

Corporate Corner

May 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...

Cambridgeshire

Swynford Manor Charity Ball

On the 28th of February, Swynford Manor hosted their annual charity ball, in aid of EACH. This is the 2nd consecutive year we've been supported by Swynford Manor through their fabulous event! It was a glitzy evening filled with frolicking fun, fine food, delicious drinks and glorious entertainment all night! They have set the date for their next charity ball - Friday 13th March 2026, so pop the date in your diary!



Cambridge Half Marathon

On Sunday 9th of March, 19 runners set out to take on the TTP Cambridge Half Marathon in the glorious sunshine, all in aid of EACH. Together they raised an unbelievable £9,352! With beautiful surroundings of historical Cambridge and the weather to match, it was a fabulous day with everyone in high spirits. [See our runners in action.](#) Feeling inspired? Register your interest for next years Cambridge Half Marathon [here](#). We're also going to be at the Great Eastern Run in Peterborough - could you take on the challenge for EACH? Register your interest [here](#).

Stagecoach East 'Fill a Bus'.

Generous bus drivers have revved into action to show their support for EACH. The kind-hearted colleagues were joined by engineers and support staff and organised a huge donation drive on behalf of Stagecoach East. Between them, they gathered a whole host of quality items – enough to nearly fill a bus – which will generate funds for us by being sold across our 52 shops. The bumper haul amounted to around 50 bags, including men's, women's and children's clothing, shoes, toys, homeware, electrical items, the list goes on!



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

Norfolk

Norwich Airport Partnership

We have announced an exciting new partnership with Norwich Airport. EACH has been named as the airport's official charity of the year beginning this April. Norwich Airport staff will be organising a variety of fundraising events throughout the year, with passengers able to learn more about the charity and make donations. In addition, a special behind-the-scenes tour is being arranged for the siblings of children supported by EACH!



Bullock Fair Charity Shop

Bullock Charity Fair Shop have been fantastic supporters of EACH for almost two decades. We're shining a light on the charity shop this quarter for their unwavering support over the years, particularly through trickier times during 2020 and COVID-19. They not only support EACH but other organisations in the area and have raised over £2 million for local charities. We're grateful to have such an outstanding team supporting us year on year!

Jail or Bail 2025!



This year's Jail or Bail fundraiser at EACH raised an unbelievable £38,355!

Our team of 13 "corporate convicts" were all incredible sports and really got behind the initiative, turning to their network to help raise their bail.

There were arrests, handcuffs and runaways - all to raise essential funds!

We're already thinking about how we can make 2026 bigger and better - so get in touch if you'd like to be a part of the fun!



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

Suffolk



SunLite Group's Solar Panels

This year the Sunlite Group have raised an amazing amount of money for EACH, enough to fund new cost-saving solar panels for two of our hospices (The Treehouse and Milton)! From taking on a skydive to organising a fundraising ball, they really went the extra mile to raise funds. These solar panels will have a long-lasting impact in terms of our environmental objectives and becoming more sustainable, while also helping us make financial savings. Both hospices have now got the solar panels installed and this is projected to save us, £146,000 over the next 20 years.

Lignacite's COO takes on Ultra-Challenges for EACH!

Nick Franks, Lignacite's Chief Operating Officer, will be embarking on an incredible journey to walk 500km across ten events in 2025, to support our vital work. From the Lake District to South Coast and from the East Anglian Coastline to the Gower Peninsula, these walks will cover all of England and Wales. Every one being more than a marathon in length going cross country, seeing some of the most epic views this country can provide. Nick has set his fundraising target at a minimum of £5,000 - £10 for every kilometre he plans to walk!



LIGNACITE
Sustainable Masonry



Whip Street Motors

Whip Street Motors is run by Charlie, Jodhi, Kevin and Greg Baker and together they have been making donations to EACH, among other charities, since April 2007. Their latest cheque, for £1,000, brought their tally to £23,838. Donations of this nature make such a difference, allowing us to continue our vital work, caring for children and supporting families across Suffolk and the rest of East Anglia. We're so grateful for the 18 years of support we've received from Whip Street Motors.

