



Annual General Meeting 2025

Registered Charity: 1159719

www.wiltshiretreehouse.org.uk

Statement of Public Benefit...

When planning the activities for the period the Trustees have considered the Charity Commission's guidance on public benefit and other matters. The charity operates in and around Swindon but as funds become available the charity will extend this to the wider community. The Charity provides bereavement support for children and young people.



Our Mission...

At Wiltshire Treehouse, we believe every child and young person should have access to support during their grieving process. We enable those in our local communities to improve the coping strategies, skills and confidence needed to better manage daily life.





Wiltshire Treehouse, a vibrant, inviting, and supportive charity! What a year we have had, **supporting 391 children and young people**: our direct beneficiaries. Plus **764 parents and carers**, and over 509 professionals working with children and young people!

Through this work, **our small charity has improved the potential bereavement experience for an amazing 94,179 children and young people within Swindon and Wiltshire!**

This significant achievement has been made possible with just three full-time equivalent staff, and we are immensely grateful to our dedicated volunteers for their invaluable contributions.

Amanda McConaghy, Chair of the Board of Trustees.



2024: Our Year in Brief



Strategic Plan 2024

In 2024 our core operational targets were to:

- Support beneficiaries across Swindon & Wiltshire,
- Deliver NEST within Wiltshire,



✓ We supported **391 CYP** in total - through advice and support to parents/carers, family support sessions, 1 to 1 sessions and group work.

✓ We **exceeded our group work target** by delivering –
3 Family Groups (Swindon)
1* A Day to Remember
6 NESTs (3 Swindon, 3 Wiltshire)

*exceeded target by 1 Wilts NEST

✓ We delivered **outreach sessions to schools** when there had been a sudden death within the school community (32yp supported)

✓ We delivered **Easter, Summer, Halloween & Christmas family events, and a story workshop**, all welcoming past service users and families waiting for support



Strategic Plan 2024

In 2024 our core operational targets were to:

- Support beneficiaries across Swindon & Wiltshire,
- Deliver NEST within Wiltshire,
- Ensure services were adequately resourced, safe and effective – 5 new volunteers trained
- Explore Pre-bereavement delivery – no resources to support direct delivery but we produced an information pack, which was reviewed by Prospect Hospice staff – now available online
- Support professionals via bereavement training – 5 training courses delivered (exceeding our target of 3), over 200 professionals trained



Our Children & Young People Said:

"I learned my feelings are valid & I'm not alone, other kids are also going through this".

"I liked how everyone was so supportive and understanding, it's all so relatable."

"I'm taking away lots of coping skills and I now know my triggers, which is really good to help me".

"You made us all feel welcome and it's helped me cope with my feelings better."

"I feel more confident, able to talk to my family about Dad now, I don't worry about things anymore".

"I found a lot more ways to express myself & feelings".

"Everyone was so nice & really listened to me, meeting others really helps"

Parents/Carers Said:

"Fantastic to be able to celebrate the memory in a fund & safe environment. The energy & care in the room is so beautifully infectious. Thank you"

"She has really benefited from talking about Mum in a safe environment. She no longer thinks Mum is in hell & has a positive connection with Mum's memory."

"Their confidence & ability to speak in a group has grown & they find it easier to talk about Dad."

"I learnt there were gaps in my Children's knowledge about their special person. The groups helped us to start conversations, which my children couldn't do before".

Our Aims:

Improved Emotional Literacy:
Understanding grief & the feelings, thoughts & behaviours that result.

Lasting Connection:
The ability to openly talk about the loss & those who died.

Increased Resilience:
Learning coping strategies helping manage a life with grief, throughout the transition to adulthood & beyond.



WILTSHIRE
TREE
HOUSE

Your feedback and the changes we made:

You Said:	We Did:
Our community events needed activities for older young people	We ran extra activity sessions in the Summer and at Christmas. We used young people's ideas about what activities they wanted to do. Despite this, take up was low, but we will try again in 2025.
Expectations for parents needed to be clearer around needing the same parent/carer to attend each Family Group session	We have made our expectations clearer when we talk to families about the programme, and at the point of booking.
The waiting period between initial support and a programme can feel like a long time	We have offered individual support to meet the need – such as additional phone or in person support while waiting for a programme
You wanted paper copies for feedback forms, not just electronic ones	Paper copies of feedback forms are now available for those who cannot use electronic forms, or who prefer paper format.

Your feedback

In addition, we wanted to hear more of your feedback as we value the learning that your views bring.

Therefore, we improved our feedback process so that we routinely ask all of our families for feedback, in a structured way. In the past only programme attendees were routinely asked.

We hope that this will help us gain feedback from a range of different voices and perspectives, which will in turn help our service to be accessible and helpful for all.



