



HARRY'S RAINBOW IMPACT REPORT

2022

Following the pandemic, 2022 was going to be the year that we recovered. Our primary objective was to re-start our face-to-face provision for beneficiaries and re-energise our focus on fundraising activity. The icing on the cake would be that 2022, our 10th year would be a special one. - **Odette Mould, CEO**

The decision to recruit a dedicated Family Liaison Officer in 2021, increase the scope of the fundraising role, focus on social media marketing and becoming more involved in the business community of Milton Keynes, have all attributed to the increased exposure and recognition of our charity. Registrations to access our service have risen by 56% compared to 2021, we moved into our first Rainbow Home to give us our own space to work and grow and we won an SME GOLD award for Positive Impact. I also personally received an MBE in the Queen Birthday Honours of 2022. The year has been a resounding success, but nothing pleases us more than knowing we are making a real difference to our bereaved community. Through our very first impact report we hope to demonstrate to you just how much of a difference the charity is making.


**WE AIM TO GIVE BEREAVED CHILDREN
A BRIGHTER TOMORROW**

BENEFICIARY SERVICE PROVISION

All children who are registered with us are offered a memory box containing a range of items including a knitted rainbow bear which can provide great comfort to a bereaved child. Families are invited to access any or all the services available, though our core support offer is the structured Rainbow Groups, where children are given their own keepsake box to store the Rainbow Tools they create. The purpose of the groups is to facilitate contact with other bereaved children and families to reduce isolation and loneliness, increase confidence and self-esteem. Families benefit greatly from shared experiences and being in a community that understand them. In 2022, our group provision rose by more than double the pre pandemic figure. We were able to provide a total of 44 groups.

 **141 children registered to access our service – a rise of 56% compared to 2021**

 **24 structured & Peer Rainbow Groups**

 **More than 40 youth & young adults benefitted from 20 groups across the year**

MISSION

Our mission is to be one of the leading providers of support services for bereaved children and their families in and around the Milton Keynes area, offering the emotional and practical support they need during the grieving process. We want to raise awareness about bereavement and the services that Harry's Rainbow can offer, helping to ensure that the charity can grow and provide support when and where it is most needed.

VALUES

Compassion

We treat people with warmth, empathy and respect

Dedication

We work tirelessly to support our bereaved children and grow our charity

Integrity

We want to always do the right thing, operating in the right way



Rainbow Groups



Memory boxes



Rainbow Retreat



Trips



Therapeutic mentoring



Rainbow Tools & Activity Packs

TRIPS & ACTIVITIES

We know how important it is for families to have the opportunity to create memories together. We enable this through our provision of Trips and Activities. Occasionally we also arrange standalone projects throughout the year to encourage participation and attendance from specific groups of people. This year we engaged with the wider 'Heads Up' campaign to improve accessibility for men and young adults, with the aim to engage them into more of our activities and groups. This led to more communication tools being set up for this group and due to success, there are plans to organise another day like this.



'Harry's Rainbow and its volunteers were fantastic in yet another very well organised event. We are grateful to Harry's Rainbow for being such a heart-warming, thoughtful, supportive, welcoming Charity. Thank You for helping put smiles on our faces and the faces of all bereaved families in Milton Keynes, but most importantly, Thank You for including our Family in Yours!'



43

families benefitted from the beneficiary get togethers during the summer and at Christmas



