

Transcript – **ellenor**–podcast – Making Moments Matter
Episode 5 – Fundraising: more than just raising money.

INTRO / TEASER, PART 1:

[MUSIC]

Anna – 00:01

You've got one chance.

Jemma Kemp

Yeah, definitely.

Anna

You've got one chance to do it right. They say... Look, the effort that went into my birth plan was ridiculous for my son, and like well... Why have I not even concerned about any end of life plan? And it's the same thing! [SPEECH FADE OUT]

INTRO / TEASER, PART 2:

Jemma Kemp – 00:16

You know, I've definitely become a 'champion of death' since I've been working there and all, you know...

Anna

Excuse the phrase.

Jemma Kemp

Yeah, it's just about in terms of... [SPEECH FADE OUT]

CONTENT – PART 1:

Anna – 00:30

OK, we're good to go. So, welcome to the **ellenor** Podcast: 'Making Moments Matter'. I'm here today with Jemma Kemp– Hello, me old buddy!

Jemma Kemp

Hello Anna!

Anna

How're you doing?

Speaker I'm good.

Anna

Also happens to be a colleague, obviously, working for **ellenor** Hospice. Gem, we're going to have a bit of a chat today, really about **ellenor**. Why we do what we do, why we're here, why we both work for this amazing organization.

And we're gonna let it flow. It might get a little bit personal cause, you know, we had a bit of a chat before didn't we, about our experiences of death, dying, bereavement..

So let's start, really, at the beginning, I mean, we're local girls. Gravesend born and bred.

Jemma Kemp

We are.

Anna

We are. How...I mean for me, **ellenor** was... I remember **ellenor** from a very young age. What about you? Was it only when you experienced or had to... you know, you knew someone, your cousin had to access the services - Or was it something that you just, Gravesend, knew? Everyone knows **ellenor** - Everyone from Gravesend knows **ellenor**. Tell me your experience of how you perceive **ellenor**.

Jemma Kemp - 1:30

Yeah. Well, for me, I've always lived.. I grew up just down the road from the Hospice, so my family have always lived a couple of miles away. So I would say most days, I drove past the Hospice, so it was always... it was always an organization that I knew of, like you say, coming from Gravesend. But it probably wasn't until one of my best friends, who also happens to be my second cousin, experienced the services of **ellenor** that I really had an experience of what they do.

And I find that, in my day-to-day role, is that a lot of people have a perception, and you'll probably find this as well, of what Hospice care is, until they experience it, and then they're like, "Oh, wow, there's so much more to, you know, to what I... much more than what I thought it was going to be."

And conversations that I've had with people, with businesses, sort of talking about what we do and you get... and even at the time, when I first joined **ellenor** actually, there was... our office was at Swanscombe and that was going to be my base.

Anna

Of course yes.

Jemma Kemp - 2:51

And then we were asked to... we were going to be having a desk, a fundraising desk, based at the Hospice, which meant that we were going to be working from the Hospice a couple of days a week, which, at the time, my family was like, "Ooooh, are you going to be alright with that?" You know...

Anna

Oh what, because you were working at the Hospice?

Jemma Kemp

You going to be alright with working there?

Anna

Ah, I see.

Jemma Kemp

And I was like, yeah! You have to come... and you have to come and see what it's like.

Anna

They think it's a Funeral Home, don't they?

Jemma Kemp 3:18

Yeah, it's not a scary place, it's actually... and people are scared to walk through the doors!

And I actually had a conversation with a local business and he said,
"Oh, I drive past there all the time and I just think 'Once you go through those doors, you don't come out, do you?'"

And I was like

"Oh my God, please come and see me, and I promise I'll let you out",

And it's not... it's not a scary place, and I think that's definitely something that I try to get across every time I speak to people is... and I try and get people to come and meet me at the Hospice, so that I can show them first hand that it's not.

And I always used to try and get people to come in, I used to be sort of strategic about inviting people in and bring them in when we had... actually most days were busy, but on a busy day, like a Tuesday or Thursday, when the seated exercise class is going on, people didn't expect to walk into a Hospice and see people clapping their arms to Queen. And they're like....

Anna

(Clapping / Singing / Laughing) "We will, We will..."

Jemma Kemp - 04:15

"What is going on?" Yeah!

