



Dear Supporter

Welcome to our Autumn newsletter.

Regular visitors to our website will know that The Bluebells is finally a work in progress, with an anticipated completion date of late April 2011. It is attracting a lot of positive media interest and we have already received many approaches from desperate families for 2011 holiday bookings.

The summer months were once again taken up by our practical support programmes. In addition to organising two Sibling Activity Days our team, supported by volunteers from Mars Drinks (Basingstoke), also transformed the Day Chemotherapy and Complex Treatment Suite at Wexham Park Hospital. The rooms are now bright, vibrantly decorated and equipped with stylish facilities that make long stays for seriously ill youngsters more bearable as they face treatment.

Being able to respond to such requests to support seriously ill children is to some

extent dependent upon the generosity of our supporters. We are, as always, indebted to everyone who chooses to tackle amazing challenges, organise events or take part in initiatives on our behalf, and to all of you who so generously sponsor these endeavours – without you we simply wouldn't be able to offer assistance where needed, directly or indirectly, on so many occasions.

2010 has certainly proved to be a year of change and transition for the Trust team. Sarah Clark is now Yummy Mummy to Rose, born on the 15th July and thanks to the generosity of our faithful sponsors Langland, our team now includes Sue Guild and Stevie Horton who join us as fundraisers with Trusts & Corporate and Hampshire development portfolios respectively. We are also delighted to welcome the Rt. Hon Adam Afriyie MP, who has kindly agreed to become a Patron. Adam has been an ardent supporter of the Trust since 2003 when he



Site Manager Brian chats to the team

first met Sebastian and we are delighted to have an even closer association with our good friend and advocate.

With best wishes

Jane Gates
Director, Sebastian's Action Trust

Buy A Brick

Although plans are very advanced it is still not too late to sponsor a glass brick that will become a permanent feature in the entrance lobby of The Bluebells.

For £100 sponsors can have either a blue or green glass brick engraved with a short message or logo. Whether you are looking for an innovative Christmas gift or simply wish to have your support for the Trust recorded for posterity, buying a glass brick is a great way to literally help us create a truly special house.

For further details about our "Brick Buy Brick" scheme please ring Jane on 01344 622500 or email info@sebastiansactiontrust.org

The Bluebells

Over the last three months our site in North Waltham has been transformed from a rural field into a buzzing building site!

We are so pleased to have the creation of our bespoke holiday home in the capable hands of Redwing Construction Limited and our Site Manager, Brian Drury, who is overseeing every stage of the 42 week construction programme.

By mid September (week 10) all face brick and block work had been finished to first floor level and the swimming pool shell had been completed. By the end of November the roof should be finished, ensuring the building is watertight before winter sets in.

Members of the Trust team recently visited the site to see for themselves how The Bluebells is progressing. Dedicated volunteer John Quinn remarked, **"You appear to get a lot of bricks for roughly a million pounds! To see the house from close quarters was simply overwhelming – I love all the little details that help to make The Bluebells so special"**.

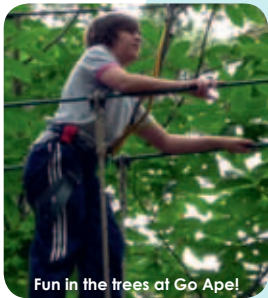
We anticipate it will cost £130,000 per annum to cover the running costs of The Bluebells. This will give 100 seriously ill children and their families the chance to enjoy a holiday at The Bluebells with a further 500 being able to use it's leisure facilities on single day visits. We are looking for 52 sponsors, each pledging £2,500 per annum for an initial two year period. If you know of a company, organisation or individual that might consider becoming a Bluebells sponsor please contact Jane or Sue with details so that we can follow up with an approach.



The Bluebells taking shape

Practical Support

Thrills, spills and excitement on our sibling activity day



Our annual activity days for bereaved siblings are always jam-packed with new and exciting experiences for the children to enjoy.

And this year was no different as eleven brave souls donned wetsuits on a rather chilly August morning and set about building a raft before attempting to float it on

the lake. This was followed by a kayaking session, a BBQ and a quick game of volleyball. After that the children set off for Go Ape, the high-wire forest adventure course at the Look Out in Bracknell where they scrambled over bridges, ladders, tunnels and zip wires whilst suspended 40ft off the ground.

