



Adrenoleukodystrophy (ALD)

## News Release

# Hadland Care Group Take the Water Tower Plunge for Charity!



Staff at Hadland Care group, the Bournemouth based organisation encompassing Tops Day Nurseries, Aspire Training Team and Reside Care Homes abseiled Poole's Water Tower on **Sunday 12 September**, and raised £4370 for charity. 47 staff, friends & family signed up to abseil with enthusiasm for helping others.

Cheryl Hadland, Managing Director of Hadland Care Group, wanted to set the company a challenge to abseil the tower that is over 100ft tall in support of the

Royal Bournemouth Hospital's **Jigsaw Appeal** (for a new women's unit at the hospital), the **Alzheimer's Society** (a charity greatly supported by the company's 'Reside Care Homes' which specialise in Dementia care) and a variety of other charities and causes close to employees hearts.

Cheryl Hadland began her care group that has the slogan '*Care at every stage*', with the first Tops Day Nursery 20 years ago and since then the company has grown as she has aimed to help parents receive the flexible care they need and open Care Homes which specialise in Dementia (inspired by her stepfather who has Alzheimer's). There is also an Outstanding Ofsted training team called Aspire Training Team that trains within the care environment internally and externally and places apprentices within work across the organisation.

Cheryl Hadland says

*"I have always wanted to abseil and so I was enthusiastic about the prospect of a company charity abseil which will raise lots of money for charity and which will also be a great challenge for all staff."*

*"Being in a care environment we consistently think of ways that we can help people around us. We often hold, fetes, sponsored walks and themed fundraising days within our nurseries and care homes for chosen charities or when there are world disasters. This year our Tops Day Nurseries have been involved in launching the Royal Bournemouth Hospital's Jigsaw appeal, which is raising money for a new Women's unit at the hospital. We launched the event with celebrity, Fiona castle, this Spring."*

*"We are constantly mindful of the rise in Alzheimer's in the country and the care needed for those individuals. All our staff within our Reside Care Homes who work closely with people who have Dementia every day are excited about raising some funds to help the Alzheimer's society charity to help others."*

*"Other staff wanted to 'Help the Heroes' and other charities who have made a difference in their own lives. Some staff have lost family members and friends to cancer and other diseases and we wanted to give them the opportunity to support charities that mean a lot to them personally. We have all been very excited about taking the Water Tower Plunge!"*

### **Notes to Editors**

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