# The Cinnamon

AUTUMN 2023





y name is Martha Paul and I work alongside Marie, who was featured in our last magazine, we are both fundraising co-ordinators for The Trust. I have worked for The Cinnamon Trust for nearly 10 years and have seen lots of changes over the years. This year has been the most exciting year yet and I am so happy to tell you why!

Firstly, I would like to say how incredibly proud everyone at HQ is of all our fundraising volunteers, especially those who kindly helped us with "The Big Walk" on Monday 8th May, the response was overwhelming!

What we all thought would be a brilliant idea

definitely exceeded our expectations. An incredible group of volunteers organised over 30 walks up and down the country, with hundreds of volunteers and dogs joining in. From the Lake District to Suffolk, Cheshire to Dorset,

walks were organised across the UK.

The Big Walk Team at HQ supported each volunteer who gave up their bank holiday Monday to help with this huge event. All the Big Walk organisers were sent a high viz top, a goody bag and special certificate to hand to everyone who joined them on their walk. One of the biggest tasks for us was packing over 900 of these bags to send out! A Big Walk team



effort was needed and we gathered all the staff in the office to form a "chain" to fill the goody bags, which consisted of a Cinnamon Trust dog biscuit, bandana, badge, keyring, poo bag dispenser and of course the special certificate.

Our "Big Walk" in Hayle started just outside Cinnamon HQ. Unfortunately, on the morning of the walk, the weather did not work in our favour, in fact, it was torrential

rain! This did not dampen anyone's spirits however, even with very wet volunteers, staff and doggies. There was a raffle, tombola and we supplied much needed hot drinks. Oh and I mustn't forget the most fantastic home-made cakes, which went down a treat! It was so lovely to see so many familiar faces and some volunteers travelled quite a distance. Long Term Fosterers Tony May and Christine Roach came on the train from St Austell with their grandson and gorgeous Cinnamon dogs, Puff and William. Everyone was soaked, but it was such fun and we will all have fantastic memories from the day.

The Big Walk event was to celebrate volunteering and to make more people aware of our work. The events across the country raised over £7000! Thank you again to everyone who took part.

## Let's hear from some of the organisers and volunteers from around the country

From Helen Longhurst who took part in the Abbots Langley walk.

Dear Big Walk Team,

Andre (my boyfriend) and I, and of course Piccola had a great time on the walk at Leavesden Country Park which was kindly organised by Karen. It was lovely being able to meet some of the other volunteers and their Cinnamon dogs. We were extremely lucky that the weather held out for us, I did get a bit muddy (to be expected), but nothing the washing machine couldn't handle. In fact I think I was muddier than Piccola!

I do hope that we can have more of these types of get-togethers in the future, it's a lovely thing to do and hope it has helped people to be more aware of The Cinnamon Trust.





Thank you for giving us the opportunity to be a part of the day.

# Our Second view is from way up in Cumbria Peter and Maureen Caulfield and the Cartmel Fell Big Walk.

41 people and 14 dogs gathered together in pouring rain to walk up Ravensbarrow, Cartmel Fell Cumbria. Normally there would be a fantastic view of













The Winster Valley from the top, but not on this occasion!!!

Everyone gathered together for a very welcome Coronation afternoon tea afterwards in the village hall and despite the weather we all had a great time, lots of fun and raised £873 for The Trust.

We would like to offer our thanks to all friends, neighbours, volunteers and to everyone who donated their kind help and much valued support to make this happen.

Apart from the funds raised, it was such a pleasure to spread the word of The Trust to many people who were previously unaware of the charity and it's good work.