Amaya's story...

Amaya Leighton has Larsen syndrome, and her family – parents Alex and Samara and brothers Korben and Xander – have been supported by us since 2018.

The ten-year-old loves spending time with our care team at The Nook, and, despite having separation anxiety, has built her way up to having overnight stays at our Norfolk hospice. It means Alex and Samara can take a well-earned break, allowing them to spend precious time with Korben, 12, and Xander, two.

“In the early years of Amaya's life, it was very difficult to get the support we needed,” said postman Alex, 39. “Then EACH came into our lives, and it's made the world of difference ever since. Amaya started with six-hour home care sessions, when EACH was still based at Quidenham, and it gave us a chance to do things with her big brother, Korben. Without that, it was so hard for us to give him the time and attention he needed and deserved. Amaya's care was so intense he didn't get a look in. We then started staying overnight, as a family, which meant we got the best of both worlds. Amaya had separation anxiety, so it was hard for us to leave her for long periods of time, but it meant we could pop out and do things with Korben. Those stays were great, and now we've hit a real milestone, whereby Amaya is happy to stay overnight on her own.”

Amaya's condition affects her joints and has led to severe muscle weakness. She uses a wheelchair and has lots of trouble sitting up unaided. Before birth, it was detected there might be a problem and she may have club foot. After being born, her feet were facing completely out, and she was 'scrunched up'. She also has breathing problems, and there were major scares during the early weeks of her life.



“Amaya's care from EACH allows us to go out and do things, temporarily stepping away from our responsibilities as fulltime carers. It's very strange when she's not at home, especially overnight, because one of us always has to sleep in her room with her.

However, it allows us to recharge our batteries, and we know she's in safe hands, being looked after by some amazing, friendly, helpful and supportive people.”

Dad, Alex.



£1,500 could pay for a 22 hour overnight stay at one of our hospices.

A short break gives children special one-to-one time with our care staff at home or in the hospice. Caring for a child with life-threatening conditions is 24/7, so it's also a chance for mums, dads, grandparents and carers to recharge their batteries while spending time with their other children, family and friends.

£3,000 could pay for over 12 hours of counselling in the family home.

Counselling is an integral part of our wellbeing service. Our counsellors are there for families for both the good times and the more difficult times and this service can be accessed at any stage, for as long as it's needed.

£10,000 could pay for a day of care at one of our hospices.

We need to raise £10,000 in voluntary income per day to keep each of our three hospices running across East Anglia - that's £30,000 in total.

As a children's hospice we only receive around 15% of our income from statutory sources.

Tailored Corporate Partnerships

Hear from one of our Corporate Partners, Milestone...

"I joined Milestone in June 2021, when we were just coming out of the pandemic and slowly returning to the offices after the period of lockdown. One of Milestone's key objectives at this time was to get back out into the community and give something back.

First on the list was finding a charity to support for two years as part of our social value plan. The charity had to be local to us and the areas within which we work, to make an impact. It also had to be agreed upon with our teams to ensure they were fully behind us and willing to support. In January 2023, I was thrilled to read the results of a staff poll and find out that EACH would be our nominated charity for 2023/24. Unintendedly, EACH was already a charity close to my heart having known two families that had sadly been through the journey of serious illness and then losing a child.

Working with EACH and the corporate fundraising team, has been an absolute privilege. We just click and everything we arrange, whether it be fundraising, or volunteering, just works! When I'm working on these projects it doesn't feel like work at all, it gives me such a feeling of achievement and to see the differences we are making is such a joy. Regardless of who I work for, EACH will always be my charity of choice, I am very lucky to get to support them as part of my employment.