It was just...and I remember bringing someone in to... they were dropping some money off, like a local business. And they wanted to come in, and I arranged for them to come in on like a Thursday morning or something. And they said... The lady actually said to me before she left, she said,

"Do you know what? I really didn't wanna come here today. I was really nervous about it. And actually, I honestly can't believe it. I'm going to go back and tell everyone. I'm so shocked at how happy everyone is, how lively it is in here. What a lovely place it is"

And that's definitely something that I really try and get across to people all the time that, it's obviously, you know, there are sad, a lot of sad moments in what we do...

Anna

Of course, it's what we do, isn't it?

Jemma Kemp

Yeah, but there's so many happy moments as well there, and it's such an amazing place to be a part of. And so much of what we do is positive, and that's something that I really sort of champion when I'm speaking to people, and it's something that people don't expect.

Anna – 05:22

100% – And do you know what, I've covered this on a few other podcasts. There is a massive stigma attached to Hospice care. And you do... but you know funnily enough you said that about your family – mine were the same. It was, like, really proud that, you know, I'm working with **ellenor**, but also like, *"Oh! I bet you see some sights."*

Jemma Kemp

"Are you gonna be alright? Are you sure that's okay? Are you sure you want to do that?"

Anna

It's good. It's fine. And it is literally almost like come in, have a look and you know, just last week we had some people in, did a bit of a tour of the inpatient ward, and every time I've done that – Every single time – they leave saying one thing;

"I did not expect it to be like that. It is nothing like I thought it'd be."

And I think **ellenor** has got probably quite a big job to do to try and break down that stigma.

Jemma Kemp

Definitely.

Anna

Even so, to entice people in, not necessarily just patients, I'm talking staff! You know, workforce!

Jemma Kemp 06:10

Yeah, absolutely. I mean, one of my oldest school friends, she's worked in, she's been a palliative care nurse since she left uni, and she's always worked for a Hospice. And I remember... I mean, for years she has just raved about how much she loves her job, and we was all... we've all been like...

"Why? Like, I don't understand!"

Anna

"People die, how could you like it?"

Jemma Kemp

"How could you love your job? You're working with people everyday that are in a really, like, probably the most saddest situation they're ever gonna go through, and, how can you love that?"

And I totally get it now. I didn't get it before, and as soon as I started working for **ellenor** I said to my friend, I said

"Do you know what? I totally get it now."

And she said,

"I know. It's a lovely feeling, isn't it?"

She said that... it's really hard to explain to people, but yeah, she just she's always said about how much she loves it and how amazing it is, and I just didn't understand. But now, working in a hospice myself, I do, yeah.

Anna – 07:09

You get it. Do you know what, I find it's little things, like a few weeks ago, I was having one of those days – I got stuck in traffic, as you always do, coming across, got to the Hospice, was a couple of minutes late, and I hate being late for anything! And I got to the front door and there was a lady next to me stood waiting to get in, and she was frantically pushing the buzzer – buzz buzz buzz – and I was like... and I said,

"Are you here to see ..."

she said

"I'm here – My husband! My husband's dying! My husband's dying!"

And I let her in, and the nurse waited for her, you know, on the green and took her through. And I sat down and straight away that moment for me, I thought, "there you go!" That's a little reminder, even though you've had a pants journey getting in and you're late for your meeting. That is exactly why you're here. That is why you do it.

Jemma Kemp – 07:52

Definitely. It's totally changed my outlook on life and I know that's sort of quite a big statement, but it has like quite quickly.

I would say, probably, in the first 3 or 4 months of working at **ellenor**, I had quite a few weeks experiences where I, you know, you just relate everything back to yourself. So there was...

Anna

Make it personal. Yeah, of course.

Jemma Kemp

Yeah and there was, you know, I've got three children, and to see children coming in to visit their parents at the Hospice – that definitely... that got me to start with. And I just, you automatically think,

"Oh my God", you know, *"If that was my kids coming in here..."*

And then, especially when you've got kids coming in at similar ages to yours, and then you start to think, you know, and you just realise how, you just become more grateful, and just, you put things into perspective a bit more.

And I think that combined with lockdown, and all these different things definitely has made me a different person, I would say work working at **ellenor**. Yeah, completely.

[MUSICAL TRANSITION FADES IN AND OUT]

CONTENT – PART 2:

Anna – 09:08

...But do you know what... A lot of what we do at **ellenor**, in fact the vast majority of what we do at **ellenor**, isn't even in the Hospice! And it is an amazing place to be, and I love going, I love working there, I love, you know, being in the office...

