

Laura's flower news



Welcome to Laura's flower news!

This is the first seasonal newsletter from flowersforlaura.com

flowersforlaura.com was set up in September 2007, to help raise money for PACT (Parents Association of Children with Tumours and Leukaemia) by delivering beautiful fresh flower arrangements, throughout the city of Sheffield. Through this newsletter, we will update you on our latest activities, the progress we have made to-date with our PACT fund raising and also bring you news of other fund raising activities for PACT. Just to remind you that by becoming a customer of flowersforlaura.com you are automatically donating 10% of the total cost of your flowers to PACT.

getting started

flowersforlaura.com achieved its very first sale on 8th September 2007 – a £5.00 hand tied bouquet. Starting off so small, little did we know that business would grow so fast and that the Calendar events of Christmas, Valentine's Day and Mothering Sunday would prove to be such exciting and challenging times. Incredibly, we now have over 150 customers, many of who are ordering from us on a regular basis. Our wonderful team of unpaid marketeers has been working hard to spread the word and recommend us to friends and family – thank you to you all – you know who you are!



free delivery

flowersforlaura.com delivers throughout the Sheffield area. Unlike many high street florists, we are delighted to be able to offer free of charge delivery to the following Sheffield postcodes:

S1; S2; S3; S4; S7; S8; S10; S11; S17; S18

So if you or your friends live in one of these postcodes, you can support the wonderful work of PACT and benefit from free deliveries on all your flowers.

We make a small delivery charge of £3.00 for any of the following postcodes:

S5; S6; S9; S12; S13; S14; S20

We can do same day delivery if an order is received before 2.00 p.m and we are happy to do Sunday deliveries with 48 hours notice. By special request, we will deliver in the evenings too. In the recent months, we have also extended our delivery areas to Rotherham and Chesterfield. Please do ask if you wish to send flowers to one of these places, we will do all we can to accommodate your order.

To place your order just complete our online order form or telephone us any time on 07957 519066.



PACT

PARENTS' ASSOCIATION OF CHILDREN WITH TUMOURS AND LEUKAEMIA Registered Charity No.508412

Helping Children with Cancer



about PACT

PACT (Parents' Association of Children with Tumours and Leukaemia) was founded in 1977 - with a donation of £113 - when eight parents created a support group for families whose children had cancer. PACT started raising funds for a Christmas party and a summer trip for the children. The charity expanded its remit to include children with leukaemia in 1978 and, as funds were secured, services grew to include new ideas like the provision of equipment and facilities for families.

In 1977 a child with cancer had a 55% chance of being alive 10 years after diagnosis. Today that has improved to more than 75%. However the cost of this is often prolonged and intensive treatment and sadly this is not always successful. PACT continues to be an invaluable source of both practical and emotional support for children and their families throughout their contact with the oncology unit.

Over the years PACT has continued to raise money to help support the families, and increasingly to support the ward and clinic at the hospital, as well as contributing in an ever-increasing way to the research.



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where to see our flowers

You can see our flowers at any time and enjoy a wonderful cup of coffee by visiting either Rustichinis, Italian Café on 185 Baslow Road or Seasons Gallery, 290 Abbeydale Road South – www.seasons-gallery.com Alternatively, if you fancy spoiling yourself try Head Gardener, 213 Oakbrook Road, Nether Green for a new hairstyle, Heavenly Body, 158 Abbeydale Road South for a beauty treatment or splash out on a fabulous new outfit at Sister, 409 Ecclesall Road – you can enjoy our flowers whilst you are there!

new PACT website

During the last few months, we have also set up a new website for PACT, so please do visit the site and read more about the charity and our work to support the Oncology Ward, M3, at a very wonderful local institution, Sheffield Children's Hospital: www.pactfriends.co.uk



PACT house open days

On 16th and 23rd November we held two open days at PACT House. PACT House is located on Western Bank, just a few doors up from the Children's Hospital and can accommodate up to five families whilst their children are receiving treatment on the Oncology Ward, M3. Whilst the Hospital may be local for those of us who live in Sheffield, for many families and patients it is a long drive away as the catchment area extends to Hull, Grimsby, Lincoln, Nottingham and Derby. PACT House provides the most wonderful facilities to ensure that families can stay in a homely, comfortable and well-equipped place.

flowersforlaura.com arranged flowers for the Open Day to help show it off at its very best and we offered a buffet lunch to staff from the Hospital and families, who had not had the opportunity to visit and see the facilities. We are always happy to host visits to PACT House for anyone who would like to become involved in our work.



UK online PACT charity day

On 17th December, the 30 staff of UK Online split into small teams and ran a competition to see which team could raise the most money for PACT. We were asked to donate a £25.00 hand tied bouquet of flowers for an auction held by one of the teams. We were delighted to hear that the bouquet fetched the princely sum of £75.00, but even more delighted when we learned that the combined total raised by the UK Online Team was in excess of £6,000. A truly amazing achievement by everyone involved.



