting back to meaningful activity is part of your goal
- And support with planning for future care, so your voice is heard, respected and understood

Referrals are welcome from health and social care professionals, which will be followed up by an assessment by a Treetops Clinician. This programme can be a valuable addition to the support and care already provided. It offers a structured way to support people in building practical coping skills, maintaining independence, and focusing on what brings them purpose and peace.

Wellbeing at Home

Wellbeing at Home staff bring care and support into patients' own homes weekly, fortnightly or monthly, on a short or medium term basis.

We support patients who are unable to access services on site at the hospice, through to supporting their end-of-life needs.

Wellbeing at Home support can provide carers with a break for a few hours to go shopping or have time for themselves.

Examples of support include working on personal goals, recording life stories and making memory boxes, discussing future care planning, helping with mental wellbeing and providing respite care.

Quotes

“The MND support group at Treetops has made my dad feel like he is helping and is a hope for others. I can relate to the families too. I get a lot from not feeling like ‘it’s only us’.”

“The SPRING Programme has encouraged me to re-visit things I have not tried for some years since my stroke. It has helped me to focus on what I CAN do, rather than what I am unable to do.”

Talking about our services: Compassionate Care Projects

Description:

We provide local people with skills, opportunities and language to support those affected by end-of-life issues.

As an example, we actively encourage open discussions about dying, death, loss and bereavement (often perceived as difficult or taboo subjects). This can help people to feel more in control, create better end-of-life experiences, and increase access to support.

Befriending Scheme

An increasing number of our patients and clients have told us they feel isolated and lonely.

Loneliness has a profound impact on emotional mental health, independence and one’s ability to remain at home, and how patients manage their medical conditions.

Our Volunteer Befrienders make weekly phone calls or regular visits to patients with a life-limiting condition to help them feel more connected to their community.

Volunteer Befrienders can sit and listen to people's stories and experiences, play board games, bake and go for short walks.

The service can also offer respite for carers who can leave the house knowing their loved one has someone there to listen to them.

Quotes

“Nothing changes for me. I can’t risk going out with my health. I know that if I phone Treetops, I will speak to someone who can reassure me. If you’ve not spoken to anyone for two days, it is a huge comfort.”

Case study example 1

Lyn is 60 years old and lives alone. She has terminal cancer and regularly undergoes chemotherapy. Lyn had to shield during the pandemic and had very little contact with the outside world.

Her Volunteer Befriender, Caroline, and Lyn quickly built a good rapport during their initial telephone calls. As soon as allowed, Lyn was able to receive weekly home visits.

Lyn has told us that Caroline is lovely. She trusts her and can talk to her about things she cannot speak to others about, including conversations about dying. When Lyn was recently admitted to hospital Caroline arranged to visit her there as she had no other visits during her stay.

Case study example 2

Amy is 78. She has COPD (Chronic Obstructive Pulmonary Disease which is the name for a group of lung conditions that cause breathing difficulties), Parkinson's disease and severe frailty. She has mobility and communication difficulties.

During the pandemic, Amy was no longer able to attend a social group and became more isolated.

Amy was able to talk to Volunteer Befriender Janet about her worries about maintaining independence, deteriorating health and eventually the decision she made to move to a nursing home.

Whilst preparing for the move, Janet was able to support Amy with tasks for the move and still visits her in her new home.

Talking about our Charity Shops

Description:

We currently have **20 charity shops** located across Derbyshire and Nottinghamshire.

Our shops sell a variety of clean, good quality goods that are donated by members of the public, including books, clothes, household items, and jewellery.

We have **specialist shops** which sell furniture , a bridal boutique (Bramcote Lane, Wollaton) and a shop that sell items from £1 (Ilkeston). We also have an [eBay store](#).

For saleable furniture donations, we offer free collection and for furniture sales, we offer a reasonably-priced and quick delivery service.

Our charity shops help provide us with a vital source of income.

Each shop has a manager and/or assistant manager who manage teams of shop volunteers. Volunteers are integral to each shop, helping with a wide range of roles from receiving and sorting donations, to serving customers.

Terminology

- We refer to our shops as charity shops - not retail shops

Talking about our Lottery

Description:

The Treetops Lottery is a weekly charity cash prize draw that provides a vital source of funding for Treetops Hospice.

Our lottery started in September 1996 with just over 400 members. We now have almost 10,500 members.