Days like this are hugely appreciated by these children as not only are they treated to a host of fun activities, but they also have the opportunity to be around other children who have lost brothers or sisters and are able to talk about their feelings and experiences with people who can truly empathise.



Cheyanne

In our last edition we highlighted the plight of Cheyanne Wilson who had recently been diagnosed with the life-limiting condition spinal muscular atrophy (SMA).

Sadly, Cheyanne died in June. The Trust helped mum Natasha to organise Cheyanne's funeral which was a celebration of her short life. Through our bereavement support network, Reflections, we will continue to support Cheyanne's friends and family in the difficult times to come.



Day chemo room at Wexham Park gets a makeover

Assisted by volunteers from Mars drinks, the day chemo room at Wexham Park Hospital has been tastefully redecorated and now boasts a flatscreen television, microwave and comfortable recliner chair, giving the room a much more homely feel. The playroom was also thoroughly revamped with a nautical theme, providing a much cleaner and brighter environment for children to play in during their hospital visit.



Ships & chocolate bring smiles to a rainy day

This year's activity day for sick children and their siblings in August saw 18 children descend on Portsmouth docks for a day of history and chocolate overload! The day started with a harbour cruise and tour of HMS Victory, where, despite the heavy rain the children enjoyed clambering on cannons and playing pirates. Then it was on to Le Salon du Chocolat in Hampshire for an afternoon of chocolate making.

Days like these give sick children and their siblings the chance to have an exciting day out and to forget about their illness. More importantly, these days also allow them to forge friendships with others in similar situations to themselves – usually resulting in very raucous return journeys!



Great North Run

"Brilliant but exhausting", was how Helen Woodley described the Great North Run which she completed with friend James, in September. **"We felt proud to be raising money for Sebastian at such a huge event and are aiming to run it again for the charity in 2011."**

Groove at the Grove

Once again the family event of the Summer was blessed with a beautiful balmy evening and families flocked to Hall Grove School in Bagshot to enjoy the outdoor concert.

Navi as Michael Jackson kicked off the evening with a Thriller of a show! Rud Stewart was as popular off stage with the ladies as he was entertaining on it, and the Bee Gees topped off a great evening. DJ James Cannon was yet again a wonderfully engaging compere.

The event raised almost £5,000; which will be split between us and the Children's Trust. Thanks go to Merion Shaw and her team for all their hard work.



Navi wows the crowd as Michael Jackson

London – Brighton Bike Ride

A team of cyclists from the Metropolitan Police joined forces with a couple from NPIA Ryton and swapped the sofa for a saddle on Father's Day to take part in this year's London to Brighton Bike Ride raising £750 in the process.



Boon and team relax after the ride

Trustee Peter Boon and a group of friends also got on their bikes for the Trust and raised nearly £3,000.

An enjoyable day was had by all and there's even talk about them doing it all again next year!

Fancy taking part in 2011? If you'd like to enter the 2011 London – Brighton bike ride, why not let us know, we'll be putting a team together shortly and everyone is welcome!

Clive gets on his bike for Sebastian

August saw Clive Romanowski overcome a perpetual avoidance of regular exercise to join a small team of friends for a 500km cycle from London to Paris!

Clive, who shares Sebastian's birthday, arrived at the Eiffel Tower in just 4 days.

"Sebastian was a remarkable young boy and this is an amazing cause. Every struggled mile, aching muscle and grimace was well worth it and I'm delighted to be able to help a charity which I know will make a genuine difference to the lives of many families."

Sam completes Ben 2 Ben challenge

Former Hall Grove pupil Sam Sharpe, 17 has just completed the challenge of a lifetime which saw him trek, cycle and kayak across the UK, travelling from Ben Nevis, in Scotland, all the way to London's Big Ben.

Together with his friend, Robert Jones, also 17, Sam began his adventure on July 5th, climbing and then descending Ben Nevis on an 11.7 mile trek. They then got on their bikes and cycled over 500 miles to the source of the Thames in Cricklade, Wiltshire, before transferring to a kayak for the final leg of their adventure.