# And lastly from Honor Page, one of our volunteers who took part in the Felixstowe Big Walk...

An unexpectedly sunny day dawned, and more than 35 humans and 25 dogs, the proudly sporting Cinnamon Trust bandanas, gathered on the promenade at Felixstowe. We were based at Beach Hut "GHQ" which we soon had decorated with bunting and flags. We had games of "Name the Dog" and "Count the Biscuits in the Jar" for the















children, and refreshments in exchange for donations. We had marked out a shorter walk (20 minutes) and a longer one (1.5 hours) along the prom and back through the seafront gardens. majority opted for the longer walk, with some furry seniors needing a little carry on the We had local wav back! volunteers Chervl and Kirstv with their Cinnamon Trust dogs "Holly", "Tink" and "Poppy", and some from further afield. A family from Bedfordshire were visiting relatives for the day, and a welcome visitor from Dovercourt in Essex, Several volunteers from **Ipswich** made the trip, including loveable Lurcher "Kezzie" who brought his walker Mary and his proud mum Sybil to ioin in the fun. Lots of supporting canines came, including "Buster" (aged 16) who led the short walk. "Ruby" (much younger) who led the long walk, and gorgeous Airedale siblings "Ivy and Briar". We had a wonderful day and were even treated to the arrival into nearby Felixstowe Port of the Ever Ace, one of the biggest container ships in the world. Our grateful thanks to Honor. Sarah and Linda who organised the event, our hosts Gill, Judy and David and all our helpers. We raised £150.00from donations and had lots of interest in The Cinnamon Trust's work.'

How amazing you all are! Over 700 volunteers and over 300 dogs took part in the Walk – a tremendous effort!

I would be interested to hear your opinion about making The Big Walk an annual event, please get in touch marthap@cinnamon.org.uk. I look forward to hearing from you about this or indeed any advice on fundraising events.



Many congratulations to Christopher Dix in Kent who couldn't attend his local Big Walk because he was invited to the palace!!!



Chris says" I was flattered to be nominated and amazed to be selected. The concert was a fantastic event and all Coronation Champions were seated in a stand very near to the Royal Box. I view this award as being representative of all volunteers and is a tribute not just to me but all others."

Hallmarq

Visionary Veterinary Imaging

We were honoured and delighted that Hallmarq Advanced Veterinary Imaging have chosen us as their Charity of the Year, with a donation of £1,000, which we have used to build a duck pond and enclosure at our Hillside Sanctuary for some male ducks in need of a home to call their own. As ducks are not particularly fussy about how messy they are, their house needed a good airflow with plenty of ventilation and permanent access to a body of water for cleaning themselves. Ducks are notorious wanderers and can travel great distances if not penned, putting them at risk from predators, so containing them in a lovely enclosure was essential! It really has come at the right



time - they have settled in beautifully and seem to feel safe and happy in their new residence. We think the wildlife around the sanctuary such as squirrels and rabbits, will also get to enjoy a little bask in the water too!



As part of their Charity Champion's Scheme, Company of Animals gives all their employees the opportunity to nominate their charity of choice and when asked why The Cinnamon Trust, their employee and our charity champion, had this to say: "The Cinnamon Trust is the only UK charity providing support for older and terminally ill

people with pets and do fantastic work across the UK. It also has two pet sanctuaries for older pets who have medical needs." Thanks to Sophie Kluczynski's nomination, we were eligible for a donation of £500.00!

This donation came in the form of "slow feeders" and "pet wipes" for the pets at our Poldarves Sanctuary. The feeders are a brilliant tool to slow down when feeding, helping pets enjoy their food at a better pace. Dogs love to explore and cats love to hunt, so these feeders were specially designed to stimulate pet's natural behaviour. The feeders are shaped like a "tuft of grass" so it motivates pets to find and push food out of the blades of grass, keeping them entertained whilst eating at a slower pace. The slow feeding bowls have many other benefits too, helping with digestion – the bowls reduce discomfort and bloating, helping with portion control and lowering the risk of choking.



The wipes are to keep faces, paws and little bottoms fresh and there is a lovely peachy aroma which is quite something mixed with the roast chicken! Biodegradable, enriched with natural oils, extracts of calendula and aloe vera the wipes will help keep coats soft and shiny too!

# We had a special visit from the National Lottery Millionaires. A group of people who have been fortunate and want to give something back to local communities.



