

Welcome to



Jordan's
RETREAT

Rest Recharge Reconnect

JORDAN'S RETREAT

Our founder Virna's story

Virna lost her beloved son Jordan to cancer in 2016. He was 19 years-old when he passed away after a yearlong battle with a rare and aggressive type of sarcoma.

His dying wish was to support families who experience the same issues he and his loved ones faced, in the hope that they would not feel alone in their suffering.

Jordan's retreat has now been born.



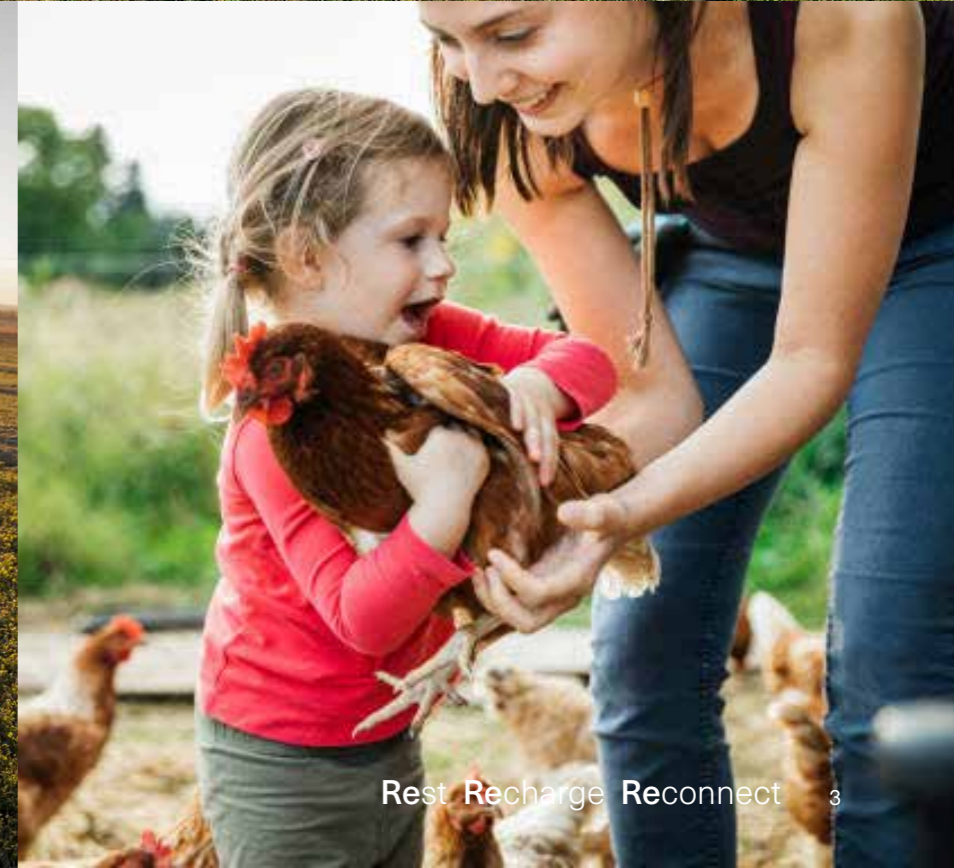
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Jordan's Retreat

- It's estimated 86,265 children under the age 19 in England are living with life limiting conditions. New research has shown that this has been on the rise over the last 17 years. Predictions are that this will rise by another 11% by 2030. The prevalence of life limiting conditions has increased in England. However, this highest increase is in the Northwest of England Humber and Yorkshire
- These children and their families face unimaginable emotional, physical and financial strain, with very little provision available to them during their time of need.
- Put simply, there is a desperate need for sanctuaries where children, young adults and families can escape, reconnect with each other and recharge in a stress-free environment. For families seeking such a sanctuary, the options are limited, with huge financial pressures often making the cost of going away unfeasible.
- Jordan's Retreat believes in the invaluable benefits that can be brought to the lives of these vulnerable families, simply by experiencing a short break in the healing surroundings of nature, alongside facilities that offer tailor-made treatments and therapies.