Trustees, Vic & Pam Walters and Lesley McDonald were there to greet and congratulate Sam with the Rt. Hon. Adam Afriye, Conservative MP for Windsor & Maidenhead, when he finally reached Big Ben on 20th July.

Sam who is raising money for Sebastian's Action Trust said: **"Children with disabilities and serious illnesses face their own challenges on a daily basis, so we were determined to set ourselves a challenge of our own which would push us to the limit and raise as much money as possible for this worthy cause."** The boys are close to raising an amazing £5,000 which will be split equally between us and The Children's Trust.



Adam Afriye MP welcomes Ben home



Angus gets ready to jump

Angus jumps for joy!

Sebastian's old school friend, Angus Haynes literally jumped for joy on 2nd July when he undertook a skydive at Redlands Airfield in Swindon to raise money for the Trust.

Speaking after the jump, Angus told us, **"The experience was unforgettable and I'm sure I'll keep it with me forever, the fact I was able to raise money at**

the same time just makes it even better. The charity has, and always will be important to me, and I look forward to helping again in the future."

Trust Director, Jane Gates said, **"It is always touching when one of Sebastian's friends honour his memory by doing something amazing for the Trust. As always, we are extremely grateful for the support Angus and his family have shown us over the last seven years."**

Marcie motivates...

On July 22nd, together with his brother Luc and friend Steve Williams, Marc Altmann set off to cycle from the Houses of Parliament to the Coliseum in Rome in memory of Marcie. Camping along the way they averaged 70 miles a day through the breathtaking scenery of France and Italy, with their 1325 mile journey taking them through the Simplon Pass and over the Alps. They arrived in Rome just 19 days later, elated and having raised nearly £7,000.



Marc told us, "Having four children of my own I can only imagine the pain and suffering James and Justine went through losing Marcie and I know how much they appreciated the support they received from Sebastian's Action Trust. Originally the trip started as one of pure self indulgence but after attending Marcie's funeral our plans changed and we decided to raise money for the Trust. None of us are seasoned cyclists and we were under no illusion how tough the trip would be, but nothing could have prepared us for the two days of thunder and hailstorms we encountered in Italy! That aside, we all thoroughly enjoyed the trip and having got the cycling bug, we are already planning another longer one between Istanbul and London!

These boots were made for walking

Sixteen year old Tanya Anand spent her summer holidays walking the West Highland Way. With two friends she walked 154km from the outskirts of Glasgow to the foot of Britain's highest mountain, Ben Nevis and raised £250 in the process.



Tanya (centre) and friends

Open gardens grow Trust funds

It was another wonderful sizzling summer evening in Winchfield on 10th July where guests gathered to enjoy a quintessentially English evening of music by candlelight as part of the National Gardens Scheme.

Once again Old Hatch owner, Jilly Ede, opened her beautiful garden to the public and ardent Trust supporters Dawn and Diana Padwick organised the refreshments. The evening raised £520 and a further event took place in September raising an additional £365.

Windsor Half Marathon

Once again the Trust was represented by a team of runners taking part in this challenging run. We are really grateful to those who braved the elements and the traffic to participate in this event, raising much needed funds and profile for our cause. Our runners recorded some impressive times and great personal achievements and we are really proud of them all. We are now looking for runners for the Basingstoke 2011 Half Marathon; if this has motivated you contact us.

A Summer Affair

A wonderful evening was had by all when Trust Supporter, Lindsey Bennett hosted a garden party in the grounds of her house in Ascot in July. Over 200 local people attended the "Summer Affair" enjoying a South African barbecue, entertainment and a raffle. Live music from Len Hawkes, formerly of The Tremeloes and his son's band, True Brit, got everyone into the party spirit as they danced and sang enthusiastically in front of the stage.

Row, row, row your boat...

Former Hall Grove pupil, James Bailey has just completed an epic row down the Thames from Lechlade to Cookham in a 3 man rowing boat.



Setting off

Joining him on the 5 day, 93 mile row were two friends, Olly and Alex. The weather was glorious and the scenery magnificent, but the trip was not without its dramas – dead phone batteries, campsites further downstream than anticipated with night approaching, and no electricity to the lock hydraulic gates meaning they had to be opened manually, all added to the sense of adventure. Despite the drama the boys remained relaxed and high-spirited and made it all the way without a single argument to raise a wonderful £800 for the Trust!

