



## New Sibling Support Service Opens

**It is well recognised, that, the emotional needs of siblings of children with special needs and disabilities are frequently overlooked and misunderstood.**



Whilst planning for the Swings & Smiles permanent centre continues, we are able to offer a support service for brothers and sisters of children with special needs in line with our commitment to supporting the family as a whole.

We have been extremely fortunate to have a volunteer, Jan Stiff, who is trained in counselling, both online and face-to-face, and is able to offer her time to support young people who have a brother or sister with special needs. Young people aged 12 years or over will be able to access support through email.

Swings & Smiles recognises that teenagers are never far away from the internet these days, therefore what better way to engage with them using a format that they feel comfortable with and at a time that suits them? Jan will provide Sibling Support, via email, from our office in Broadway House, Newbury.

'In my experience, brothers and sisters in this situation do not actually require counselling. What they tell me they appreciate is someone who understands their situation and can spend time listening without judgement and in confidence. Talking to other family members is often not an option. They understand that their parents have to contend with much emotional turmoil and limited time so they avoid sharing their feelings with them. This can lead to misconceptions being made, frustration, low self esteem and the venting of built up emotions through behavioural problems such as lack of concentration at school. Having a chance to talk, share and gain insight into their situation can provide a huge relief for many of these siblings.'

For those who do not wish to make direct contact with the service, or children under 12 years, there is lots of useful information in the Sibling Support section of our website.

**This service has been made possible by a grant from Newman's Own and the Peter Baker Foundation.**

**To access support visit our website at [swingsandsmiles.co.uk](http://swingsandsmiles.co.uk) and go to 'Sibling Support'**

'What they appreciate is someone who understands their situation and can spend time listening without judgement and in confidence'  
Jan Stiff



## Help From Butch Cassidy Himself!

Hollywood legend Paul Newman was known not only for the great films he made, such as 'Butch Cassidy and the Sundance Kid', but also for his personal philanthropy. This extended to the food company he set up, Newman's Own. The company's products are made and distributed in the UK by the English Provender Company (EPC) who invited Swings & Smiles to apply for a grant from the **Newman's Own Charitable Foundation**.

The great news is that we have been successful in our application and have received a grant of \$10,000 which will help fund premises to enable us to run the Sibling Support Service (see page 1). The services will be provided by Jan Stiff, who is experienced in providing counselling and advice to children and young people. We will operate from these premises in advance of our own permanent centre being established, thus ensuring that we are meeting the needs of families at the earliest opportunity.



## Great Year Beckons For Swings & Smiles

**2010 has been a busy and successful year for Swings & Smiles and 2011 promises to be even better.**

Chairman Sian Cook has praised all those who have helped the charity to where it is today. 'The efforts and commitment of hundreds of enthusiastic helpers have brought our fund-raising close to the £300,000 mark,' says Sian. 'We have a new office facility at Broadway House in Newbury and from there we are also running our new Sibling Support Service.'

'We have experienced some frustrations over identifying the right development site for our permanent facility for those with special needs but we are currently pursuing alternative options and hope to be able to announce positive news in the New Year. I am confident that 2011 will be a big 'breakthrough' year for us and all the support given to date will be rewarded with a clear way forward for our important work in West Berkshire.'

We have received a grant of \$10,000 from the Newman's Own charitable foundation

## So Many Ways To Help

Swings & Smiles is fortunate to have so many individual friends and supporters who find so many ingenious ways to help us by raising funds.

For instance, **Brian Hastings** found a mountain bike and handed it in to the police. It was unclaimed after eight weeks and was therefore handed back to Brian. He quickly found the bike a home with a local family and took a donation for Swings & Smiles in return. Brian made this up to £50 and presented the proceeds to us.

**Lloyd Lilley** needed no mountain bike to help him around the Cardiff Half Marathon at the end of last year. He had 'warmed up' at the Reading Half Marathon already and, glutton for punishment that he obviously is, found no problems in Cardiff. The result was a handsome donation of £559 for Swings & Smiles.