Jemma Kemp

Yeah, absolutely.

Anna

...But, you know, 90% of what we do is actually in people's own homes, and I think that's another thing that maybe people aren't really aware of what we do outside.

Jemma Kemp

Yeah, yeah, I think I think you're right there. And something that I was really keen on doing in my role, especially... Because I talk to people about what we do all the time, I like to experience that as well, to be able to... a lot of my role in.. I think I've done a lot of training over lockdown about what engages people, and people like to hear real life stories, rather than facts and figures..

Anna

Yeah, make it personal, yep.

Jemma Kemp - 09:56

And so, I kind of made it my mission to make sure that I understood a bit more about what everyone did. And something that was offered to, kind of, our exec team was to go into different roles and to spend a day in someone's shoes basically. And we did, we sort of flagged, you know,

"Can we do that too? because we'd really like to, I'd really like to be able to do that!", and that's what we did. I went out with one of our amazing home care team and spent the day with her, went to a couple of different patients houses, sort of, real different scenarios. And again you, you know, it was the same... it was a bit of the same vibe though that, you know, that they were a bit scared of us turning up. A couple of the visits were first visits, and I was prepped to sort of say...

"Right they're a little bit nervous, because we're the Hospice and they're a bit nervous that we're coming in. So we're going to really take it gently with them and just reassure them that we're just here to support them"

... And explain everything and make sure that they're comfortable, and... Yeah, you're just going into someone's home. It's their home, and they've all of a sudden been turning to a carer and they're just hoping they're doing everything right and it was so emotional. Yeah, the guy that we met... the family that we met were absolutely brilliant. And actually, the most important thing to the guy was that he was making the dinners right, because his wife did all the cooking and he was like,

"I made a casserole last night and it actually tasted like hers!"

Anna

Bless him!

Jemma Kemp

And I was like,
"Oh my goodness!"

Anna

Little things!

Jemma Kemp - 11:34

You do find that those, you know, all those things are so important to people that you don't think about, you know. Like cooking and all of those bits.

So yeah, amazing what we do. Going out in the community as well, in a big part.

And like you say, a lot of people, I think because when people are being cared for at home,

there's several different organizations coming in. And sometimes, you know, we might get a bit lost that actually we are a charity, and that we **ellenor** and that's what we do.

Anna

You know, I think we do well though, I think we make it a home away from home.

Jemma Kemp

Definitely!

Anna

So we, and having experienced, you know being out with say... let's... for example, GP's community nursing, there's there's multiple healthcare providers that will wrap services around patients, which is amazing! **ellenor** being one of them.

But I feel like **ellenor** just puts that homely touch on everything, because exactly, like you said, it's 'we'll support you with the cooking or we'll support...' and all of those different bits. So for example, I know that a lot of our, you know, bereavement care is around, someone's lost their wife who cooked for 50 years and

"All I know is how to make toast. That's it."

So we'll get you in and we'll support you and we'll show you or we'll come into your own home. We'll show you how to... you know...

"Let's maybe start with some beans on that toast!" and like, *"Let's make an omelette!"*

And all of those little touches that I think maybe the system might forget.

That's what I'm proud of what **ellenor** does. It is a home away from home in my mind. That's what we do.

Jemma Kemp -12:59

Yeah, and I think that, just sort of touching back on like, job satisfaction of what we do and understanding that those really tiny things then suddenly become huge when you find, when you have someone... someone dies and they're not doing them anymore. And I've been based at the Hospice, so I love being at the Hospice, like personally, because obviously that's the most interaction that I get with our patients.

Anna

Like a hub isn't it?

Jemma Kemp

Yeah, I would obviously, not being a nurse, I wouldn't go into people's homes on a daily basis. So, at the Hospice, having conversations with people, I find that they want to talk as well and that..

Anna

There's a massive social side, isn't there? Huge.

Jemma Kemp

Yeah! It just, you know, they're coming in to drop off donations that were collected, maybe at their wife's funeral. And that's the first time they've been out the house in three months. They've kept the donations there.

And then I've had quite a few conversations where I've sat with people for sort of an hour,

an hour and a half.
When I first started working for ellenor...