8

attended Lads and Dads day at énergie fitness gym



354

individuals attended our trips to Woburn Safari Park & Frosts Christmas event



23

families attended our 10th Birthday celebration

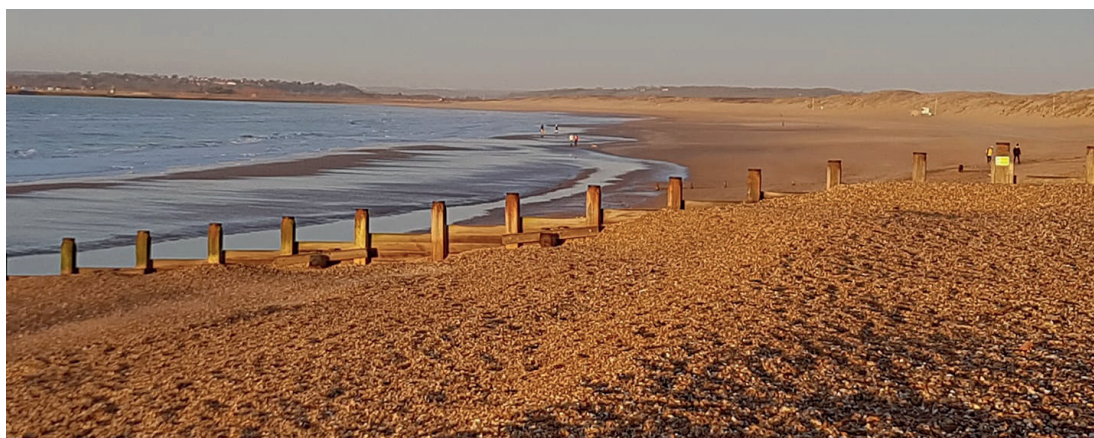


32

young people and young adults attended a trip to Ninja Warriors and the Escape Room

TAILORED SUPPORT

Our wider support services include Therapeutic Mentoring to any adult or child beneficiary, typically on a 1-2-1 basis. Additionally, we can offer our retreat in Camber Sands, a home from home break. Furthermore, for families facing their first Christmas without their loved ones they are offered a bespoke hamper.



Beautiful and relaxing views, and memories to be made at Camber Sands

120

Therapeutic mentoring sessions delivered to beneficiaries

73

children benefited from short breaks

74

children benefited from Christmas hampers & voucher packages

OUR GROWTH

Our growth has been exponential across 2022, reflective of the team's hard work engaging with external organisations and charities, local businesses and focusing on marketing and communications. Enquiries seeking support from schools has increased, reflecting the need and requirement for information to be available for those working with children and families.

14,272
website hits

744 new followers
acquired across all
social platforms

Our Podcast was
downloaded 597 times
and reached the top 50
in the Apple Parenting
podcast charts.



The Mayor of MK celebrated
our 10th Birthday with us



MEET THE TEAM



Odette Mould MBE
Founder and
CEO



Emma Gilead
Fundraising Events
Manager



Rachel Salmon
Family Liaison
Officer

FUNDRAISING FOCUS

We are incredibly grateful for every person that supports our fundraising, whether a one-off donation, regular donations, or corporate support. During 2021 fundraising was particularly challenging. We were keen on recovering to our pre covid levels however it was also crucial to focus on communication and grants and trusts applications. Our fundraisers never seem to disappoint in the fun and exciting events and activities they participate in to support our beneficiaries, and this year there were A LOT of walking challenges. From the Cotswolds to Mt. Everest, a huge distance was travelled...thank you just never seems enough!!!



25 grants applied for

18 friends raised £2227 through regular giving



Over £12,000 was raised between the Rainbow & Canal walkers

The Wonderland Ball raised over £17k in profit



JRR Colour Run involved 273 participants and raised over £7k

Largest single donation received £1500



22 companies and individuals took part in Children's Grief Awareness week in November

The most unusual event this year was the Halloween Scare Maze, attended by 100's and raising over £4000



VOLUNTEERS

Our volunteers enable us to provide the support we give to our beneficiaries; without them we simply could not make such a positive impact on the bereaved community. Our published Volunteer Impact Report provides more detailed information.

22

supervision groups supporting our
face-to-face volunteers

60

1-2-1 Therapeutic mentoring sessions
delivered to staff and volunteers

Over 73

volunteers supported our work from
stall holding to building puzzles with
bereaved children

Almost 20

volunteers were recruited in 2022.
Volunteers rated our support at 9.3/10

9.1 / 10

rating from our volunteers for
our communication

24

volunteers attended a special afternoon
tea celebration for the Queen's Jubilee

Our fab
fundraising
canal walkers



HOW YOU CAN SUPPORT US



CORPORATE SUPPORT

Corporate social responsibility
Annual partnership
Team events
Skills & services



FUNDRAISING

London to Brighton cycle
Run for us – any distance
Skydive or Abseil
Organise or enter your own event



HARRY'S HERO

Volunteer at our events
Help to plan & organise events
Donate your time
Raise awareness



DONATE

Monthly donations
Raffle & tombola prizes
Amazon wish list



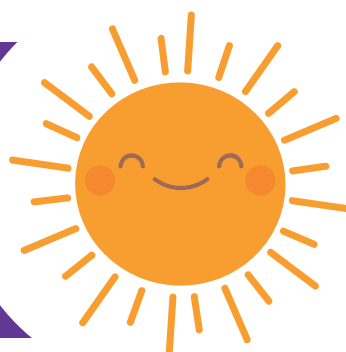
GET IN TOUCH

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MAKE A DONATION

