



CORPORATE FUNDRAISING

ANNUAL IMPACT REPORT 2024-25

Together, we're making every moment matter



Annual Impact Report:

April 2024 to March 2025

Birmingham Hospice is your local hospice charity, delivering exceptional care across Birmingham, Solihull, Sutton Coldfield and Sandwell. We provide compassionate support wherever and whenever it's needed - whether that's in people's own homes, in the community, or at our Selly Park and Erdington sites.



Care that counts: Birmingham Hospice in 2024-25



It cost
£18.8 million
to run Birmingham Hospice's services.
That's £1,566,666 per month or
£51,506 per day.




42% of our costs
need to be covered through voluntary income such as fundraising activity, income from our shops and voluntary donations.

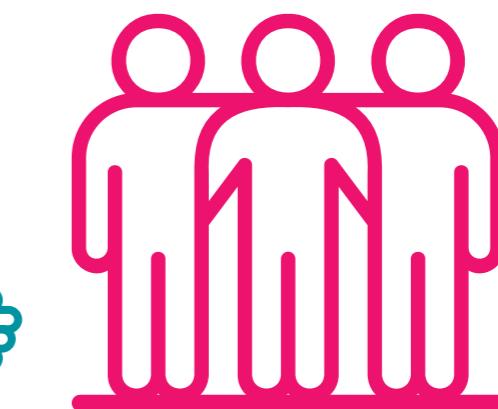
Our Patient Feedback Surveys over the last year show that

99% of respondents

would recommend our hospice services to others should they need them.



369
patients were cared for in our Inpatient Units by our expert doctors and nurses.



There were
2,540 attendances
by patients at our Living Well Centres to help them live well with their illness.



We have around
670 patients
in our care on average every day across our services.

660 volunteers
at the hospice contributed 70,000 hours of work - that's the equivalent of 35 full-time members of staff.

Hospice volunteers work in a wide variety of roles, including in catering, our Living Well Centres, spiritual and counselling support, charity shops, reception teams, our Hive cafés, administration and driving.

Together, we're making every moment matter

Our services support adult patients at different stages of their journey, tailored to meet their needs. We are committed to improving the quality of life for people living with a terminal illness, as well as supporting their families and loved ones.



HOSPICE AT HOME

Where someone chooses to be at home for their final days, this team works alongside GPs and district nurses to make sure they are as comfortable as they can be.



LIVING WELL CENTRES

Our Living Well Centres are a place where people can meet others in a similar situation and receive support together. Participants learn how to cope with symptoms and take part in therapeutic activities.



COMMUNITY PALLIATIVE CARE

Our Specialist Community Palliative Care Team works alongside GPs, district nurses and anyone else involved in patients' care, to ensure they are fully supported during their time with us.



INPATIENT UNITS (IPUs)

Our Inpatient Units at Selly Park and Erdington are available for patients needing intensive symptom management, emotional or social crisis support, or care for the last days of life.



ALLIED HEALTH PROFESSIONAL (AHP) TEAM

The Allied Health Professional (AHP) Team comprises the Therapies and Pharmacy teams. Together, they play a vital role in supporting patients and families in our Inpatient Units, Living Well Centres, and in people's own homes.

PERSONAL HEALTH BUDGET (PHB) AND SOCIAL TEAM

Our dedicated team of nurses and Palliative Care Social Workers is here to support patients practically during their time with the hospice.



WELLBEING

We have a team of counsellors, therapists, bereavement and spiritual care volunteers whose focus is on supporting patients and their loved ones emotionally and spiritually.



“

Being in the hospice was so beneficial for Jamie as he had 24-hour round-the-clock care. At the hospice, staff made sure he was always comfortable and never in pain. The care he received was nothing short of exceptional, and words will never be enough to express my gratitude.

Tracie, pictured with her husband, Jamie



“

They gave Mom dignity and peace and the opportunity to say goodbye properly. We were able to do it our way because of the hospice.

Dayal, pictured with his mother, Satya

Moments that mattered in 2024-25

From record-breaking fundraising to national recognition, 2024-25 was a year of innovation by hospice teams and incredible generosity from local communities. Here are some key highlights and achievements that show the difference we've made together.



We secured sponsorship for **40 large** bull sculptures and **88 mini** bulls from businesses, schools and community groups - all of which took over Birmingham in July 2025 for our Bulls in the City art trail.



498 new regular givers signed up during the first year of our door-to-door campaign. This boosted our community of regular donors to 842 - an increase of 145%.



We helped to highlight the importance of gifts in wills for hospice care - reaching **8.6 million** adults through a national TV advert with Hospice UK.



During Birmingham Hospice's first year on TikTok, the channel had nearly **200,000** video views.



800 people took part in The Chocolate 5k in March 2025, raising nearly **£45,000**.



Education and research activity generated over **£257,000** in income.



In 2024-25, we proudly took home **4 major awards:**

Charity Shop of the Year 2024-25 for our Reloved Brum store in Harborne.

A national **Order of Mercy** recognising distinguished voluntary work from a long-standing hospice supporter.

A **High Sheriff's Award** for one of our charity shop managers.

Greater Birmingham Chamber of Commerce awarded us the **Excellence in Inclusive People Development** award.



In March 2025, we proudly opened charity **shop number 23**, with plans to grow to 27 shops in the West Midlands by March 2026.



We either sold or recycled **581 tonnes** of textiles, saving 7.8m tonnes of CO2 emissions for the year.