The partnership between Milestone and EACH in 2023/24 achieved so much, we spent many hours at the hospice volunteering, we called on our supply chain and together we widened a very tight turning circle enabling easier access for emergency vehicles visiting the hospice. We held bake sales, Christmas raffles and Christmas jumper days, we went on 32-mile treks and climbed mountains, all to raise money for EACH.

Those events, especially the climbs and treks were invaluable to the employees at Milestone. They brought people together that often hadn't met before and the sense of achievement when everyone reached that shared end goal together was very special. It's no surprise that EACH were once again named our chosen charity for 2025/26 with 97% of votes from staff."

Get in touch!
How can we tailor our
partnership with you
this year?



"Supporting a charity like EACH brings so much more to a business than simply fundraising. For our teams it has provided team building opportunities, it has enabled us to give back to the community in which we work, for some it has bought friendship and new connections, but for all, a real sense of pride and achievement." Kate Law.

Is anyone in your team up for a challenge?!

We've got a full diary of events and challenges your team could get involved with this year. From skydives, to 32-mile hikes through sand, and even an abseil down St Edmundsbury Cathedral! There's plenty of different challenges you and your colleagues can get involved with.

It'll be a team building exercise like no other!

Get in touch with corporate@each.org.uk to sign your team up and hear about our corporate group discounts.

- 18th May - [Norwich Bubble Rush](#)
- 7th June - [Pier 2 Pier Norfolk](#)
- 6th July - [Newmarket Bubble Rush](#)
- 13th July - [The Piglet, Junior Hog](#)
- 16th August - [St Edmundsbury Cathedral Abseil](#)
- 6th September - [Pier 2 Pier Suffolk](#)
- 20th September - [EACH Skydiving Day in Beccles](#)



Join the Business Circle



Business Circle
East Anglia's Children's Hospices

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.

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

Some of our [Business Circle events](#) coming up this Summer...



Breakfast Networking at Sutton Hall - 22nd May



'Behind the Scenes at Godolphin' - 5th June



Children's Hospice Week events, in all counties - w/c 16th June

We always want to hear your thoughts!

Click [this link](#) to take part in April's Corporate Corner Poll.

(the best answer will win you a chocolate treat!!)



Or scan the QR code.

Our newest Business Circle members:

- Lignacite
- David Button Funeral Services
- Excel Carpentry Contractors
- MBP
- SunEnviro
- Greig & Mills

To see our full Business Circle "Wall of Fame" - Click [Here](#)



Hannah Forbester

Corporate Fundraising Manager at EACH

As I begin my role as the new Corporate Fundraising Manager I wanted to express my deepest gratitude to you for your unwavering support of our mission here at EACH.

We are driven by a steadfast belief in the power of collective impact and the dedication and generosity you have shown towards EACH is truly inspiring. Your partnerships, sponsorships, and donations have directly touched the lives of countless individuals, making a tangible difference in their futures.

As we all face the implications of the rise in national insurance costs and the new national living wage, we understand that these changes are not without their challenges for businesses. Yet, in the spirit of solidarity and shared humanity, your commitment to our cause remains unshaken. This resilience is a testament to the values that underpin your organisation and the importance you place on giving back to the community.

At EACH, we are acutely aware of the additional burdens these changes may bring to your company. Nevertheless, we are also keenly aware that our own operational costs are increasing. These realities only serve to underscore the vital role you play in sustaining our lifeline of support to families who need us most. Your continued loyalty ensures that we can adapt and thrive amidst these uncertainties.

We remain steadfast in our resolve to work alongside you, sharing our successes, learning from each other, and fostering meaningful relationships. Your involvement in our events, the sharing of our stories, and the promotion of our cause within your network are invaluable assets that help us extend our reach and maximise our impact.

Once again, I extend my heartfelt thanks to you and your team for your ongoing support. I look forward to deepening our relationship and exploring new avenues of collaboration in the months and years ahead.

If you'd like to find out more about anything you've read in this issue of Corporate Corner please don't hesitate to get in touch.

You can reach out directly to your contact at EACH or email corporate@each.org.uk