Strategic Plan 2024

In 2024 our core business targets were:

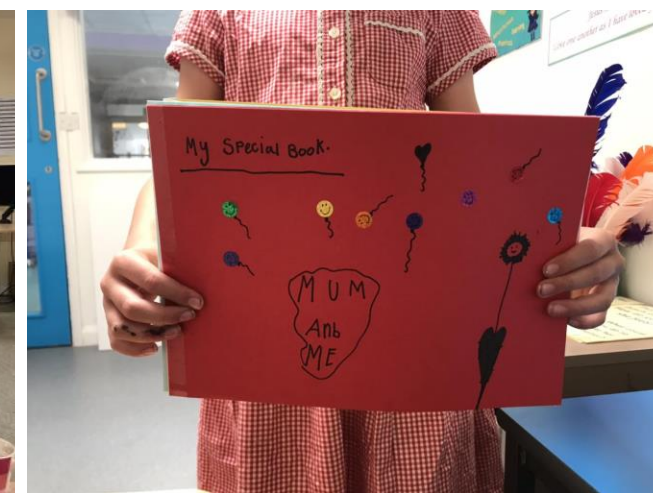
- Income generation& Fundraising, a target of £140,000.
- Increase the Fundraising team with a new Community and Individuals Fundraising post.
- Celebrate 10 years of Wiltshire Treehouse.
- Increased awareness of Wiltshire Treehouse.
- Engage Wiltshire Businesses
- Expand relationships with Swindon based businesses.



We achieved:

- Target success rate of 37% return on applications.
- 5 events delivered, including our 10-year celebrations & community bereavement awards.
- 4 key corporate partnerships established with RWE, Zurich Risk Management Team, Imaginations Childcare and Rotary and Inner Wheel clubs of North Swindon.
- Community Engagement within Wiltshire locations.
- Week 2 Remember Media Campaign, with successful coffee/tea mornings.
- Amazing content creation showcasing the impact we have on children and young people.





THANK YOU

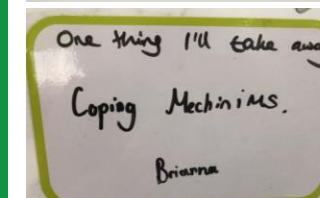
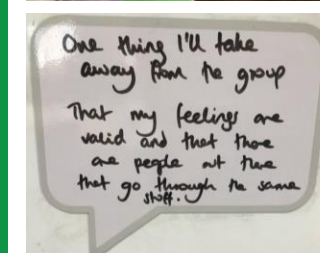
To everyone who donated!

Some of the coffee morning hosts

Lois & Darci
Abby
Heidi
Alexander

Community Centre
at Christchurch
Swindon

Phoenix Brass
Training Band



Grief support for children and young people in Swindon & Wiltshire

Charlotte's Story

Charlotte
age 9

Grief support for children and young people in Swindon & Wiltshire

Harry's Story

Harry
13

Grief support for children and young people in Swindon & Wiltshire

Loaghan's Story

Loaghan

Grief support for children and young people in Swindon & Wiltshire

I love Auntie Lisa and miss her lots

This year (2025) we will...

- ☐ Deliver: 4 programmes for primary aged children (3 in Swindon, 1 in Wiltshire)
 - 3 NEST programmes in Swindon
 - 2 NEST programmes in Wiltshire
 - Deliver bespoke training for professionals (at least 3 courses)
- ☐ Recruit more volunteers to support our growing programmes.
- ☐ Further explore the need for direct pre-bereavement support.
- ☐ Explore training needs of the team and organise as required.
- ☐ Continue to utilise our local & national partnerships.
- ☐ Respond to the changing needs of our services users.
- ☐ Ensure our work continues to reflect best practise and make best use of resources.
- ☐ Review and deliver a new Wiltshire Treehouse website.
- ☐ Explore new fundraising partnerships
- ☐ Increase our visibility across communities.



The Challenges...

- ☐ Increasing costs and the challenges of fundraising in a competitive market.
- ☐ Not doing too much! And asking difficult questions to ensure we can signpost our families to the most appropriate service.
- ☐ Standing out of the crowd
- ☐ Movement within the Board of Trustees, we continue to actively recruit new volunteer trustees.



The achievements so far in 2025...

- ❑ We have had some wonderful feedback from families and individuals already.
- ❑ We have delivered 1 NEST & 1 Day to Remember in Wiltshire, 1 NEST and 1 Family Group in Swindon.
- ❑ Our referrals are 24% up on this time last year!
- ❑ Our Local fundraising events have been a hit, especially the annual Easter Trail that happened in Trowbridge too!
Plus, we are a charity partner with the Swindon Half Marathon.
- ❑ We won Community Group of the Year award from Stratton Parish Council.
- ❑ We continue to have such a supportive and wonderful team of dedicated volunteers and staff.



We cannot do it without YOUR support

THANK YOU!!

