

Press Release

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For immediate release

Grand fundraising target for Bath accountants

STAFF from Target Chartered Accountants are putting their best foot forward to help raise more than £700 for charity.

A team of 14 runners from the Lower Bristol Road firm will be entering the Clarke Wilmott Business Challenge as part of the Bristol 10k on May 9, to raise money for the RUH Forever Friends NICU 'space to grow' campaign.

Associate Director at Target and team organiser, Debbie Boulton, said: "We are delighted to be running to help raise money for the Forever Friends appeal.

"There are mums and dads at Target who have used the services at the NICU before, so we understand first-hand the vital work that they do in helping vulnerable babies and their parents through difficult times," she adds.

Emma Swarbrooke, Senior Paraplanner at Target and her husband, Grant, received help from the NICU after their baby daughter, Poppy, needed help with feeding after she was born weighing just five pounds, 12 ounces.

"Sitting here one year on the events surrounding Poppy's birth seems a lifetime away," Emma explains. "The shock of being told that your two-day-old daughter needs to be taken down to intensive care is a moment we will never forget.

"In an instant, a life of experience comes to nothing. What had been a roller coaster of emotion so far reached a whole new level, and we found ourselves unable to deal with the news," she said.

"Looking back it is clear that the doctors and midwives are prepared for this reaction, as they gently take you under their wing and lead you through a small maze of rooms and into the heart of the NICU ward.

“After adjusting to the cramped surroundings of bleeping monitors, wires and incubators we were humbled by the sight of tiny, tiny babies. The conditions are cramped to say the least. A room four metres squared, which houses three large incubators, three tiny babies and their visiting parents. It is during the next few days, in these difficult conditions, that we witnessed the most amazing people at work,” Emma explains.

“Without their dedication, professionalism and sense of care, thousands of families would not be. The facilities are ridiculously tight, and yet inside the parent’s room, the walls are covered with beautiful, smiley faces that beam down, indicating their success.

“It is a miracle that babies born so small can be helped to live such healthy normal lives. Just think what could be achieved with adequate equipment and space! As for Poppy, well thankfully she is just dandy,” she adds.

Commenting on Target’s fundraising effort, Nina Rack, Corporate Officer for The Forever Friends Appeal said: "It is great to have the Target team so on board with supporting the NICU 'space to grow' Campaign. I would like to thank each team member for taking on this challenge and I wish them all every success in completing the Bristol event on 9th May!"

Target’s runners for the Bath 10k are: Adam White, Camilla Atkins, Carolyn Bruce-Jones, Cheryl McLaughlin, Corrina Cockayne, Debbie Boulton, Debbie Taylor, Hannah Gooding, Jeremy Pannell, Karen Jefferies, Katie Bridge, Louise Kitchener, Phil Irvine and Sam Skuse.

To sponsor the team or to make a donation, please visit <http://www.justgiving.com/TargetTeam10k>.

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For media information about the Forever Friends Appeal, please contact Charlie Burke on 01225 821535, or email charlotte.burke@bruh-bath.swest.nhs.uk.

Caption for photograph:

From left to right: Emma Swarbrooke with baby daughter Poppy, Ted, and Target race team organiser, Debbie Boulton.

Editor's notes

Target Chartered Accountants

Target is a top 40* firm of chartered accountants working exclusively with entrepreneurial individuals and their businesses around the country. The firm has 14 directors and 180 staff working out of four UK offices in the Midlands, Bath, London and Reading. Established 11 years ago as a specialist tax consultancy, Target are now leading advisers in six core integrated service areas: Audit and Assurance, Business Services, Tax Planning, Corporate Finance, Financial Management and HR Consultancy. *(source: Accountancy magazine, 2010)

The Forever Friends Appeal

Launched in 1999, The Forever Friends Appeal helps to provide state-of-the-art equipment and facilities at the Royal United Hospital. Money raised by the Appeal has radically improved facilities particularly in the areas of Children, Cancer, Cardiology and Critical Care, as well as other key departments across the hospital. The Appeal helps the RUH to provide the best possible level of acute care to the 500,000 people in Bath, North East Somerset and West Wiltshire.

The NICU 'space to grow' Campaign

As the latest focus of the Appeal, the NICU 'space to grow' Campaign for premature babies is raising £3.1 million to fund an urgently needed, brand new and sustainable Neonatal Intensive Care Unit (NICU) at the Royal United Hospital (RUH) Bath. To date the Appeal has raised nearly £2.5M for the new NICU, meaning that they have just over £650,000 to raise to complete the funding for the project.

One in ten babies are born prematurely or seriously ill and need to be cared for in NICU, with some babies staying in the unit for up to 6 months. Their survival depends on the skills of doctors and nurses in NICU, where every decision can become a life-saving one.

This funding will enable the Appeal to address the essential problems of inadequate and out-dated space within our existing unit, and build a pioneering new NICU at the RUH. This new building will provide a holistic model of care that brings together baby-centred care and scientific expertise within a unit designed to provide optimum space and sustainability – all helping to create a highly beneficial and healing environment and acting as a model for future neonatal intensive care in the UK.

For more information on the Appeal and the NICU 'space to grow' Campaign, visit www.foreverfriendsappeal.co.uk/nicu.