

# Martha NEWS



Autumn 2024



**Pet therapy...**  
creates some animal magic at Martha



Dover Rotary Club duck race



Making music for Martha



Our very own 'Italian job'!



with two fabulous, long-standing members of the care and finance team joining us. We continue to operate within a very challenging financial environment and their expertise has added a new energy and vigour to the team, which has already been instrumental in the smooth transitions of our new residents and positive results in crucial fee negotiations with our commissioners.

Elsewhere your ongoing support has contributed to some amazing successes for fundraising this year, particularly our events. We were excited to have thirteen cars join us in our annual car challenge,

2024 has been a year of new beginnings at Martha. We have been privileged to welcome five new residents across our three homes, who have all settled in very well. We look forward to sharing some of the wonderful, fun experiences they will be having in future editions of Martha News.

The senior management team also has a new look,

which this year saw us head to Rome. The majority of the teams this year have joined us on the car challenge multiple times, and we truly value their dedication to Martha.

I would like to personally thank all the volunteers who have given up their time to help Martha with a whole range of projects and would love to hear from any companies in the Hastings area who would like to lend a hand.

How ever you support Martha, I thank you for making such a difference to the lives of everyone who calls Martha home.

**Julie Gayler**  
CEO Martha Trust

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## Martha News online

We keep our production costs to a minimum, but you could help us save even more by signing up to our newsletter by email. Simply email us at [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) quoting 'Martha News' in the subject line.

You will then receive your newsletter in pdf format, so it won't even clog up your inbox!

## Working together

### We are extremely grateful to the current President of The Rotary Club of Dover, John Hunnisett, for making us his Charity of the Year.

Alongside wife Rita, John has been a supporter of Martha Trust for several years now and hopes to raise a lot of money in his Presidency year for the residents at Martha. John and his fellow Rotarians have already launched their exciting program of community events, having hosted an extremely successful Duck Race and Magic Night, raising an incredible £10,000.

John says "I chose Martha Trust as the charity is very dear to myself and my wife and a cause close to our hearts. We are in awe of the work they do in the local area. They always need funding to make the lives of their residents happier and more enriched. I would urge everyone to support our events."

At Martha we are extremely fortunate to partner with a number of local businesses and community groups like The Rotary Club of Dover. Their support is invaluable to us and makes a significant difference to what we can achieve each year.



Partnering with Martha, whether it is through sponsorship, employee engagement or making us your Charity of the Year, is a mutually beneficial relationship. For Martha, it allows us to secure funding, support and increased visibility of profound disability and our work, and for your business or group it creates good PR, brand building and most importantly a chance to make a real difference to some of the most vulnerable people in society.

With demands for our services on the increase, we are looking for more local organisations with shared values to get involved and help us to make a difference to our residents with profound disabilities, enabling them to live their lives to the full.

To find out more about the opportunities we have for you to get involved in 2025 contact us on **01304 610448** or email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)





# For the love of animals

Pet therapy isn't just about the joy of getting cuddles from cute dogs or cats. Therapeutic animals also have many proven health and emotional benefits for the elderly, people with disabilities and people living with mental health issues.

Since its introduction in the early '90s, pet therapy has quickly gained wide acceptance within the world of psychology. While the concept of pet therapy is relatively new, the benefits of animal interaction were observed as far back as the 19th century by none other than Florence Nightingale!

Pet therapy is sometimes referred to as animal-assisted therapy (AAT) or animal-assisted activities (AAA). There are some crucial differences between the two. AAT is a more formalised approach to pet therapy, which helps participants reach set goals. AAA is a lot more casual, with the animal essentially playing with people for comfort, and it is this form that is so effective for the individuals who live at Martha.

Companion dogs and companion cats are most common. However, at Martha we have had visits from more unusual animals, such as lambs, chickens and guinea pigs!