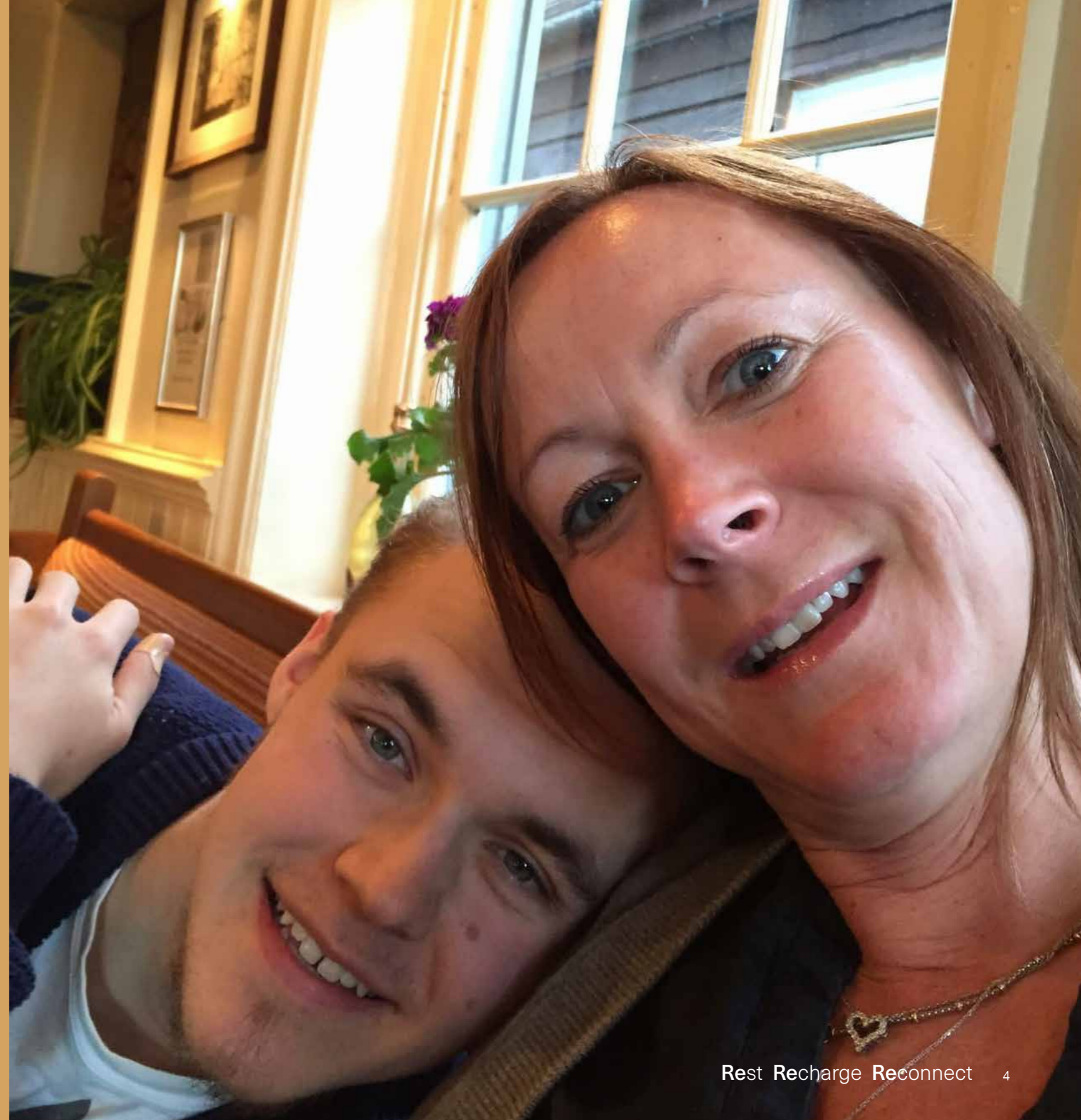
Jo's story

“ Having a retreat to go to after Jake passed away would have been a huge benefit. It would have helped us meet other families who had been through the same devastating experience of losing their child or sibling. It would have given us some time out of life to grieve and maybe be pampered and do some creative activities that would be in memory of our beautiful boy, while we were in the immediate throws of devastation and heartbreak.

