

Louise's PEOPLE

If you have a real-life story to tell contact Louise on 01752 765529 Ext 5811



LOUISE YEARLING INVESTIGATES REMARKABLE AND TOUCHING REAL-LIFE STORIES



TARGETING CASH: St Luke's fundraising director Jonathan Farnhill. Picture: Guy Channing/CEA4403

MANY of us do our best thinking in the bath. But Jonathan Farnhill, 32, had no idea how a quick dip in the tub would change a Plymouth charity forever.

As director of funding at St Luke's Hospice, Turnchapel, it was up to Jonathan to think up money-making ideas.

And his thoughts were worth their weight in gold when he devised the groundbreaking Thanks a Million appeal.

The goal - to raise £1 million in as many seconds.

And six weeks after its launch, the charity for people with incurable illnesses smashed through its target.

Jonathan, of Stoke, said: "We had a major problem in that we needed one hell of a lot of money."

"I was captivated by the idea. The public had not been asked for anything on that scale before."

For Jonathan, his post at St Luke's is the job he has always dreamed of.

But there were times in his life when he thought he would never get there. At school he had no idea where his life was heading.

When his aunt and a close friend died of cancer during his teenage years it only strengthened the emotional turmoil he was going through.

But instead of rebelling, Jonathan used those experiences to help others and for the past decade he has been working with young people and the terminally ill.

"I was a typical screwed up teenager," he said.

"When I finished my studies I wanted to be the kind of person I wished I'd had when I was young - someone who wasn't a family member who you could talk to."

After failing to make the grade at A level, Jonathan ended up stacking shelves at a supermarket and garden centre while he re-sat his exams.

Within 12 months, he was given a place on an HND course in business

Meet a man who can make a million

and finance with a specialism in marketing at Cambridge Technical College.

"At my first marketing lecture I knew straight away that that was exactly what I wanted to do," he said.

"I was so excited about the whole thing and remember thinking 'marketing is for me'."

He combined his course with a couple of hours spent each week working with young people at a community centre in a deprived part of Cambridge.

When he finally finished his de-

gree, Jonathan was appointed as a full-time paid volunteer at the centre.

"For young people aged about 12 and 13 the only relationship they have with adults is with their teachers and parents and both tell them what to do," he said.

"The idea of the youth group was to provide an adult perspective on things without the authority."

But Jonathan was soon faced with the hard truth - the job was not for him.

"There was one session where I was working with young people who

had been excluded from school," he said.

"It was absolutely awful and it made me realise I was not cut out for it."

"I had a great sympathy for why they were and the position they were in but they were so angry and I was hopeless at trying to make a difference."

When he was made redundant a year later, Jonathan found a job as a regional fundraiser for a charity called Church Army in London, which worked with disadvantaged people.

But within 18 months he was on the move once more to become executive director at The Salmon Youth Centre at Bermondsey, London, in 1994.

"It was one of the most deprived areas in the country," he said.

"There was a lot of racism and I had never seen violence in the streets until then."

"I wanted to create a secure, non-threatening environment for the young people but a lot of them could not handle it, conflict is what they knew."

After seven years, Jonathan felt he needed a job that would challenge his creative and marketing skills while still helping others.

And St Luke's Hospice held the answer.

In 1998, Jonathan and his wife Sharon moved to Plymouth where he joined the charity as director of funding.

For once in his life, Jonathan had found a place where he could turn his wild and wacky money-making ideas into reality.

"There is no structure to the job and every single day is different," he said.

"It is great if you thrive on that kind of environment and I love it."

"The job becomes part of your life, creativity is not something you can switch on and off and it is this creativity that St Luke's has enabled me to explore."

INFO HERALD

chemists

THE following pharmacies are normally open until the times shown:

TODAY

Plymouth: Superdrug Stores, 74 New George Street, 9pm; Lloyds Pharmacy, 5 Marlborough Street, 1pm; Hyde Park Pharmacy, 73 Hyde Park Road, 5.00pm; Tesco Stores, Woolwell Crescent, 9pm; NCC Ltd, Plymouth Superstore, Transit Way, 8pm.
Plymouth: Salfway, 15 Pophlett Road, 10pm.
Ivybridge: Boots the Chemist, 11-12 Fore Street, 5.30pm.
Tavistock: The Pharmacy Department, Salfway, Plymouth Road, 9pm.
Salfash: C E Underhill & Sons, 19 Fore Street, Salfash, 6pm.
Callington: C E Underhill & Sons Ltd, 6pm.