A group of lottery winners helped us to build a therapeutic herb garden at Hillside. Lottery millionaire Lesley Herbert, said: "It's not all about going on flash holidays and fancy cars and posh meals. There's a lot more to lottery winners. We're just normal people, we've just been a bit lucky. The Cinnamon Sanctuary is amazing, the staff and the dogs are amazing."

#### Mission compete! Delia & Travelling Ted

Team Together Ted aka TTT and Delia have completed the 100 miles for Cinnamon Trust today. Thankfully, we have been able to walk mostly in the lovely sun and a welcome breeze, but this morning has been much hotter with no breeze, so a bit more energy-sapping. But that is ok - we have done it now!

We walked along our local canal which was lovely. We came across the adorable little cygnets which I photographed nearly a month ago and noticed how much they had grown. Lovely to see them and their parents again - makes such a peaceful scene.

It has been a real pleasure to walk for Cinnamon - everyone I have spoken to at Hayle HQ have been lovely and Caroline has been so helpful and nice. Thank you all for being there and for the important work you do.



Thanks also to all the generous people who have donated to this worthy cause.

TTT and I will now start our next 100 miles on 1st July and hopefully the weather will be in our favour again - most of the time! It is wonderful just to pack a drink, piece of flapjack and the camera and off we go! Delia and TTT raised a fantastic £313.75.

### **Fundraisers and the Events**

We love celebrating the events our volunteers hold for us, so much so that we want to shout it from the roof tops! So please keep your eyes on our Facebook page because every week we will let our 98,000 followers know who our heroes of that week are. We will be doing this instead of printing our event list in The Cinnamon Fundraiser and hope that you will all continue to send in your fabulous pictures and stories so we can inspire others around the country to hold events for themselves.



Lynn Connell (Hampshire) sent £30.00 proceeds from the sale of carrier bags at the Pet Pantry in Winchester. Janet Morgan (Worcestershire) grew £24.60 through sales of her home-propagated plants, along with a £30.00 donation following her talk to Bromsgrove Older People's Forum and selling Easter Bunny headbands and other goodies plus her stall at Bromsgrove Fire Station Open Day for a very welcome £133.57. Joanne Elliot



(Wiltshire) organised a fundraising dog-walk from The Lamb Pub at Hindon, providing participants with breakfast and making a tasty £210.00 plus Gift Aid from participants. Hels Bells, Louise Tait, Julie Atkins, Vanessa Gillam, Louise Powell and Zoe Kubiak, the Witch Way Round Wild riders raised a welcome £104.28 for The Cinnamon Trust. The Cameo Club (Cornwall) donated £15.00 following a talk from our volunteer Wendy Ware. Parc An Colan Allotments (Cornwall) held two open days and sold their produce to raise a green and healthy £616.58. Border Vets (Galashiels)

nominated The Cinnamon Trust as their 'Charity of the Year' in 2022 and raised £300.00 through a range of activities, including sponsored walks. **Pamela Chadaway** (Worcestershire) gave a talk to South Worcester & District Friendship





Group who donated £25.00. Christine Crewe (Surrey) gave a talk to the 35 Club in Old Coulsdon, who donated £100.00 and thanked Christine with a lovely bouquet of flowers. The Trevenson Monday Club (Cornwall) delivered £30.00 to Head Office following a talk from our volunteer Barbara Waterson. The money kept rolling in for lan Curtis' (Rutland) Rutland Round 65 mile memorial challenge. The total now stands at £2132.50 in memory of his step-mother Alison Smith. Alison Wheeler (Essex) along with help from her mum, has raised £141.85 from Monks Eleigh Fete and Dog Show and their stall outside Tylers Opticians in Tiptree. Sandown Rotary Club (Isle of Wight) donated £50.00 following a talk from our volunteer Rhona Jenkins. Louise Matlock (London) raised a sparkling £490.00 from sales of Christmas crackers. Suzanne Hill (Kent) with friends Sheila, Sue and Fleur raised £37.65 at their Easter stall and £47.00 with a table sale over the Coronation weekend with help from Joan, Sue and Fleur. Maggie and John Martin (West Sussex) have been busy as ever, raising £1.100 at Findon Easter Fair, plus another £34.40 from the collection box at their village store and £35.00 from a talk to the W.I. Their fundraising adventures continue as they prepare for their Cream Tea Event. Following volunteer **Mary Nixon's** (Suffolk) talk to the Salvation Army Fellowship Group they kindly donated £96.00. **Anne Barber-Herlitz** (Essex) sent £100.00 from a talk to the Ladies Group in Maylandsea and is planning some summer fundraising in her garden. Students at **Godolphin School** (Wiltshire) see support for charities as an important part of their learning, raising £356.00 from their fundraising activities.