Cuddly Cavies is an award winning, UK leader in therapeutic activities with guinea pigs, focusing on cognitive, sensory, fine motor skills and emotional engagement. Their visits encourage vocalisation and provide a sensory fun experience that everyone can engage in. The affection and squeaks of the guinea pigs have generated so much joy in our homes and squeaks of excitement from everyone involved!

The animal used can depend on the individual therapeutic goals of the person seeking treatment, but also on availability and the person's preference.

Some of the positive benefits of pet therapy include:

- improved moods;
- better cognitive function;
- improved interactions with other people;
- less agitation;
- more energy;
- a better quality of life.

These benefits aren't only ideal for the people receiving therapy, our staff also enjoy the experience and positive outcomes!

At Mary House, our home in Hastings, we have been lucky enough to welcome Pet Pals for many years. Pet Pals Therapy has been running since 2010 when owner, Beck Wigmore, covered a Terry's Ark, mobile farm visit for her parents who were unable to attend that day. The visit was to a local nursing home and the weather was very unkind. The visit ended up with the smaller animals being brought inside to sit on people's laps. After witnessing how much the residents of the home enjoyed this experience Beck started to look into the prospect of bringing these animals to see the residents on a regular basis and so, Pet Pals Therapy began.

It started small, using just rabbits and guinea pigs but it soon started to grow. With her base being at the family farm, the Seven Sisters Sheep Centre, Beck has access to a wide variety of different

and tame, farm animals and she soon realised that her clients were keen to have interaction with lots of them.

Plenty of research points to the fact that therapy animals reduce stress and discomfort. But is this measurable? Yes, it is, by way of testing whether interacting with therapy pets increases a person's endorphins in the body.

So, what are endorphins? These brain chemicals are the ones that make you feel good. Whether working out or indulging in a tasty treat, endorphins are released. The same happens when you engage with a therapy dog or other pet. In fact, endorphins even bind to and activate opioid receptors in your nervous system, having the same effect as a painkiller.

As we know, just like the individuals living with them, disabilities themselves are so varied, as are the benefits delivered by pet therapy. For example, the residents at Martha with





component they provide to people, in the autonomy they offer and in the security that affection and care transmits towards a living being.

Assisted animal therapy for people with learning disabilities is focused on the development of communication, the retention of information, the search for and acquisition of new psychomotor activities, safety, and responsibility.

**We have seen first hand the wonderful responses the animals get from everyone who comes into contact with them at Martha. The laughter and smiles are wonderful!**

sensory disabilities may communicate more easily with an animal, with the experience encouraging more interaction in future with the people around them. People with autism of all types can use animal-assisted therapy to help them learn vital social and communication skills, such as empathy and expressing love.

Animal therapy for people with disabilities is a therapeutic alternative which is more than two hundred years old, emerging in England to support the treatment of people suffering from various mental illnesses. Over time this technique was introduced to assist other conditions such as depression, stress and multiple disabilities such as blindness, epilepsy, autism and Down syndrome among others.

Therapy animals are beneficial for the person's health, not only for being stimulating and for motivating behavioural changes, but their importance also lies in the educational



## We are excited to announce our programme of events for 2025, including:

### German Music Night

St Mary's Arts Centre, Sandwich on **Saturday 22nd March 7.30–1.30pm**

The Bettesteiner Footstompers bring the spirit and joy of the Munich Oktoberfest to Sandwich in aid of Martha. Tickets go on sale 1st January 2025, cost £35 each, and include a Peach Schnapps on arrival, all your drink and food – beer, wine and soft drinks, sausages\* – and live music.

*\* Vegetarian option is available, please let us know on your booking form if you require this.*

### Martha Trust Golf day

Walmer and Kingsdown Golf Club on **Friday 25th April**

The course is set high up on the famous White Cliffs of Dover with magnificent sea views, where you'll be sure to enjoy a great day's golf for a really good cause.

