

CDE project 6  
**Emotion**

THE COMMISSION ON THE  
**DONOR**  
EXPERIENCE

The use and misuse of emotion. Section 4: emotions and donors.

4.4b.

# Jack's story

from Claire House Children's Hospice.



# Jack's story

as told by the staff of  
Claire House  
Children's Hospice,  
Liverpool.

On the shores of Loch Ness nine stories were told by nine different storytellers. These were some of the hospice's trustees, their senior management, the CEO, some care staff and several of their fundraisers. The outcome was a set of moving moments that would stop any donor in his or her tracks. Collectively they called these tales 'a life story'. And the subtitle they chose was 'help us make every minute count'.

This is just one of them.

***“Personal philanthropy may sometimes be so profoundly emotional as to be invulnerable to rational analysis.”***

Paul Brest, CEO, Hewlett Foundation



"

My child is dying. I can't choose when, but please let me choose where.

Jack is my gorgeous 8-year-old little boy who loves Mr Men.

Jack is currently in intensive care and I have been told he is going to die. I don't want him to die in hospital surrounded by machinery.

I want Jack to have nice clean shiny hair when he dies. I want to cuddle Jack in his Mr Men duvet when he dies. I want the last thing he hears to be my voice reading Mr Bump, his favourite bedtime story, when he dies.

This would not happen in hospital, so I chose to take Jack to Claire House...

At Claire House nurse Ruth helped me to wash Jack's hair with his own shampoo, so he smelt like Jack. Heather put Jack's Mr Men duvet on so it felt like Jack's bed. I cuddled Jack in his bed while reading Mr Bump and I kissed Jack one last time before he died peacefully in my arms. Claire House helped me to do this. "

**We couldn't stop Jack from dying but with your donation Claire House can support mums like Amanda to choose where Jack died and create memories that will last a lifetime.**



Posed by a model



# A life story

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