Thorverton W.I. sent a donation of £30.00 for a talk given by volunteer **Sheila** Gozzett. Caroline Hendra (Lancashire) gave a talk to Layton W.I who donated £40.00 and Atherton Women's Institute who also donated £40.00, along with stalls at West Lancs Dog Fest and Carla Lane Fun Dog Show, raising £129.00. Michael **Denniss** (West Sussex) did a guiz for us raising £83.00. Crowlas Methodist Church made £50.00 at their coffee morning. **Jackie Smith** (Leicestershire) put on a raffle and made £150.00. It was so popular that she is going to do another one at Christmas. Maggie Grey (Dorset) made £100.00 selling handmade cards at Brockenhurst Craft Show. **Nancy Johnson** (Yorkshire) held a cake sale with her choir and baked £80.00, then matched this through a stall at the local monthly food market with 'quess the number of treats' jars (one for dogs and one for people!). Raising awareness and a total of £160.00. **Lorraine Hawkins** (London) gave a talk at Blake Hall Retirement Home, who made a generous donation, plus the proceeds of the raffle, to make a total of £216.00. St Ives U3A (Cornwall) donated £93.52 following a talk from volunteer Wendy Ware, Marion Embury (Devon)





made £25.00 from sale of cards. **The Oaks Havant Crematorium** nominated us for their Recycling of Metals Scheme and we were chosen to receive an amazing £12,000. **Sally Mohammed** (West Midlands) gave a talk to Finham W.I. who kindly donated £30.00. **Jane Leivers, Zoe Temple, Ceri Evans** and **Nia Thomas** did a fantastic job with their stall at Bodnant Gardens Dogfest and managed to raise a fantastic £63.50. The Portreath Arms held a Fun Day making £153.42 from their dog show for us. **Penzance Helicopters** have chosen to donate part of the charge from every booking made on their dog flights, so owners





can holiday with their dogs on the Isles of Scilly and raised a soaring £190.26. Ferndown Family Vets sold fabulous Christmas and then Easter themed bandanas and bow ties, kindly made by the owner's mum, raising a fabulous £355.00. Volunteer Mandy Scott raised a lovely £28.39 on her stall at the Mole Valley Farmers event in Penzance. Heathland House Care Home held an event where Chervi Veal and Sue Thomas managed to raise a fantastic £40.50 and Cheryl's Cinnamon dog Bubbles came home with a certificate and rosette from their fun dog show! **Judy Dawson** and **Elaine** Cooke raised a fab £72.15 on their stall at Vale Vets Open Day. Aldgate Veterinary Practice chose us as their Charity of the Year and raised a wonderful £166.40 for us. Celebrating John Fowlers 70th Anniversary, John Fowlers Perran View Holiday Park in St Agnes raised £61.00 for us at their Fun Dog Show. Volunteer Gill Yates recently held a small jewellery workshop for friends, raising £26.00. Julia Griffiths planned to climb Mount Rysy, Poland's highest peak, to raise funds for The Trust. Unfortunately snow and ice forced a change of plans and she climbed Świstowa Czuba peak instead, then completing a second climb straight afterwards to make sure she had climbed to the height of Rysy. Amazing determination which raised £886.25. Alison Crooks raised awareness for The Trust as part of her employer volunteering days and did a delicious cake sale resulting in a lovely £60.00.