When Jake passed away, we were offered no support whatsoever. We had no one to turn to, nowhere to go. We just went home and cried. There is little or no support for families who have lost an older child. You just have to get on with it.

Jo Andrews

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Kate's story

When Jessica was first diagnosed with cancer, we were told that holidays were not an option during her treatment period and so we had resigned ourselves to at least two years without any breaks.

When going through the stress and anxiety of treatment, we wanted space away from the everyday.

Somewhere that would allow us all to be a normal family. Jordan's retreat is an amazing idea, well done.

Kate



Our supporters



'I think Jordan's Retreat is a valuable sanctuary for patients and families, especially for those either just finishing treatment (but stable enough to make use of it, and in need of a break after long treatment periods), those on treatment but very stable, and, of course, bereaved families. I would certainly be in support of that, especially as it is within an hour of Leeds if needed – we know the Leeds team very well and work with them on several things.'

Dr Lynley Marshall, head of the Paediatric and Adolescent Oncology Drug Development Team at The Royal Marsden Hospital, Sutton



'Jordan's Retreat is a much-needed place for families who are facing life-changing challenges. I wish Virna and her team well, and I will be supporting them every step of the way.'

Kevin Hollinrake MP



'Families coming to Jordan's retreat are suffering their worst nightmare. To have a place to recharge, contemplate and 'just be' will help people going through the toughest of times. I wish it all the luck in the world.'

Martin Freeman



'At a time in any families life when the very worst that can ever happen is happening somewhere to go and spend time in peace, Tranquility, and in the haven that is the countryside has never been more important. My heart is with everybody involved with this extraordinary endeavour.'

Caroline Quentin

JORDAN'S RETREAT

Our patron Sarah Vine

Columnist for the Daily Mail and the Mail on Sunday, commentator and broadcaster.



Our location

Jordan's Retreat will be comprised of five gorgeous, individual cottages, tucked away amid the beauty of the Yorkshire Dales. Each cottage will provide a home away from home, with interiors that will use natural, organic materials. There will be a focus on bringing nature inside, and an air of gentle sophistication throughout.

A state-of-the-art Wellness Centre will be at the heart of the retreat and will incorporate a natural design to immediately relax the guests.

Families will be able to share experiences with hands-on therapies, yoga, meditation, massage, Reiki and counselling. Each week will have planned events which families can participate in, giving them the chance to make many special memories of what in some cases may be one of their last holidays together.

Children will be invited to interact with animals at the Children's Farm, where they will be able to pet goats, alpacas, and collect their own eggs each morning from free-range chickens that roam across the grounds at Jordan's Retreat. We already have plenty of supporters who are willing to sponsor the animals, including Jackie from Beacon Alpacas, who has featured on TV show 'The Yorkshire Vet'.





A promise to fulfil Jordan's dying wish

Our goal is to make Jordan's Retreat a welcoming, nurturing space – a place where all are valued, heard and met with understanding and empathy. The idea for the retreat comes from Virna, who has first-hand experience of the devastating effects that serious illness has on families, as well as what is required during these challenging and often overwhelming times.

Our philosophy and commitment

- Jordan's Retreat will be committed to providing children and families who are suffering with serious health-related concerns a rare opportunity to break away from the emotional turmoil that can quickly become an everyday feature of their lives.
- We envision the retreat as being a welcome change from the stress inducing environment of hospital wards and waiting rooms – places which sadly become all-too-familiar for those dealing with a serious illness in the family.
- For the first time, families will have the unique opportunity to stay at a purpose-designed facility.