We had more than **131,000 bags** donated by nearly 56,000 charity shop donors.



Our Light up a Life campaign raised over **£46,500**. 750 people attended the events to remember their loved ones and we received 954 dedications.



We served more than **370,000 people** in our shops.



287 amazing retail volunteers gave **57,976 hours** of their time.

The impact of our corporate supporters



CORPORATE SUPPORT IN 2024-25:



Over 1,000 hours
volunteered by
corporate supporters.



Over £100,000
donated by companies and
businesses to our retail
team and charity shops.



167 individual corporate volunteers during the year.



Nine bereavement training sessions delivered to 97 people.

CASE STUDY

Accountancy firm Ormerod Rutter raised an incredible £3,058 from a charity football match in memory of their colleague Will Kwok.

Will had been diagnosed with cancer in December 2023, yet he still remained focused on his work. He was three exams away from receiving his ACCA accounting qualification, and stayed working until just after Christmas. He sadly died in February 2024, aged 32.

The football match was a fitting tribute to Will, who was passionate about the sport, being the only player with a 100% win rate in Ormerod Rutter's weekly 11-a-side games. Over 180 people came to watch the game, held at Bromsgrove Sporting FC.

Colleague Rachel Smith described Will as "one of the most respectful people" she'd ever met, adding: "He just would do anything for anybody, which is why we got such a good response to the fundraiser."

The team have plans to make it an annual tradition - Rachel said how the experience "opened our eyes to how important raising money is for things like hospices who need it directly". Ormerod Rutter offers matched funding for charities, which boosted the fantastic total raised.



“

He just would do anything for anybody, which is why we got such a good response to the fundraiser.

Rachel Smith,
colleague



Corporate support

Local businesses play a vital part in the care we can provide, through corporate fundraising, staff volunteering, Payroll Giving and partnership opportunities.

WORKPLACE FUNDRAISERS

We can help you bring your workplace fundraiser to life to raise vital funds for the hospice. We'll help you every step of the way, from shaping your ideas to sharing fresh, creative ways to engage your colleagues and clients.



PARTNERSHIP OPPORTUNITIES

We can create a bespoke sponsorship package that reflects your values, meets your business goals, and connects you with a wider audience. You'll not only raise your company profile across the city, you will also leave a legacy of compassion and care, all while achieving your marketing and PR objectives.



CORPORATE VOLUNTEERING

Volunteering and Corporate Social Responsibility (CSR) days are so valuable for your team, your community and the causes you care about. From tending our gardens or taking over one of our shops for the day to helping run activities in our Living Well Centres or lending a hand with event preparations, there are so many ways to get involved and see the impact you're making first hand.



PAYROLL GIVING

Payroll Giving is an easy, tax-efficient way to support Birmingham Hospice. For employees, donations come straight from your salary before tax, meaning your gift goes further at no extra cost. For employers, setting up a scheme is quick and simple, showing your commitment to giving back while empowering your team to make a lasting difference.



EVENTS

Whether you join in on your own or get a team from work together, our fundraising events and activities are a powerful way to make a difference. Every step you take, every cake you bake and every challenge you conquer helps ensure more local people living with a terminal diagnosis can receive the expert, compassionate end of life care they so urgently need.



CORPORATE BEREAVEMENT AWARENESS TRAINING

We are keen to help build compassionate workplaces across the city to support employees who are living with a terminal diagnosis, caring for someone with a life-limiting condition, or dealing with loss and grief. Our corporate bereavement awareness training will give you an introduction into some of the theories of bereavement and grief, to help you understand any emotions that people who are dealing with a loss may be feeling.



I want to say a huge thank you to every single person who supported Birmingham Hospice during 2024-25. Whether you donated, took part in one of our events, organised your own fundraiser, or partnered with us through your business - your generosity means the world to us.

We're also incredibly grateful to our amazing volunteers from across all departments. Your time, energy and commitment have enabled us to continue delivering our vital services - from supporting patients and families, to helping in our shops, events, offices and more. We simply couldn't do what we do without you.

Because of your support, we've been able to provide vital care and comfort for people during the most difficult times, and they've not been left to face terminal illness alone.

With no charge to our patients or their families, and a need to raise £7.2 million

this year, we simply couldn't do it without you. As we look ahead, your continued support will be more important than ever.

If you think you can help, or would like to get involved, we'd love to hear from you. You can find all the ways to get in touch on the next page.

From the bottom of our hearts - thank you.

Lucy Watkins, Income Generation Director

OUR SUPPORTERS

Everything we've accomplished over the past financial year has only been possible because of our amazing supporters.

These names celebrate those who have gone above and beyond, raising over £3,000 to help make every moment matter.

We also offer our deepest gratitude to everyone who contributed in any way to support our outstanding care.

Thank you.

- AB Hussain Properties Ltd
- Arvato
- Birmingham Business Park
- BMW Group Plant Hams Hall
- Doocey Group
- Fitzgerald Civil Engineering Contractors Ltd
- Handelsbanken Birmingham
- IMI Truflo Marine
- Limoges Charitable Trust
- Lois Bullion
- Moseley Arms Public House
- Next Charity Team
- Ormerod Rutter Chartered Accountants
- ORS UK
- Robert Half
- Tame Cleaning
- The Noel Sweeney Foundation
- Virgin Unite UK (The Virgin Foundation)



www.birminghamhospice.org.uk



Selly Park 0121 472 1191



Erdington 0121 465 2000



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REGULATOR



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