On his return James told us, "The whole experience was truly memorable. We couldn't have done it with the support of everyone who donated via our website or the passers-by who supported us on route. It's been a pleasure and I'm sure we'll be taking part in other various charity events in the future."

Reading Triathlon is a runaway success

The first Reading Triathlon for 27 years was held on Sunday 12th September, at the Copthorne Hotel in Reading, the venue for the first competitive UK Triathlon in 1983.



The sun shone as over 500 tri-athletes limbered up and made their way to the start of either the Sprint or Olympic courses. They all started with an open water swim in the lake at the Tri20 Swim Centre at the hotel, followed by a challenging, but picturesque, bike ride which took full advantage of the surrounding undulating countryside. Competitors finished with an on and off-road run around the hotel grounds and lake.

Sebastian's Action Trust was the chosen charity for the event and helped out by supplying marshals for the course and chocolate on the day which was once again, kindly donated by our friends at Mars.

After the race, organiser Ceri Phillpott said, **"All of the volunteer marshals did an amazing job and the feedback from participants has been great. We are hoping to make the Reading Triathlon a permanent calendar fixture and hope this will be the start of a great partnership with Sebastian's Action Trust."**

Target £2.5k Bluebells Club

Supporting a charity can be extremely rewarding and often creates positive PR and publicity opportunities for both the company and charity alike.

Once opened, we estimate it will cost £130,000 a year (that's £2,500 a week) to run The Bluebells, so we're launching a new initiative – the Target £2.5k Bluebells Club. We're asking companies, organisations and individuals to consider either planning a fundraising activity, or perhaps donating £2,500 per annum, for an initial two year period, to become a Bluebells sponsor. Recognition of our Bluebells sponsors will feature prominently in the house.

This will give 100 seriously ill children and their families the chance to enjoy a holiday at The Bluebells with a further 500 being able to use it's leisure facilities on single day visits.

Children battling with life-limiting and life-threatening illness face enormous challenges on a daily basis. We are a charity that strives for action; when days can't be added to life, we work hard to put life into days.

To find out more about becoming a Bluebells sponsor please contact Jane or Sue at info@sebastiansactiontrust.org or ring 01344 622500.



It's not what you know, it's who you know!

Can you help us connect? Can you introduce us to someone who could make a significant donation? Maybe you know a trustee of a charitable trust or foundation?



Alternatively, you may know of a company that might consider Sebastian's Action Trust as their chosen charity. With your help we can continue to provide support for seriously ill children and their families when they need it most. Contact Sue Guild – Trust & Corporate Fundraiser on 01344 622500 or email sue@sebastiansactiontrust.org for more information.

Help us make our mark in Hampshire

We are keen to expand into Hampshire and are looking to establish a network of fundraising groups and volunteers throughout the county.

At this stage we are looking for individuals and groups who'd like to come together to hold events that might generate funds for The Bluebells. Whether it's a coffee morning, quiz night, open garden day, jumble sale or something totally original, we are happy to support your efforts with help from our team. We can provide trust literature, banners and publicity to promote your events. To discuss this further please contact Stevie Horton at stevie@sebastiansactiontrust.org or call 01344 622500.

Fujitsu go to great heights for the Trust

On a sunny September Sunday, a group of intrepid Fujitsu and Penta employees, gathered at the Penta Hotel in Reading for an abseil in aid of the Trust.



Facepainting fun

Jess Carter, Chairperson of the Fujitsu regional 'Impact On Society' group who organised the abseil told us, ***"Employees in our region chose Sebastian's Action Trust as our charity for 2010 and wanted to do something a bit daring to raise funds for this fantastic charity. I am delighted so many people got involved and that the abseil has raised nearly £5,500 so far."***

Whilst the 46-strong group braved the dizzy heights of the Penta Hotel, there was also plenty to keep the children amused too with a clown and face painter kindly provided by the hotel. Other initiatives included a very busy cake stall and a tombola with some great prizes donated by Fujitsu's partner companies.