Our vision

- Jordan's Retreat is a unique holiday offering, giving children and young adults who are facing health-related adversity the chance to escape to the countryside with no cost to their families. The Jordan's Retreat cottages are tucked away in the heart of the rolling Yorkshire Dales, providing the ideal environment for children and families to restore and rest both physically and emotionally from their everyday stresses.
- The team running the retreat will be sensitive to the specific challenges and feelings of those with unwell children, and the special outdoor space, the spa area, the restorative menu and the welcoming interiors of the retreat will all reflect this.
- Expect to see 'The Garden of Love', a petting zoo area for younger children, a visionary spa for the adults and calming community spaces. It is important to note that this will feel like a holiday, and not a hospital.

Jordan's retreat, named after my gorgeous boy Jordan, will provide a safe place for those who need support - whether it's young children, teens, or families, there will be something here for everyone. The retreat will offer a range of trauma-release therapies, support for parents, and a community feeling that will allow people to reconnect with each other and themselves. Jordan's Retreat will bring support, healing and hope to those who need it most.'

Virna x



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The staff and the partners

The retreat will be led by husband-and-wife team Virna and Simon, who will carefully hand-pick staff who have had experience working with children and parents who have suffered challenging times. Some will be volunteers.

- All will have a passion for caring and nurturing others and have an innate ability to make everyone feel included and heard.
- Local families in the area are already showing encouraging offers of support.



Virna Midgley

Founder & Retreat Manager

Virna is a mother and children's cancer campaigner who is passionate about helping others. Her own experience of grief has made her determined to support the families of those who are suffering from serious illness. Since the loss of her own son, she has made it her life's work to ensure that others get the support they need by making Jordan's Retreat a reality. Virna aims to enable those who are most in need with an opportunity to escape the stresses of living with cancer or a debilitating illness. Her special vision is to create healing environments where children of all ages can come with their families to make magical memories.

Simon Midgley

Co-founder & Operations Manager

Simon is passionate about creating a safe space for families and is particularly interested in helping fathers who are struggling to cope with their grief. His wealth of professional experience makes him highly adept at finding fun and engaging ways to master the path of healing.

At the age of sixteen, Simon joined the Royal Marines and served two tours of Bosnia and Iraq. Following his time in the military, Simon went into security, which provided him with the opportunity to travel around the world and work in hostile environments. He would later go into close protection, providing security for celebrity and high-profile clientele.



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Gillian Robson CEO

Philanthropist and businesswoman Gillian Robson is passionate about helping women in business and has a talent for creating stand-out businesses. Her background in hair and beauty began in 1988, when she launched her own salon which gained multiple awards, during which time she was president of the NHF (National Hairdressing Federation). She has been a valued supporter and fundraiser for many charities and hospices for over 25 years, helping to raise many thousands of pounds in aid of others. In 2014, she sold her company after 24 successful years due to a worrying skin cancer diagnosis.

This diagnosis led her to develop TanCream, a state-of-the-art self-tanning product and an industry first. TanCream is simultaneously an impressive daily tinted moisturiser, has SPF 50 and boosts a state-of-the-art, patented self-tanning technology, which can safely and effectively give a natural sun kissed glow. Since its launch in 2017, TanCream has won over 15 awards, including the prestigious Global Award for tanning in the innovation category, and was featured on Dragon's Den, gaining interest from three of the Dragons. Today, she is working closely with Professor Mark Birch Machin and his team at Newcastle University to gain more scientific evidence to showcase the benefits of this intelligent formula.

Gillian is a tireless campaigner for other start-ups and businesses, and a proud and committed board member of THIS IS YORKSHIRE BEAUTY, where she passionately supports budding stars in the beauty industry by helping them to showcase their talents so that they can develop and grow.



