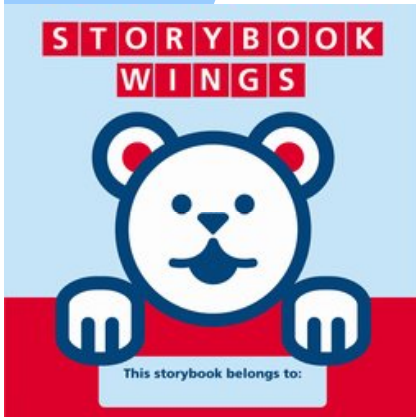


Storybook Wings News

Issue 2

January 2010



Regular content

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A note from me

Happy New Year to you all!

Firstly, thank you for your incredibly positive feedback to this newsletter, I'm glad you're finding it interesting—I'll do my best to ensure it continues to be!

I struggled through the snow back into the office on January 6th to a pile of new stories which, thanks to my

trusty band of volunteers, we're making good in-roads into getting edited and sent back out.

Hopefully some of you saw the great coverage of Storybook wings over the Christmas period?

If not, have a look at the following link:

<http://news.bbc.co.uk/1/hi/uk/8429434.stm>

The report went out on BBC Breakfast twice, was repeated on the News Channel several times and also featured on local radio stations.

Here's to a story-filled 2010!

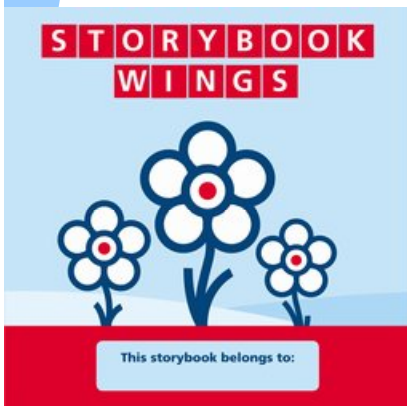
Lisa

Satisfied 'customers'

You not be aware but we make a point of asking families to let us know they have received their Storybook wings CD—this also gives them the opportunity to tell us how pleased they are with the final result (hopefully!)

Here are some of the comments received over the past month which make very pleasant reading:

- We...tend to listen to (the CDs) in the morning over breakfast. It's nice to hear Dad's voice before the start of the day...thank you very much, it's a wonderful idea
- ...I'd like to say a very big thank you ... for making my children's day. They were all delighted...it will go some way to help make his absence...a bit easier for them to come to terms with
- I'd...like to say a huge thank you as we all think (the CD) is brilliant
- Thanks for the absolutely fantastic and very professionally done CD.



Facts and figures

Month	No. of story requests received	Stories completed and distributed
October	26	14
November	15	22
December	14	9
January (as at 20th Jan)	23	12

On the web

We've had over 4,000 visitors to our website between December 21st and January 17th!

Bearing in mind I reported we get, on average, 120 visits a week in my previous newsletter, you can appreciate the scale of the increased interest following the Christmas Campaign.

According to the marketing team, donations have been very healthy over this period too—last count saw £70k being donated since the Campaign broke (not all for Storybook wings of course but we should get a sizeable chunk!)



Volunteer News

We can now add two more volunteers to our number—Ed and Nick attended their training course in Dartmoor just before Christmas and both seemed to enjoy the experience. Both are now working on their demo stories and I'm hoping to begin issuing stories out to them early February. We were very grateful to Storybook Dads for fitting the training in during a very busy time of year.

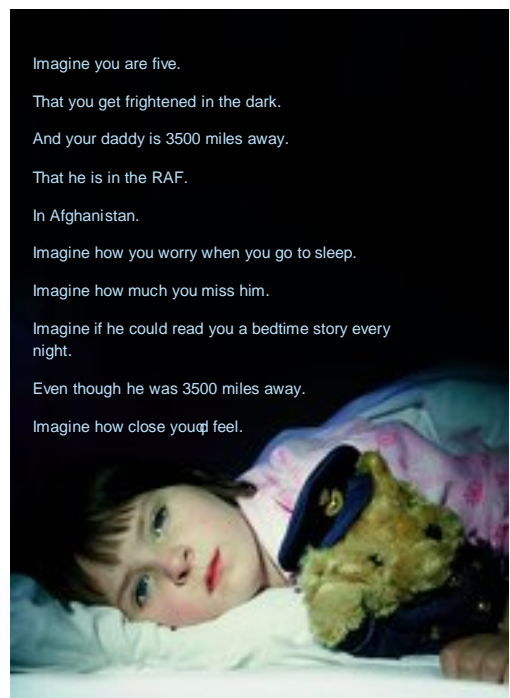
Colin is taking a well-earned break from editing for a few weeks—we look forward to welcoming him back soon and wish him a good rest.

Another very positive outcome from the Christmas Campaign is the influx of volunteer offers I have received through the website.

At the last count, sixteen people have approached the project asking if they can get involved, whether through the volunteer editing position or through any other means possible. Interestingly many of these don't currently

have any links to the RAF.

As we are unable to train all of them to be editors, I am looking into other ways we can use their experience and enthusiasm.



Imagine you are five.
That you get frightened in the dark.
And your daddy is 3500 miles away.
That he is in the RAF.
In Afghanistan.
Imagine how you worry when you go to sleep.
Imagine how much you miss him.
Imagine if he could read you a bedtime story every night.
Even though he was 3500 miles away.
Imagine how close you feel.