



## Introduction

*The Beautiful Co focused on creating new opportunities to enhance well-being and bereavement support within Wigan and Leigh Hospice and utilising the resources as narrative therapy to improve the bereaved aftercare of family, a source of well-being fundraising and with staff to enhance well-being support.*

## Organisation Impacts

### **Fundraising and Lottery Manager, Lindsey Butler**

*I met with Jeanette and Robert prior to the Light for a Life Event to view and discuss the Beautiful Co Memory Cards. We discussed what events they could be used at and how they could help people. We all agreed that Light for a Life was the perfect opportunity to see how our supporters felt about them as this is an event where people attend to remember who they have lost. The response was fantastic and the feedback that I received after the event was very positive. Over 100 cards were sold and I witnessed lots of people speaking with Jeanette and Robert, expressing their gratitude for the cards and sharing wonderful memories of their loved ones. The Hospice received a donation within 48 hours from the Beautiful Co.*

### **Counsellor, Lindsey Caplan**

*As a hospice counsellor, I have used the Beautiful Co Memory Keepsake Cards with several bereaved clients. The cards present the perfect opportunity for individuals to share their precious memories with me in the safe and confidential therapy space. They then took the card away with them to show to friends should they wish and invited them to also write down any reflections and memories they may have of the loved one. This enables conversations regarding the loved one, helps keep their memories alive, and assists in their grieving process.*



### **Receptionist, Margaret Moreton**

*I bought one of the cards for a friend who was really struggling with grief after losing her sister. They had been estranged due to an argument, and my friend felt guilty and extremely sad. I suggested she write in the card some of the happiest and best memories she had spent with her sister. My friend said she found writing in the card her memories helped her focus on the good times, and she found this very therapeutic. It helped her to overcome her grief and allowed her to realise her sister would not want her to be carrying guilt around but to focus on the wonderful times they had shared.*

### **Veteran Volunteer: Jeanie**

*Cherished memories allow everyone to think of past times and share the beautiful memories they have. The Beautiful Co Keepsake cards, I think, are a wonderful idea as they guide you into remembering the good times and allow you to write them down and share them. I love sharing stories with people of my 86 years, and many of my memories are funny, but some are quite historic and can take me back to being a little girl staying awake on Christmas Eve with my sister, waiting for Father Christmas.*

### **Volunteer, Sue**

*Through my work on the reception desk, I get to meet many of our patients, family and friends. I get to hear and share many stories of long-lasting relationships and amazing experiences, and reflecting on these special times gives us a chance to be thankful that those we love to have blessed our lives. The beautiful memory cards are the perfect way to help individuals record and celebrate important times. I have sold several memory cards, and when people pick them up for the first time, everyone comments on how soft they are. One lady said it was like having a hug.*

### **Volunteer , Kath**

*When someone we love dies, we feel bereft and lost. We often don't know what to do to help the people who are grieving. The Beautiful Co Cards help us by allowing us to write down our wonderful memories of the person we have lost and to share our memories with others, opening up beautiful conversations. Through these cards, we are able to navigate through our grief and show how grateful we are for sharing a life with our loved ones. Beautiful Creator C.I.C - [TheBeautifulCo.org](http://TheBeautifulCo.org)*