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Georgie Wolfinden PR & Marketing

Georgie Wolfinden is a brand, trends and marketing expert, as well as a health and wellness entrepreneur. Founder of leading PR & Growth Agency The Beam Room, she began her career in London, helping to launch MTV Europe before going on to compile the sell-out book 'Sneaker Size isn't everything'.

In 2002, she set up Blossom Consulting, a company that offers brand, marketing and PR advice to innovative health and wellness clients. Blossom Consulting was re-branded as The Beam Room in 2017, and today works with select, global premium wellness, lifestyle, and beauty clients. Georgie also consults on brand strategy, new business development and trends in the space.

Jason Coleman Creative Director

An immensely imaginative and extensively seasoned Creative Director boasting three decades of expertise in brand communication. An entrepreneurial spirit at heart, Jason holds a wealth of proficiency in steering brand evolution and marketing endeavours, encompassing the entire spectrum from ideation to implementation, spanning diverse product lines and market domains.

Commencing his journey at Reuters as a Global Designer, Jason swiftly ascended the ranks within London's dynamic creative sector. His journey culminated in his role as Creative Director at ZOO Communications, a premier brand development agency in London.



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Lorraine Allanson

Hospitality & Agricultural Advisor

Lorraine Allanson grew up on a farm in North Yorkshire which gave her a love of the countryside, farming and a strong work ethic.

Lorraine worked for many years as a farmer alongside her father. Lorraine and her mother also ran a very successful farm café & bakery at the farm, long before they became fashionable!

After Lorraine's father died relatively young of cancer in 1994, Lorraine diversified from farming and opened a self-catering holiday accommodation complex by converting the old stone barns on the farm into five holiday cottages and a guest house.

After winning awards for the holiday cottage accommodation, Lorraine also won a very prestigious national award as the AA's Friendliest Bed and Breakfast beating 3,500 other guest accommodation properties from across the country.

Lorraine's expertise of operating a holiday accommodation business will be invaluable in helping organise the running of Jordan's retreat.

Lorraine recently wrote and published a book about her early life, from her family's early days living in poverty to eventually owning their own farm. Lorraine's book also includes chapters about her passion for campaigning & how she exposed the misinformation & false narrative that some organisations use to gain public support.

In recent years Lorraine trained as a public speaker & thoroughly enjoys giving talks & presentations. Lorraine is keen to use her various skills, expertise and passion to help Jordan's retreat become the success story it deserves to be.

Personal messages from Jordan's family

A place to have some special time, like Jordan's retreat, would have been incredible if it had been available when my youngest brother was ill. The 6 months that Jordan was in remission was, when I look back now a time to have made as many beautiful memories as possible. The missing my brother is incomprehensible and devastating.

Seeing my Mum so stressed and sad whilst having to work and navigate Jordan's illness was awful to watch. Time and memories are precious, and Jordan's retreat will allow both. I'm so proud of my Mum and her determination to keep my brother's memory alive, whilst helping other families.

Oliver

My brother's illness was a difficult time for our family, but through it we learned the importance of supporting each other. This retreat will be an amazing tribute to my brother's memory and will help other families who are going through a similar experience.

I hope Jordan's Retreat will be a place where families can come to heal, create lasting memories and find the strength and support they need to get through difficult times.

Max

A personal thank you for helping me achieve my gorgeous son Jordan's wish to help other families moving forward.

I miss him every single minute of every single day, so to be able to fulfil his wish means the world to me and my sons, Max and Oliver. Jordan would be so proud of what we have all achieved – thank you.

Virna Midgley





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Benefits for a business supporting a charity

- Tax relief
- Limited companies pay less corporation tax when donating to charity
- It can define your brand identity
- Increases your reach to a wider audience
- Boosts employee morale
- Better public relations
- Good for the community
- Volunteer days – paid time off for employees for dedicated volunteer days to help out at the retreat, this is proven to improve employee morale as well as becoming more engaged within the community. This generates positive publicity for the company and giving a boost to its reputation. It allows employees to be consistent with their personal values



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