Anna

Get no work done?! (Laughs)

Jemma Kemp – 14:08

Well I had the same conversation! I had a conversation with a little boy and he kept coming over and talking to me and he was asking me about my family and my children. And I was thinking,
“Oh God, I'm not really getting any work done here!”
And then I thought, *“Do you know what?”* I took a step back and was like,
“Do you know what? I am! Like, this is part of my job. This is what I do. And this is so important for me to experience this and the difference that we're making to this family's life, because his mum was sort of like looking over from a distance, sort of like mouthing like...”

Anna

Is he bothering you? (Laughs)

Jemma Kemp

... like “Thank you” to me, because they were having a really deep family conversation, and the little boy was just... I was kind of babysitting, but it's OK! (Laughs) I've got some experience!
But no, he was, you know, he was talking to me and so I kind of, you know, just gave him a little bit of space. But then he was also talking to me about his family, and what was going on and everything. So I think, yeah, just to recognize that there's so many elements to what we do and for me to be experiencing stuff like that really helps me to portray what we do when I'm talking to our supporters and getting that across.

[TRANSITIONAL MUSIC FADING IN]

Anna

And we do support the whole family. It's not just a patient. It's not just the carers. It's like you say sitting there, having a conversation with that little boy while the family can talk about what's happening.

[TRANSITIONAL MUSIC FADING OUT]

CONTENT – PART 3:

Anna – 15:29

And you mentioned there about obviously meeting the family, and meeting people in general, not just families, but, you know, corporate sponsors, and anyone that supports us as a local Hospice – That's a huge part of your role, isn't it?

Jemma Kemp

Yes, it is. So, over the last kind of, nine months, my role has changed to specifically look after our businesses that support us basically.

Anna

OK.

Jemma Kemp

So yeah, a lot of people that I speak to – it depends, sometimes they'll come, well.. it will come from an individual. So there may be a personal connection, that someone's... they've decided to support us through their business because they're part of that business, and they've had a personal experience with **ellenor**, and they want to, as a sort of employees, kind of gather around and support them in that process. Or it could just be that they're a local business and they're looking for a charity, a local charity, to support. It's a big part of, most organization strategy now is the sort of community element and that involves, you know, sustainability and then what they're giving back into their local community, which is obviously, is charity support. And there's such... there's so many amazing charities now it's not so easy...

Anna

You're competing, aren't you?

Jemma Kemp – 16:48

Yeah, you are. It really is, you know, it's a huge market and there's lots of people out there doing amazing things, so it's not... and more local charities as well, so it's not so simple to go
"Oh well, we're your local charity!" Well, there's lots of local charities!

Anna

There's lots, yeah!

Jemma Kemp

So we've gotta be doing something special, and we do. So that's what, you know, I definitely love to go and talk to people about what we do because they're always surprised. They always... I always come away and get a sort of e-mail afterwards saying...

"We're just... it was brilliant to meet you and we didn't... we can't believe how much you do. We thought it was just this ..."

And so, I feel like it's part of my role to kind of get that message out there as well – Like we were talking about earlier, sort of breaking down those barriers of what we do as a Hospice and the, sort of, real broad services that we offer that people have absolutely no idea about. So...

Anna

And it is pretty broad, and it, I mean for me, like, for example when I think about corporate businesses, I think *"Oh, it's about money"*– It's not!

And do you know what? I was sat on the loo at the Hospice, and I looked up and there's a poster in front of me, and it said...

Jemma Kemp

Oh I made that poster, **Anna!**

Anna

Oh did you? It's funny innit!

Jemma Kemp

I actually did!

Anna

And it says about something like we get given, or we use sorry, 1000 toilet rolls a year, and actually they're donated to us. So we don't pay for them. So and it, well, it made me chuckle anyway because I was having a wee and it was a bit of an eye opener!

Jemma Kemp

I'm glad that you saw that.

Anna

I did see it.

Jemma Kemp

That's exactly why I put it there.

Anna

Just specifically for me!
But also it was about - It's not just money.

Jemma Kemp - 18:22

Well, that was the main reason for me putting that poster up. And a lot of, do you know, when I first put it up, people were like...

"Do you know what?"

...because, I'm always thinking about what... the perception of us as charity as well, right? Because we're out in the public domain and everyone's, you know, people are smart, they're savvy and they're looking around. And for me, because I've always worked in sort of, like a customer facing role, I'm always thinking about how the customer thinks and how the supporter thinks, etc.

And if I sat somewhere in a charity and I looked and there was Andrex toilet roll - Am I allowed to say Andrex? It's not the BBC is it? (laughs)

Anna

(laughs) COPYRIGHT! NO WE'RE NOT ALLOWED! CUT THAT OUT!
Yeah carry on!