Even further afield, **Julia Williamson**, Operations Director for Charlton House decided to climb Mount Kilimanjaro – all of 5,895 meters high! She accomplished this feat which she described as 'the most challenging activity I have ever undertaken' and Swings & Smiles benefited from Julia's generosity and that of her friends who sponsored her.

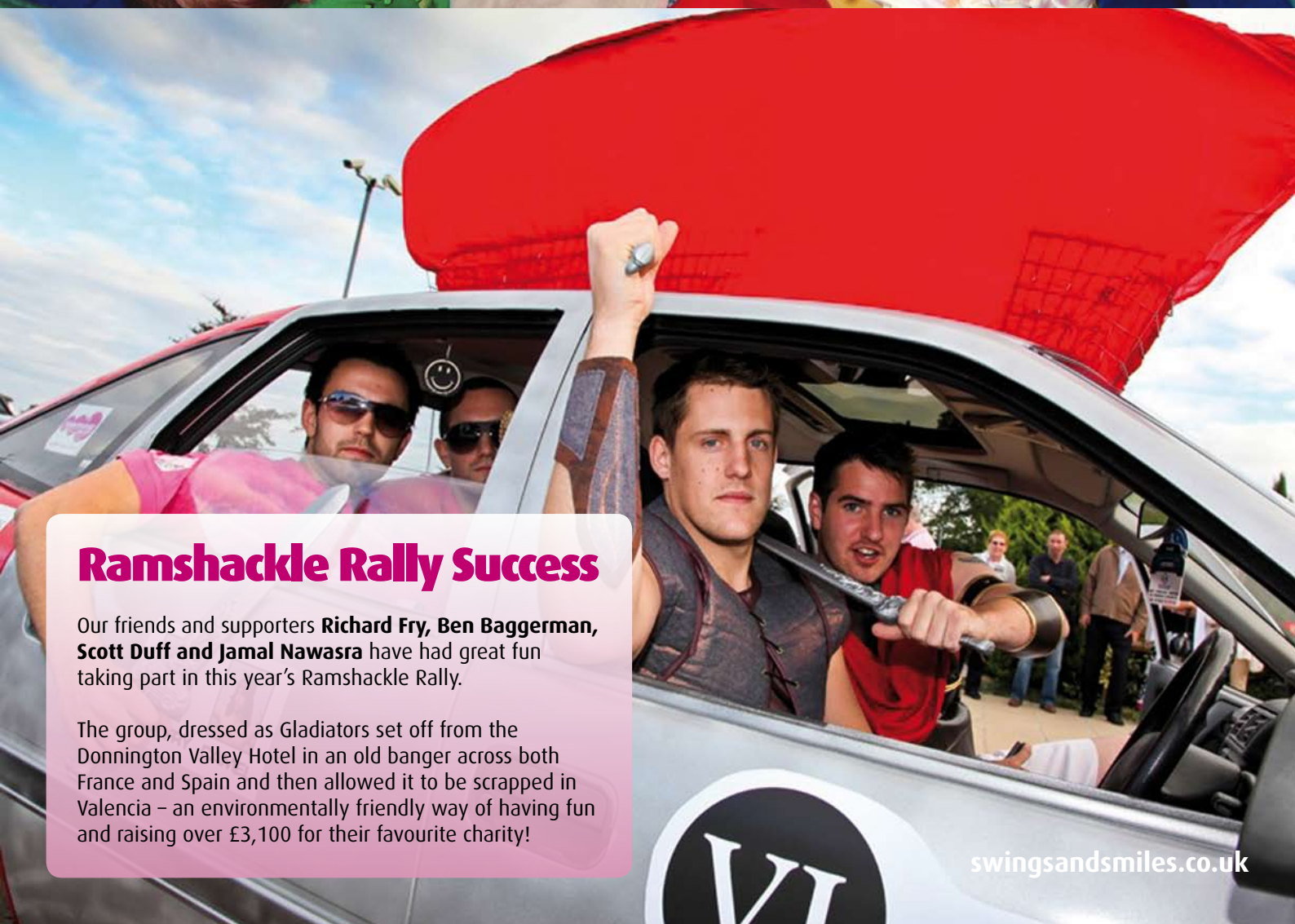




## Dear Swings & Smiles

Me (Henry - blue jumper, blue shirt) and my sister (Maisie - spotty dress), asked our friends that came to our birthday party if they could put some money in a wishing well instead of giving presents. We managed to raise just over forty pounds and we wanted you to have it to help towards your playground.

Henry and Maisie Trigwell-Jones xx



## Ramshackle Rally Success

Our friends and supporters **Richard Fry, Ben Baggerman, Scott Duff and Jamal Nawasra** have had great fun taking part in this year's Ramshackle Rally.

The group, dressed as Gladiators set off from the Donnington Valley Hotel in an old banger across both France and Spain and then allowed it to be scrapped in Valencia - an environmentally friendly way of having fun and raising over £3,100 for their favourite charity!


A group of approximately 20 young children and one woman are sitting on a red rug in a room with large windows. The children are dressed in various costumes, including a Batman suit. The woman is smiling and looking towards the camera.

**St George's  
Pre-School who sent  
us £40, raised from  
their 'Superhero'  
week**

# Grateful

A large crowd of runners is gathered for a race. In the foreground, a man wearing a yellow high-visibility vest with "RACE DIRECTOR" written on it is holding a red megaphone. He is looking towards the runners. The runners are wearing various athletic gear, including tank tops and shorts. One runner in a green tank top has a bib number "386".

**Organisers and  
participants in the  
Peasemore 5 Mile Run  
who chose us as  
their charity**



Newbury Soul  
Searchers Scooter Club  
for the £500 raised  
in memory of  
Les Pearce

Newbury Soulsearchers  
Scooter Club

# Thanks To



Katy Blakemore and  
Julie Whittington who  
raised nearly £1,000  
by competing in the  