### Music on the Farm

in the fields of Solley's Ice Cream Parlour, Ripple, Deal on **Sunday 29th June 12-8pm**

Enjoy this great day out with family and friends whilst being entertained by a variety of excellent local musicians as well as plenty of activities to keep the children entertained. Bring a picnic or enjoy food and drink from one of the on-site vendors and bars as well as Solley's ice cream! Tickets go on sale 1st January 2025 and cost £40 for a Family ticket (2 adults and up to 3 children under 16), £16 for an adult and £7 for a child.



### Music4Martha Deal

The Square, Deal on **Sunday 3rd August 12noon–6.30pm**

Come along and enjoy live music at The Square, Deal outside Dunkerley's, The King's Head and the Port Arms. Free event.

### Monte Carlo Madness

Dover to Monte Carlo in **September 2025**

Our teams will be setting off from Dover for Monte Carlo in our 2025 car challenge.

You'll need a car, which we ask that you try and source for less than £500 (although any cars are welcome), with tax, insurance, MOT and that is eligible for a Crit'Air sticker. We'll organise your channel crossing, accommodation and flight home and in return, we ask you to pledge to raise £1,500 to help transform the lives of people with profound disabilities.

**If you are interested in taking part in any of our events please email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) or call 01304 610448.**



A special **“Thank you”** to all the local businesses that have supported us in 2024, be it through sponsorship, making a donation, fundraising, donating an auction or raffle prize or supplying an item for free, or volunteering.

Agents Giving ♦ Aldi ♦ Anglo Dutch Model Trucks Ltd ♦ Agilico  
Anna’s Face Candy ♦ Archers Low Nursery ♦ Bakkavor Tilmanstone Salads  
Balloonarama Party ♦ Barclays ♦ Big Shot Golf ♦ BJ Pizza ♦ Bloody Mary’s  
Boonies ♦ Brandon Tool Hire ♦ Brooknight Security Group ♦ Bumper2Bumper  
Castle Removals ♦ Civica ♦ Clear FR8 Transport Limited  
Cook Fabrications Ltd ♦ Co-op Funeralcare ♦ Country Carpets  
Daniel Clarke Ltd ♦ DAPA ♦ Deal Autocare ♦ Deal Fire Station ♦ Deal Radio  
Dover Marina Hotel & Spa ♦ Dunkerley’s of Deal ♦ Eat and Mess ♦ Eurotunnel  
Frederick & Co Property Services ♦ Goldstar Corporate Ltd ♦ Guards4Hire  
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K&M Roofing Sutton ♦ KW Fire & Security Ltd ♦ Lidl ♦ Lilly Roos  
Manchester United Foundation ♦ Mark Bulley Ltd ♦ Mark One Sound & Light  
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Postage Supermarket ♦ Premier Signs & Graphics ♦ Prince’s Golf Club  
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Sainsbury’s ♦ SAMS Ltd ♦ Sandwich Coop ♦ Sandwich Community Events  
Sandwich Technology School ♦ Skyline ♦ SMET ♦ Smye Rumsby  
Solley’s Farms Ice Cream ♦ Sota Solutions ♦ Soul Chef Kitchen  
St Mary’s Arts Centre ♦ Superior Healthcare Group ♦ SwissRe  
The Glamourvan ♦ The Dog at Wingham ♦ The Forward Trust  
The King’s Head ♦ The Larder Catering Services ♦ The Port Arms  
Toro & Co ♦ Total Motor Care ♦ Town & Country Garden Services  
Walmer Installations ♦ Walmer and Kingsdown Golf Club ♦ 9G Websites

## Light up a Life

Our **Light up a Life** appeal is a great way to show your support of Martha and celebrate the life of someone close to you, one of our amazing residents or a member of our incredible teams at Martha. Whatever message you choose to make, we will personalise a star with it and hang it on one of our Christmas trees at Martha.

Why not make a donation to the **Light Up A Life** appeal in lieu of a gift or sending a card this Christmas?

By supporting our **Light up a Life** appeal you will be helping us to transform the lives of people with profound disabilities.

A Star  
is Shining to  
Light Up a Life

## Christmas raffle

We know that this Christmas will be hard for many in the current financial climate, which makes us appreciate your support even more at this time.