Jemma Kemp

We're not getting paid for that!

...Then I would be like,

"Oh, well... They can afford to buy Andrex? Like, why don't they cut back and get some cheaper toilet roll?"

And honestly, I think, you know, you're looking around all the time and thinking,

"Well, this is a charity. I'm donating here and they're spending the money that I'm giving on Andrex, and, you know, maybe they should, maybe, you know, get some cheaper toilet roll!"

But actually, by putting that poster into the, into the toilet, saying actually we don't pay for these toilet rolls - They're really kindly donated by this local business, and that saves us this much money a year. That's another big thing that my role, that I'm really passionate about is partnerships and not about donations. (Laughs) My boss is going to kill me!

No, it is about donations as well.

I mean, it's because that's when you get really long term partnerships – when you can make it that both sides benefit.

Anna

Definitely. Yes.

Jemma Kemp – 20:00

So it's all about them feeling like they're getting something out of it and we obviously will get the financial support, or they'll save us money. So, there's lots of ways that businesses can support us and that's something that when we've been going to speak to businesses recently, is that I've been really sort of championing is that, actually... what else have you got? Obviously we want your money....

Anna

Yeah, but can we also have... Well we need chairs, we need tables...

You think of a building – You got to kit a building out – There's so many things!

Jemma Kemp

Yeah and actually, it's about skills as well! So people don't... people forget about that bit. So they forget that they're, you know, they're experts in, I don't know like, some sort of database or you know, they're whizzes on Excel or they have got an amazing HR department or something, something that they could come in and lend us their skills for an hour or something.

Anna

Very true!

Jemma Kemp

You know, what do you do? What would you say you're good at? Or you know, a lot of our supporters are in construction, so anything like that where we need support, because that to them is easy.

So, they're like... also they enjoy it and they're good at it and they'll come away – For me, it's all about them feeling like they've done something to make a difference. So any sort of volunteering opportunities that we have, I really want them to be beneficial to both of us and that we're not getting people in to go

"Oh, let's sort of paint this wall that we'll need to get repainted, because none of these people are actually painters, they all work in IT." (laughs)

It's like, you know, actually come and look at spending... come and spend a day with our IT department. Tell us if there's something that we could be doing a bit more efficiently. Don't come and paint a wall that we don't really need painting!

Anna

That – Yeah, that would be so useful for us, wouldn't it? So useful.

Jemma Kemp – 21:47

Yeah exactly! And we've already sort of started doing it and yeah, identifying... And it's also educating our staff internally about jobs that they do day in day out, that actually, could someone else help you with that? Like, is that something that we could get a group of volunteers in to do, that actually is going to be a task that's going to be really beneficial?

For example, last year – the last couple of years actually, I had a conversation with the children's team a couple of years ago about our... about all the presents that we get, the gifts for the children, and about wrapping them up and it takes them a day to wrap the presents up. And I was like,

"Oh my goodness. That's a brilliant opportunity that people would love to come in and help us with!"

So that's what we did last year, we had a business come in, and the year before, actually – It was a bit more difficult because of COVID – But last year we had, I think there was about 12 people come in from a local business. We got mince pies out, we had the Christmas music playing,

Anna

That's so lovely.

Jemma Kemp

And they wrapped up a load of presents and for that, for me, that's what it's all about. And actually off the back of that, we got a 1 year partnership with that organization. So it's a way, it's a really good way introing to a lot of companies, where they come to us and say, you know,

"Have you got anything we can do?"

And they expect us to go,

"Do you want to paint this wall?"

Anna

And it's not!

Jemma Kemp

And if we say

"Oh, would you like to help us with this? Or would you like to help us with that?"

It's just... and then the staff are much more engaged because they're like

"Oh, that was really good"

Rather than going to get them to do something they really don't want to do. So I'm really passionate about that in my role..

Anna

I love that!

You think outside the box, and D'you know what? We're definitely going to hook up about **ellenor's** new well-being centre that we've now started building. We've got to fill it! We've got to fill it with, you know, people, activities... We've got to make it look nice. So, I love those sorts of thoughts, those, like, innovative ideas where we can maybe get someone in and yeah, make it like a team thing – the whole Hospice – a part of it.

Jemma Kemp

I've got loads of ideas, Anna.

