

willow
foundation

special days for seriously ill young adults

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Introduction and Background

- A registered charity that funds and organises special days for seriously ill young adults **aged 16-40**
- Founded by former Arsenal goalie and TV presenter, Bob Wilson and his wife, Megs following the death of their daughter, Anna, to cancer, aged 31
- Since its establishment in late 1999 the Foundation has made more than 3,000 special days a reality



Bob and his daughter Anna

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What is a 'special day'

- Special days are exactly what they say, days where beneficiaries can choose to do something they have always dreamed of doing
- All special days must be conducted within UK
- Accompanied by responsible companion
- Non means tested



Medical Criteria

- Life threatening condition (active treatment, palliative care or terminal prognosis)
- Advanced stages of progressive life threatening conditions
 - Muscle-wasting diseases
 - Diseases of nervous system
 - Auto-immune disorder
 - Neurological conditions
 - Chronic organ-specific conditions
- Each application will be assessed on its own merit



Popular Choices

- ★ Tickets to West End shows, pop and classical concerts
- ★ Romantic weekends away
- ★ Family outings to the seaside and Center Parcs
- ★ Trips to theme parks (e.g. Alton Towers and Legoland)
- ★ Days out at health spas including treatments
- ★ Driving performance cars, rallying and flying in helicopters
- ★ Tickets to major sporting events such as premiership football, international rugby, golf and tennis



Application Process

- Application forms received
- Discussed with medical professional
- Special day coordinators contact applicant
- Special day organised
- Itinerary sent to applicant and medical professional



Frequently Asked Questions

- Where do you get funding from?
- Why is the age range 16-40?
- How urgently can a special day be organised?
- Do you have a budget to adhere to?
- What happens if an applicant needs a carer?



Contacts and further information

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Selection of Previous Special Days



'Thank you for bringing the magic of Christmas
back into our lives'

**Stretch limousine for the day plus a visit to meet Father
Christmas**



*'... it was such a
pleasurable
experience'*

**A weekend by
the sea
in Torquay**



'... we had a fantastic time and now have such happy memories'
Orient Express to the Belfry to watch the Ryder Cup





'... it will remain in my children's minds as a truly great day in their lives'

Family day out in London with a meal at the Rain Forest Cafe



'... I came back feeling completely at peace with myself
and ready for whatever was thrown at me'

Two days at Henlow Grange Health Spa





'... you made it a day to remember, he still talks about the experience'

Tickets to the Champions League Final at Old Trafford