Homested Dog Training Club sent £122.50 from their regular Club donations. Lowestoft Dog Training Club (Suffolk) held a companion dog show in September 2022 and in March 2023 nominated The Trust to receive £1,000 proceeds from the show. Ribble Dog Agility Club (Lancashire) hosted an



agility show in January and members raised a jumping £250.00 as a gesture of appreciation for the work of The Cinnamon Trust. **Bowow Dog Training Club** (Cornwall) sent £558.00 in support of The Cinnamon Trust. **Avon Working Dog Training** (Wiltshire) supported us with a donation of £250.00. **Loughborough Dog Training Club** (Leicestershire) sent a donation of £1,000 via volunteer **Delia Graham**. **Enfield Chace Dog Training Club** (Middlesex) donated a lovely £1,500.00. **Exeter & County Canine Society** (Devon) hosted The Cinnamon Trust Stakes Class in their Open Show and raised £38.00.

**Littlehampton Dog Training Club** (West Sussex) supported us with a donation of £500.00. **Swan School of Dog Training** (Buckinghamshire) ran a raffle which made £90.00 for The Trust. **The Norfolk Terrier Club of Great Britain** chose to support us at their AGM with a £100.00 donation. **Manston K9 Society** (Kent) hosted Valentine and Easter dog shows, raising £700.00. **Lezli Rees** from Explore by Paw (Warwickshire) has raised an amazing £898.85 since she decided to support the Trust by donating part of their walking group fee.

### **Our Facebook Fundraisers**

#### June 2022

Roberta Spooner

#### March 2023

Jessica-Jane Gibson, Joanna Hayward, Lynne & Andy McGowan, Lynn Hay, Robin Ling, Stephanie Pinkney, Suzanne Averis

#### April 2023

Alison Stafford, Debbie White, Hazel Tonge, Jean Gibson, Jonathan Paris, Karen May, Mandy Pops Locky, Sharon Windle, Alison Andre

#### May 2023

Ermintrude Fisher, Marianne Powles, Sarah Tonin, Sharon Elliott, Lisa Clayden

#### June 2023

Debra Hill Frewin, Catherine Geldart, Sylvia Potter, Amanda Bailey, Jean Frances Lacey

#### **July 2023**

Rosemary Boon, Ann Canfer

#### You have all contributed to a magnificent total of £2,122

# Fundraising interview with Maggie Martin

By Marie Bowes-Roden

#### How long have you been a volunteer for Maggie?

Maggie "I have volunteered for the Trust for approximately 20 years and have been fundraising for approximately 12 years."

#### Why did you start fundraising for the Cinnamon Trust?

Maggie "I wanted to fundraise when I moved back to Sussex from Cornwall, partly to help raise awareness of The Trust in this area and of course to help with raising much needed money for what I believe is one of the most necessary causes there is. Having had a lifelong Cinnamon foster dog, Tiny, who had serious health problems for most of her life, I know how much has to be raised for vet bills alone. When I lived in Cornwall I was fortunate enough to visit the sanctuary and saw first-hand the wonderful work done there.

It might sound like a line from your publicity material but the fact is that The Cinnamon Trust is the only charity that helps people and pets. The charity is unique and I think may appeal to people who have not supported another animal charity because they believe humans should be considered first."

#### What do you like most about fundraising?

Maggie "My favourite thing about fundraising is seeing people and pets (mainly dogs) come together and enjoy themselves whilst knowing they are doing something worthwhile. People in general love to do good deeds. If they can enjoy themselves doing so that it is even better!"

#### What has been your favourite fundraising event?

Maggie "This is a hard question! I love our Christmas Fayres but I also love the Cream Teas! The atmosphere at the Christmas Fayres are wonderful, the Church looks great decorated for the Fayres and our vicar loves it to be used in this way. The multitude of dogs which come through the door have always been well

behaved. The Cream Teas have always been popular with help and generosity of Rodda's cream and lots of jam!