Anna – [23:47](#)

Oh my God! Right! We need a whiteboard! We need... We need post-its!

Jemma Kemp

We need a white wall!

Anna

Yeah, everything.

Jemma Kemp

I've got so many ideas.

Anna

Right, let's do it! Let's definitely! That's it. So Partnerships! Partnerships! Let's all get together and let's work out.

Jemma Kemp

Yeah, definitely.

[TRANSITIONAL MUSIC FADING IN]

Anna

And this is what this is about, isn't it? Yeah, this is about working together to do the best that you can for the organization that you work for. And ours just happens to be the amazing **ellenor**'s hospice, which is good.

[TRANSITIONAL MUSIC FADING OUT]

CONTENT – PART 4:

Anna – 24:13

So, we work a lot with different communities, and part of my role working with **ellenor** over the last 12-18 months has been around trying to up-level our relationships/ our partnerships with certain diverse communities and there's various podcasts that we've done as an example, LGBTQ+ Podcasts, there's loads of work that we're doing with our Sikh community, we're working with charities around, sort of, hard of hearing and sight loss, those sorts of things. Does that play a part in the relationships that you build? I mean, is it just generally that there's a diverse mix of people that you link with anyway, or do you specifically try to focus on a bit of a diverse mix?

Jemma Kemp

I think it's always, it's definitely always in my mind. For example, just recently our quiz sponsor; We have a monthly quiz at **ellenor** and we normally get it sponsored and this year one of our sponsors is an amazing deaf charity and she wants to help us. So again, this is the whole two-way thing, where she's obviously sponsoring the quiz, which means that she gets promotion through the website and on our Flyers and posters – But equally, she wants to give us her skills to be able to make our quiz more inclusive.

Anna

Oh brilliant!

Jemma Kemp

So in terms of, you know, some sort of visuals rather than it just being over the microphone.

So she's going to be working with us to give us some tips and hints on how we can do that. So I think those sort of partnerships are brilliant because, like, literally everyone is benefiting. So, we're benefiting from the sponsorship, which means that we can put on the best quiz that we can and everyone that comes, all that money comes to **ellenor**.

She's benefiting because she's obviously getting some really great association with us, but also she's getting that, you know, that feeling that she's actually not just helping us financially, she's going to be advising us on what she's an expert in..

Anna

Yeah, giving something back!

Jemma Kemp

...And making sure that the events that we're putting on are accessible, because that's really, really important, because we have to make sure that we are being inclusive and that it is accessible to everyone. So yeah, that's a really great example of how that that has worked and it's something that's definitely always in our mind when we're talking to supporters and to businesses about, sort of, working with us.

Anna – 26:53

It's a work in progress. It's not going to happen overnight. That's the whole point of, you know, maybe doing the work that **ellenor** has been doing with equality, diversity and inclusion. It's a long term thing. You're not going to change everything overnight. But I think for us it's predominantly **ellenor** Hospice, not just us, many Hospice services, you tend to see the same people, from the same age bracket, same ethnic minorities, like, and it's a shame because, how great our services are, it would be nice to maybe try and push that out a bit further into certain communities. But, what I've learnt, doing some work in the community is you can't just push it out. You need to understand how they work, how the culture is, don't you?

Jemma Kemp

Absolutely, I really.... Yeah, I totally understand that and from a fundraising perspective, there's really a lot to learn with that because, there is... one of the business connections that I have come in to meet me at the Hospice, and then he made a donation afterwards- but it was, I think, it was either £11 or £21.

Anna

It's the number! Mhmm..

Jemma Kemp

And he explained to me, and it was all about the numbers and actually, you know, if we're putting out, sort of, asks and our appeals and things like that, it's really important to understand that, actually, that by putting an option of a number like that on the options that you choose to donate, you're being so much more inclusive...

Anna

Good point!

Jemma Kemp

...and yeah, so there's so much to learn to make sure that we are capturing everyone. And yeah, that was just one example and I love learning. I love learning new things and to understand that as well, I think that's really, really important.

Anna

Yeah, but is it is a work in progress, isn't it?

Jemma Kemp

Definitely, yeah.

Anna – 28:40

It's a long term goal, it's a long term vision and we will get there and definitely going to be, like I say, chatting more to you around relationship development and how, you know, we got this, as I say, this amazing new building going up – Let's fill it. Let's fill it with people who... We want that vibrant energy back at the Hospice! Because obviously we've had to move a lot of services off site to be able to accommodate the build and I can't wait in hopefully 12, fingers crossed, months' time, when we we're up and running again – We're up and running, we've got our, you know, amazing new centre and we can get started. So yeah, definitely have some conversations about that outside of the podcast..