There are 12 guaranteed prizes available every week. A first prize of £1,000, one prize of £100, and ten prizes of £5. There is also a rollover prize of £200 which can roll over each week that it isn't won to a maximum of £10,000. Once the rollover reaches £10,000, the prize is guaranteed to be won.

It costs £1 per entry and in order to fulfil our social responsibilities, we have chosen to only accept entries from those over the age of 18yrs.

Every Spring, we hold a Lottery Super Draw where the weekly prize is doubled to £2,000 and there are several additional smaller prizes.

Tickets can be bought online or in any of our charity shops. We also attend events in the community to encourage people to sign up.

Fundraisers

We have a team of fundraisers who work within the areas that the hospice services cover.

Photos of our fundraisers and the postcode areas where they are currently canvassing are available on our website. Fundraisers go to residential areas and knock on doors, and attend events to encourage memberships. All fundraisers carry an ID badge with them.

Terminology

- We never capitalise the word 'lottery' unless putting Treetops in front of it e.g. 'our lottery team' or 'our lottery helps provide ...'
- We ask people to **play** the Treetops Lottery
- Supporters can buy **tickets** e.g. it costs £1 per ticket
- Those who take part in the Lottery are referred to as members or players
- On any communication that invites a person to play the Treetops Lottery, we must state: Terms and Conditions apply. Players must be aged 18+

Key Information and Stats

- Treetops Lottery players have helped to raise nearly £4 million to support our care since the lottery began.
- A year's lottery membership could help to fund a counselling session for a bereaved adult or child

Quotes

"By playing the Treetops Lottery, I know I am contributing to a local charity. You can see where your money is going and how it helps people in your community. It has been invaluable to so many people, and long may that continue."

"Treetops Hospice is the only charity I support. I want to give something back from when our family received amazing help through the bereavement counselling and complementary therapy services when my mother passed away. Treetops were a huge help in helping us all through a difficult time."

Ways to get involved with Treetops

Volunteer

We always have volunteering opportunities, especially in our charity shops. Those interested should visit the website www.treetops.org.uk/volunteer contact Volunteer Services via email volunteering@treetopshospice.org.uk or telephone 0115 949 1264 or pop into their nearest shop for more information.

Donate to our charity shops

Our charity shops welcome good quality clothes and household goods.

Shop locations, opening hours and how to donate items can be found online: www.treetopshospice.org.uk/shop

Play our lottery

Play our weekly lottery for just £1. Tickets are available online, at the hospice reception or in our charity shops.

More information can be found online: www.treetops.org.uk/lottery by emailing lottery@treetopshospice.org.uk or calling 0115 939 9339

Fundraise for us

From running a 10k to holding a picnic, we love people fundraising for us.

You can sign up to one of our Treetops events or challenges – or we can support you with your own ideas. Find out more via fundraising@treetopshospice.org.uk and www.treetops.org.uk/get-involved

Social Media

All our latest news and information is shared widely across our social media channels.

We encourage people to follow us, like and share our posts and stories.

- [Facebook @treetopshospice](#)
- [Instagram @treetopshospice](#)
- [LinkedIn – TreetopsHospice](#)
- [TikTok @treetopshospice](#)
- [You Tube – Treetops Hospice](#)

Our charity shops also have their own Facebook pages:

<https://www.facebook.com/TreetopsOakwoodCharityShop>

<https://www.facebook.com/people/Treetops-Draycott-Charity-Shop/61575776704847/>

<https://www.facebook.com/TreetopsLongEatonCharityShop>

<https://www.facebook.com/TreetopsSandiacreCharityShop>

<https://www.facebook.com/TreetopsBeestonCharityShop>

<https://www.facebook.com/TreetopsDuffieldCharityShop>

<https://www.facebook.com/TreetopsAllentonCharityShop>

<https://www.facebook.com/TreetopsLittleoverCharityShop>

<https://www.facebook.com/TreetopsMelbourneCharityShop>

<https://www.facebook.com/TreetopsAllestreeCharityShop>

<https://www.facebook.com/TreetopsBeechdaleCharityShop>

<https://www.facebook.com/TreetopsWollatonCharityShop>

<https://www.facebook.com/TreetopsIlkestonCharityShop>

<https://www.facebook.com/TreetopsChaddesdenCharityShop>

<https://www.facebook.com/TreetopsStaplefordCharityShop>

<https://www.facebook.com/Treetops-Willington-Charity-Shop>

<https://www.facebook.com/Treetops-Heanor-Charity-Shop-108481285308009>