Our events work well because of team work, I have a wonderful team of helpers including my husband and other strong men willing to lift tables and heavy boxes. People in our village look forward to Cinnamon Trust events now and often ask me when the next one is before I even know myself!

## Maggie can you please help our fundraisers with some Do's and Don'ts? The Do's

- Make it fun! Appreciate your helpers and supporters and thank them in writing if possible.
- Keep prices fair but not too low.
- Make an entrance charge to include refreshments but make it clear that extra goodies need paying for!
- Ensure dogs are allowed and make provision for them including water and toilet arrangements.
- Advertise well in advance.
- Do let adults bring their children for free
- Bake lots of homemade sweet and savoury items. They will ALWAYS sell.
- Involve all abilities, e.g. people who love to knit items to sell. One of our most popular items at Christmas is mini knitted Santa socks with chocolates inside made by a wonderful lady in the village. They bring in lots of cash, give her a sense of purpose and joy to the children who receive them. Same with her Easter chicks with Creme eggs.
- Have a raffle if you can, they are money printers especially if you can get some good prizes donated by local businesses.

#### The Don'ts

- Don't offer junk or jumble for sale. Sadly this now includes books, CD's and DVD's.
- Don't over or under-price.
- Don't have too many events in a year in the same area.
- Don't keep bringing same unsold items out at events. Give them to other charities and beg for more!

Thank you Maggie and her hard working team.



### Martha's Top Tips



Calling all keen fundraisers! If you are thinking about holding an event, have a great fundraising idea, are perhaps an avid crafter, baker, maker or just love doing anything creative that you'd like to share with us and help to raise funds – WE NEED YOU!

We are raising funds with the aim of building a "state-of-the-art" cat house at our Poldarves Sanctuary. The rooms will be bigger with cosy sleeping areas, grooming room, food and medication prep room and lots of interaction and enrichment facilities built in, not least a Sensory Garden with ornamental grasses that spark interest and lots of planting like catnip and mint that cats love to sniff!

#### Here are just a few ideas:

- Hold a Halloween black cat quiz and charge to enter
- Dress up day at work or school and ask for a £1 to dress up and £2 if you don't!
- Ask for donations and hold a games night with scrumptious food
- Look out for Christmas fayres we can always supply some leaflets and may even stretch to a couple of raffle prizes
- Draw a building that may resemble a cat house made of bricks and charge £1 to put a name in a brick. Then when all the bricks are full, pick a brick at random as the winner and split the proceeds into prize money and a donation to The Cinnamon Trust
- The classic "How many sweets are in a jar?"



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Charity No. 1134680



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## **Event booking form 2023**

Name:		
Telephone Number:		
Email Address:		
Address:		
Postcode:		
Where are you holding an Event:		
Address of the Event:		
Date of Event:		
Is there a fee for your event? (Please tick)	Yes	No
Do you need voluntary support?	Yes	No
Do you require a collection box?	Yes	No
Are you happy for us to publicise your event?	Yes	No
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Thank you so much for helping to promote The Cinnamon Trust, we will be in touch to discuss your event and how we can help.



# For peace of mind about the future of your pet you can rely on The Cinnamon Trust



This is Kathleen and Nancy they love each other very much and they enjoy every day knowing that if anything happened to Kathleen, Nancy would come into the permanent care of The Cinnamon Trust. The Trust do things very differently to other charities and have been for 40 years!

- We do not use kennels or catteries, all pets that come into our care go directly into homes
- We pay all vet bills for the rest of a pets life to ensure they get the best of care
- We maintain contact and support with our "Cinnamon Pets" for the rest of their lives
- We always keep pet families together
- We have a 24 hour emergency line

If you are a pet owner of any age and do not have a future plan for your pet contact The Cinnamon Trust and have the same peace of mind that Kathleen has

For more information phone 01736 757900 or email admin@cinnamon.org.uk www.cinnamon.org.uk