Jemma Kemp

Yes!

Anna –

Which should be good!

Finally, I just wanted to finish with, I suppose, so for me personally, there's a real tug towards **ellenor** because I've had certain family members pass away at the Hospice. For me, you only get to die once. You have to do it right. Is that part of your passion for the Hospice around everyone's experience, death and dying? Is that something... so for me, I'm thinking, well, you know, my mum might end up with there, my dad might end up in there and a lot of people think that's quite morbid to think about, but for me, it's about getting the services ready and as best as they can be, to receive the ones that I love locally. You're a Gravesend girl, do you have the same sort of spin on that as me?

Jemma Kemp – 29:56

Yeah, I think definitely. I think that seeing... experiencing different – I suppose, for me, at the Hospice I've experienced the most death that I ever have done, obviously being there.

I've not ever had anybody really close to me die. But I've had experiences through friends and other family members sort of like, not as, sort of, close family members, but I've seen good experiences and bad experiences. And then I've also seen experiences at the Hospice, where people come in and they explain to me, sort of, what has happened before they've got there and how stressful it's been. And I just think that, you know, I've definitely become a 'champion of death' since I've been working there.

Anna

Excuse the phrase.

Jemma Kemp

Yeah, it's just about in terms of stop... stop not talking about it!

Anna

It's not a taboo subject!

Jemma Kemp

It's going to happen. You know I'm banging on to my mum and dad about getting their will sorted, about making sure that everything is in place because mostly, it affects the people that are around you. That's definitely what I..

Anna

It's who's left, isn't it?

Jemma Kemp – 31:12

Exactly. Definitely, what I've realized is that if you are organized and you're prepared and you start thinking about that before it happens, because you never know what's going to happen, then, you're... the whole process is a lot calmer, it's a lot more simple and it's how you want it to be rather than it being rushed and frantic and I think it adds so much more stress to that experience when those things haven't been spoken about – You know, what people want, where they want to be, finances, all of that sort of stuff, and I've definitely experienced a lot of that being at the Hospice and seeing families and then speaking to, you know, Ben, obviously who leads on the spiritual side of things, about his experience of people sort of saying that they wish they'd made-up with that family member and they wish they'd have spoken to that person sooner.

So like all those sorts of things, I do think that it's definitely, for me, that's sort of... why I kind of.. That's what I'm passionate about: is getting that message out there.

Anna

You got one chance.

Jemma Kemp

Yeah, definitely.

Anna

You've got one chance to do it right. They say... Look, the effort that went into my birth plan was ridiculous for my son, and like well... Why have I not even concerned about any end of life plan? It's the same thing for me, and it should have more of a focus so...

Jemma Kemp

I think because people... it's one of those things that people don't want to think about do they? And they don't want to, you know, want to think it's going to happen anytime soon and then when they do start talking about it, it's a bit too late. And I think, that's definitely something that I've had chats with people about at the Hospice, about getting people in earlier, making them see the facilities – Like you're not being scared of us, we're not a scary place.

Anna

It's not crisis. For me, having witnessed in the NHS, you hit crisis point, you make silly judgements and everything's last minute and it's all frantic and actually it would be nice for, at the end of a life, to have it as peaceful and calm as it possibly can, and I think that's what the Hospice does well. That planning. Yeah. So that's what I also love. It's that opportunity to plan for when the time comes.

[MUSIC FADING IN]

No one wants to talk about it. I don't want to dwell on it, but I think everyone needs to be open to having the conversation, at least.

Jemma Kemp

Yeah.

Anna

And that's where we're at.

Jemma Kemp

Definitely.

Anna

So, anyway, we'll end on that morbid note! We've had quite an vibrant, upbeat podcast but... Thank you so much for joining me, I really appreciate your time. It's been a pleasure as always, Gem!

Known you for a long time now – Finally got you on the podcast!

Jemma Kemp

No worries!

Luckily, I didn't tell any of those stories about you.

Anna

Oh no, there's plenty of them! That's a whole other podcast! We'll save that, we will need at least half an hour for those stories. But thank you, this has been our making Moments Matter podcast for ellenor Hospice.

[MUSIC FADING OUT – END]