Windsor 8K  
Ladies Race



## Having A Ball At Donnington Valley

The first ever Swings & Smiles Ball was held at **Donnington Valley Hotel** in May and more than 120 guests danced the night away after a delicious meal. Entertainment was provided by the Fab Beatles tribute band. Chris Clacy and Sarah McGuire organised the ball in Adam Clayton's memory and with the expert help of Sue Roberts everything was a great success.

Anthony Cox and his staff at the Donnington Valley Hotel gave every possible support and the event's proceeds, coupled with the £1 per room donation from every guest room at the hotel, added up to well over £6,000.



**Sian Cook**  
received a cheque for £6,000  
from Donnington Valley Hotel  
General Manager  
**Anthony Cox**

## Well Done Home Farm School

Pupils from **Home Farm School** in Woolhampton raised £200 at the Harvest Festival last year. They invited Sian along to receive the cheque and saw the Swings & Smiles video presented by Clare Balding.



## Sainsbury's Do Us Proud

Our year as **Sainsbury's Newbury** charity partner sadly but inevitably came to an end. But the support the company and its local staff gave to us during the period was immense. Leigh Brown, the store manager, and Carol Irwin, his assistant were able to hand over to us a total of nearly £7,000 as a result of all the efforts made. Sainsbury's Newbury were supported by our own team of Emma Woodhead, Jan Stiff and Katy Hawthorne.

We are so very grateful to Sainsbury's for showing just what it means to have a great national company working with local employees to support a community charity such as our own.

## Right Royals Win On Golf Course

The first Swings & Smiles Golf Day, held at Sandford Springs Golf Club in early September, was a great success.

First prize went to the team used to winning in another sport altogether – **Reading Football Club**, led by manager, Brian McDermott, with assistant coach Nigel Gibbs, goalkeeping coach Sal Bibbo and club physio Luke Anthony. Second were 'The Nomads' and third 'Only Here for the Beer'. More than £1,200 was raised for Swings & Smiles and organiser Sue Roberts has already booked Sandford Springs for an even bigger event on 14 September 2011.