PACT christmas cards

We were thrilled when MM Design and Proco kindly offered to print, at no cost to PACT, three Christmas cards designed by children on Ward M3. These cards sold really well and we will look to do something similar this year. Perhaps you will consider buying your cards from PACT this year, they will be available on the PACT web site later in the year.

Our special thanks to Martin Hinchcliffe and his colleagues at MM Design and Proco, who made this possible. You can find out more about MM Design at www.mmdesign.co.uk

forthcoming activities

We are delighted to be giving our first official floral demonstration to a group in Dore in April, following an invitation by Kathryn Booth, Manager of Eadon Lockwood and Riddle in Dore. We have also accepted an invitation to speak to the Townswomen's Guild in Lodge Moor in June. We hope these events will be the first of many speaking engagements. If you would like us to come and talk to you and a group you are involved with, or just you and your friends in your own home about flowers, flower arranging and, of course, PACT, then do please get in touch.

Another exciting development is that we will be exhibiting some of our floral designs in collaboration with floral artist, Wendy Carlton – visit www.wendycarlton.com and www.daisy-doodle.co.uk. You may recognise Wendy's beautiful artwork from the logo for Sheffield's Botanical Gardens. We will be joining Wendy at her exhibition as part of the **Artists Open Studios 10th Anniversary Event on Sunday 27th April 2008 and Saturday 3rd and Sunday 4th May** at The Quarter, 21-23 North Church Street, Sheffield, S1 2DH. The exhibition will be open from 11.00 am to 5.00 pm. Please call in and see us if you can.

Visit www.openupsheffield.co.uk for more information about the Anniversary Event.

We are also delighted to be joining Wendy for 'Art in the Gardens' at the **Botanical Gardens on 6th and 7th September 2008** – 10.30 am to 5.30 pm. We hope you will come and see us and will remind you nearer the time to pop along.



One of Wendy's paintings

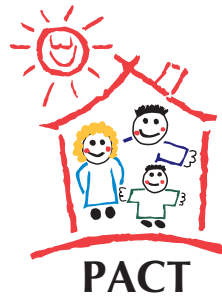
PACT annual ball: 1 march 2008

On Saturday 1st March 2008 we held the PACT Annual Ball at Cutlers Hall in Sheffield. Attended by over 300 people, families, friends and supporters of PACT, the evening was hugely enjoyable. We were delighted to discover that we raised £21,420 in total, exceeding last year's Ball by several thousand pounds. A fabulous achievement! flowersforlaura.com donated a hand tied bouquet of pink Aqua roses, Monkshood and bright pink Gerbera for the raffle which was won by our dear friend, Sheila McGovern, Bereavement Support Co-ordinator at the Children's Hospital. We were delighted that Sheila won our donation – we could not have wished for our flowers to go to a more deserving person. Sheila provides very wonderful support to children and families during their most difficult times.



donations to PACT

We are so pleased that our total donations to PACT have now exceeded £600 from our initial few months flower sales. It is only a small contribution, we know, but every little helps. We know, first hand, that the donation will be put to good use and will be asking specifically for it to go to support the research activity to help the continuing search for improved treatments for children suffering from cancer. We would like to thank you, as one of our first customers, for enabling us to make this donation as it has come directly from you. Thank you!



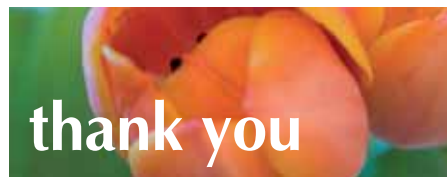
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getting married?

We are delighted to have taken our first bookings for wedding flowers this summer and beyond. We offer a personal, no obligation consultation service. Always happy to lend out our wedding books to enable you to browse at your leisure, we will visit you at home to discuss the flowers for your special day. We take time to get to know you, your style, ideas and venue so that we can create the beautiful flowers you want. Call us anytime to arrange a consultation.



Finally – a really big thank you to all our wonderful customers who have taken the time to send us such nice comments. It is so rewarding to receive your calls, messages and emails – we always appreciate your feedback.

"Thank you for the most beautiful flowers.....I have to say they are the best we've ever had. Everybody (and we have had a train of visitors) has had to comment on them. I have been giving your details to so many people and I hope the orders come flying in."

Barbara Westwood

"Beautiful flowers and an exceptional service. My Mother was delighted!"

Gavin Capp



You can read more comments from our customers on our website:
<http://flowersforlaura.com/flowers/flowers/customerquotes.html>

We will be making this newsletter available on our website. If you are happy to receive this by email rather than hard copy, do please email us at orders@flowersforlaura.com with your details.

We hope you will continue to enjoy flowers from flowersforlaura.com and recommend us to your families and friends.



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