TOMORROW

Plymouth: Superdrug Stores, 74 New George Street, 10.30am to 4.30pm; Hyde Park Pharmacy, 73 Hyde Park Road, 9.30am to 5.30pm; Tesco Stores, Woolwell Crescent, 10am to 4pm; NCC Ltd, Plymouth Superstore, Transit Way, 10am to 4pm.
Plymouth: Moss Chemists, 43 The Ridgway, 12 noon to 1pm.
Plymouth: Salfway, 15 Pophlett Road, 10am to 4pm; NCC Ltd, 14 Radford Park Road, 11am to 12 noon.
Ivybridge: "Mass Chemists, 2 Erme Terrace, Station Road, 11am to 12 noon.
Tavistock: The Pharmacy Department, Salfway, Plymouth Road, 10am to 4pm.
Salfash: C E Underhill & Sons, 19 Fore Street, 6am-7pm.
Liskeard: Boots the Chemist, 5-6pm.
*Domestic Oxygen Available.

AA Roadwatch

For the latest West Country travel update call:

0336-40-111

Calls charged at 50p a minute

DEVON

PLYMOUTH - Between Plymouth and Marsh Mills (A374/B3416) and Deep Lane Interchange East of Plympton (B3416), roadworks, delays expected. Contrailow in place with a 50 mph speed limit.

PLYMOUTH - Eilburton Road - Between Stantway Road and Stanborough Road closed due to roadworks overnight only from 7pm-6am (not Saturday or Sunday).

PLYMOUTH - Merfield Road, Plympton - Temporary traffic lights on the A38 overbridge.

PLYMOUTH - Tavistock Road, Horrabridge - Roadworks. Delays expected with temporary lights from 9.30am-3.30pm.

CORNWALL

CORNWALL - Trevol Road, Torpoint - Temporary traffic lights during working hours.

CORNWALL - Shevock near Torpoint - Temporary traffic lights.

CORNWALL - A35 Carkeel roundabout Salfash, roadworks with lane closures in place.

shipping

TODAY

7.30am HMS Beagle (Coastal Survey Vessel), Spurd to sea.
8.30pm HMS Beagle, sea to anchor.

TOMORROW

7.30am HMS Beagle (Coastal Survey Vessel), Sound to sea.

MONDAY

7.15am HMS Beagle (Coastal Survey Vessel), sea to Sound o/c sea.

8.15am HMS Edinburgh (Type 42 Destroyer), base to sea.

9.15am HMS Monmouth (Type 23 Frigate), sea to sea.

12.15pm HMS Edinburgh, sea to Sound o/c sea.

12.15pm HMS Richmond (Type 23 Frigate), sea to Sound o/c sea.

2.45pm HMS Sheffield (Type 22 Frigate), sea to Sound o/c sea.

6pm HMS Edinburgh, sea to Sound o/c sea.

8.30pm HMS Beagle, sea to anchor.

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Visit the Herald website on - <http://www.thisisplymouth.co.uk>

THANKS A MILLION the facts

THE Thanks a Million appeal was launched by St Luke's Hospice in December 1998.

Within 12 days it had raised a remarkable £863,000, and by the middle of January last year the £1 million target

was reached.

The cash was combined with money from legacies and cash set aside by the charity to fund a £2.5million building project.

Since the hospice opened in 1988, it had

seen its patient numbers increase by 300 per cent with just under 700 people using its services last year.

To meet this extra demand, a new day hospice has been built providing a handful of

treatment rooms.

The hospice wards have been extended to provide an suite facilities for patients and more room around their beds.

A new teaching centre has also been built where nurses from across the

South West can train.

Despite the success of the appeal, the charity still needs to raise a massive £1.7 million a year.

Anyone who can help should call 01752 401172.