Fujitsu Managing Director, Peter Jeram, led the way by jumping first and commented after, ***"We are really grateful to everyone who supported us, but special thanks must go to the Penta Hotel, who not only allowed us to abseil down their building, but who also generously laid on refreshments all day."***

Trust fundraiser Sue Guild said, ***"We are delighted to have been named as this year's chosen charity for the Fujitsu Impact on Society Group. The whole day has been fantastic and we are always surprised by the lengths and heights people will go to, to support us!"***



Fujitsu MD leads the way

With a little help from our friends...

Your support of our charity means a lot to us and we are delighted to have been selected by a number of other organisations, clubs and societies as their nominated charity.

Here are just some of them:

Fujitsu, IHS, Parkside Recruitment Ltd, Langland, Southwood Golf Club, UCS, Fernbank Flooring, Howdens, Mars Drinks, Airworld.

Hall Grove School, Pangbourne College, Claires Court Schools, Charters School.

The PM Society, Reading Triathlon, Sunninghill Street Fayre.

We welcome opportunities to work with new organisations, schools, clubs and societies in the future so why not get in touch.

Events diary

Nov 21 **Sunninghill Victorian Street Fare (12 – 4pm)**
21st November 2010 – Sunninghill High Street
Attractions to include Santa's Grotto, outdoor ice rink and a range of stalls and food outlets. Lots of fun for the family, all in a good cause.

Nov 27 **Snowflake Appeal**
27th November 2010 – Princess Square, Bracknell
Our fourth Christmas Snowflake Appeal offers you the chance to help generate funds by making donations to hang your Christmas message to a loved-one on the Christmas Tree in Princess Square.

Nov 28 **Windsor Santa Run**
28th November 2010 – Virginia Waters
A chance to run, stroll or walk for charity! £15 per entry to include a free suit, beard and hat! Suitable for age 7 upwards.

Dec 4 **Hall Grove Gift Fair (11am – 3pm)**
4th December 2010 – Hall Grove School, Bagshot
Stock up on all your Christmas gifts and decorations from a wide variety of stalls and the Trust will receive a percentage of what you spend.

Dec 5 **Reflections' Candlelight Service of Remembrance & Thanksgiving**
5th December 2010 – Dorchester Abbey
A service of music and readings for parents, relatives and friends to remember a child, adolescent or young person who has died.

Jan 28 **Burns' Supper**
28th January 2011 – Wellington College
Kick off 2011 with a light hearted evening of fine Scottish fayre, dancing and traditional poetry to accompany the piping of the haggis.

50:50 Club

Why not join our 50:50 Club? You pay £5 a month for entry into our prize draw. Half goes into a prize fund and half goes to the Trust. See our website for details. It's better odds than the lottery!

www.sebastiansactiontrust.org



Christmas is coming...

With Christmas approaching the team has once again chosen an impressive range of cards and gifts that should solve even the trickiest present dilemma.

In addition to the card selection appearing on the enclosed leaflet there is so much more available on our website – be sure to check us out!

For those who'd prefer to shop in person, why not visit our showroom at Prospect House, Queens Road, Sunninghill, SL5 9AF. A selection of our merchandise will also be available at various gift fairs including:

- 5th Nov – AWBS Craft Fayre, Chertsey Town Hall, Chertsey
- 19th & 20th Nov – Ascot Christmas Fair at Ascot Race Course
- 27th Nov through to 20th Dec – Snowflake Appeal, Princess Square, Bracknell
- 4th Dec – Hall Grove Gift Fair, Hall Grove School, Bagshot



New Christmas stock



Snowflake Appeal

From 27th November, our Snowflake Appeal will be running until 20th December in partnership with the Bracknell Regeneration Project.

As usual we'll have a tree in Bracknell's Princess Square Shopping Centre where anyone can make a donation and write a special message to a loved one on a snowflake card which will then be pinned to the tree. In return, you'll receive a metal snowflake for your tree at home. It's a lovely way to remember lost or loved ones over the Christmas period and you'll be helping us raise vital funds for our work.



Snowflake appeal

There'll also be a chance to purchase your Christmas cards and gifts from the Trust's stall. If you are unable to visit Bracknell but would still like to remember a loved one, you can buy a snowflake online at http://www.sebastiansactiontrust.com/events/snowflake_appeal.php

Or you can ring us on 01344 622500 to place an order.

Contact us:

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