## Companies Supporting Swings & Smiles

A growing number of local businesses have been supporting us in recent months and we are very grateful to them and their employees.

**Avnet Technology Solutions** held a Kick Off meeting for staff, which resulted in a £500 donation to our funds. **Amy Green** is one of our local volunteers who works for **Baker Tilly** in Basingstoke. One of the company's fun activities for staff is a 'dress down' day and recently we benefited from a donation of around £200 as the result of staff sponsorship.

**Microfocus** chose Swings & Smiles to be the company's designated charity recently. Staff activities to support us have included the 'Bubbles' production at the Watermill, cake and book sales and foreign coin exchange. As a result of all these efforts Nick Bray of Microfocus was able to present us with a cheque for over £4,000 – a great contribution to our fund-raising target.



## Christmas Cards Designed To Help Us

**BUZZ shopping and restaurant guide** is distributed to 40,000 readers locally. This year a competition to design the guide's front cover has been launched amongst local children. The winner and five runners up will have their designs printed as Christmas Cards with a percentage of sales going to Swings & Smiles – a novel idea promoted by **Imagika Graphic Design**.

## We've Been Racing!

We held our first Race Night in October at the **Donnington Valley Hotel**. The event was sold out and attended by many loyal supporters as well as some new faces. We were delighted that Clare Balding was able to attend, along with patrons Graeme Murty and Peter Baker. Sian was pleased to have the opportunity to thank Graeme for the very generous donation from his Testimonial Year and to present Anthony Cox, the hotel's general manager, with a Friend's Certificate for their great support. Clare then described our Sibling Support Service, explaining its importance and benefit to many families in our area.

Jack Sulman and his son Matthew hosted the racing and while we enjoyed a curry supper, they showed some photos taken over the last three years as well as the film made earlier this year with Clare and Amy in which Clare explains the need for Swings & Smiles. During the evening, Clare auctioned one of the races which resulted in some very noisy bidding!

The event was great fun and such a success, raising over £2,100, that we plan to hold it again next year.



## Debenhams Get Behind Us

**Debenhams** in Newbury is the latest major store to put its fund-raising support behind Swings & Smiles.

As part of the pre-Christmas build-up the store is hosting a charity evening on 16 November, with proceeds going to us. We will also feature in Debenhams window display for the event and benefit from a collection.

## Grateful Thanks To

**Cheam School in Headley**, near Newbury who raised an incredible £10,000 at their Summer Ball in June.

**Thatcham United Reformed Church Pilots** who raised nearly £1,200 from a 'sausage sizzle'.

**The Order of Women's Freemasons Lodge**, Berkshire Downs, who contributed £450.

**AFC Newbury Boys** who raised a magnificent £1,500 from a penalty shoot-out competition.

**Kate Stevens** who raised more than £565 for us in the Peasemore 5 Mile Run.

Everyone who supported us in the **Reading Half Marathon** this year.

All children who will take part in the **West Berks and North Hants Schools Cross Country Run** in December. We will benefit from a collection on the day.

## Make Free Cash Donations To Our Charity

Did you know that you can make free cash donations to us whenever you shop online? It will not cost you anything extra – the online shop pays the donation on your behalf. Just shop every time via [www.thegivingmachine.co.uk](http://www.thegivingmachine.co.uk).

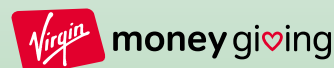
## Getting In Touch

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[justgiving.com/swingsandsmiles](http://justgiving.com/swingsandsmiles)



[virginmoneygiving.com](http://virginmoneygiving.com)



[ebay.co.uk/ebayforcharity](http://ebay.co.uk/ebayforcharity)



[thegivingmachine.co.uk](http://thegivingmachine.co.uk)



[guidestar.org.uk](http://guidestar.org.uk)