We are excited to have some amazing top prizes this year, kindly donated by local businesses. What better way to show support for Martha this Christmas? And you could be the lucky winner of an overnight stay for two at Dover Marina Hotel, including meals and two spa treatments!

### 1st Prize

An overnight stay for two including dinner, breakfast and use of the spa including a 30-minute spa treatment each. Worth £450. Donated by Dover Marina Hotel.

### 2nd Prize

£200 donated by Postage Supermarket

### 3rd Prize

£100 donated by Town & Country Garden Services

### 4th Prize

An overnight Stay for two in a King size room to include a hearty breakfast. Worth £220. Donated by The Dog at Wingham

### 5th Prize

£100 cash donated by Quayside Bar & Grill

### 6th Prize

A one hour assault course for ten people including slip slide. Worth £100. Donated by Boonies, Deal

Plus lots more prizes!





A HUGE thank you to each and every one of you for your ongoing support and helping us to transform the lives of our residents with profound disabilities.

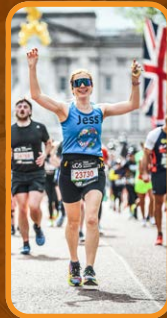


Ollie Parsons for completing the Hastings Half marathon raising £2,200!

Pfizer UK for their generous donation of £2,500 and for their teams who came in to volunteer in our gardens at Deal



Paul and Carole Fello and Steve Peacock for organising a charity golf day for Martha at Buckingham Golf Club, raising an incredible £8,000



Team Martha runners – Andrew, Christina, David, Paul, Jess and Victoria for their commitment to running the TCS 2024 London Marathon and for all their amazing fundraising. They raised an incredible £9,500



The villagers of Worth, who hosted 'Worth Open Gardens' in aid of Martha and raised £1,479

The Tipsy Trailer for hosting Dover's Food and Music Festival in aid of Martha

## Walmer and Kingsdown golf day

Thank you to all the golfers who took part in our Martha Trust golf day in April, at Walmer & Kingsdown Golf Club. The event raised an incredible £12,400!

Special thanks to Walmer and Kingsdown Golf Club for hosting the event, Love 2 Cater for the amazing food, Andrew Jones the Professional golfer at the club for donating the winners' prizes, Brett Martin for speaking about life at Martha, long-term supporter John Shepherd and our guest speaker – Steve Brown, Arsenal Talent ID Co-ordinator.

If you would like to join us for our 2025 Walmer and Kingsdown golf day to be held on Friday 25th April 2025, then please email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)

The organisers of Kent Strut Flying, Manston for making Martha one of their beneficiaries of the event with a donation of £2,032!



Long-term supporter Pat Wilson for raising a further £1,000 through sales of Deal Town jigsaws



Broadstairs Probus Club for their £75 donation

## Rome or Bust!

Our thirteen intrepid teams set off on their adventure to Rome on 21st September. All but one arrived safely after a fun and eventful journey.



The event wouldn't be possible without the support of our generous main sponsors Superior Healthcare Group, Sota, Nick Cunningham Plumbing and Heating Engineers, Agilico and Eurotunnel Le Shuttle. Thanks to their support and that of the friends, family and colleagues of the teams taking part, and all the local businesses who sponsored the individual cars, this year is set to be another record fundraiser.

We have already had lots of interest in our 2025 car challenge to Monte Carlo taking place next September. We have limited spaces available for this popular event, so if you are interested in joining our adventure ensure you register your interest with us.



Email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk) or call 01304 610448



The team from Saga who spent a day volunteering in our gardens at Deal

New President of Rotary Club of Dover, John Hunnisett for choosing Martha as his Charity of the Year 2024/2025



Creative Minds Nursery for hosting their Summer Fete with a donation of £154 to Martha







# A summer of music

Thank you to everyone who supported **Martha's Music on the Farm** and **Music4Martha Deal** this Summer – the events raised an incredible **£41,000!**

Supported by



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