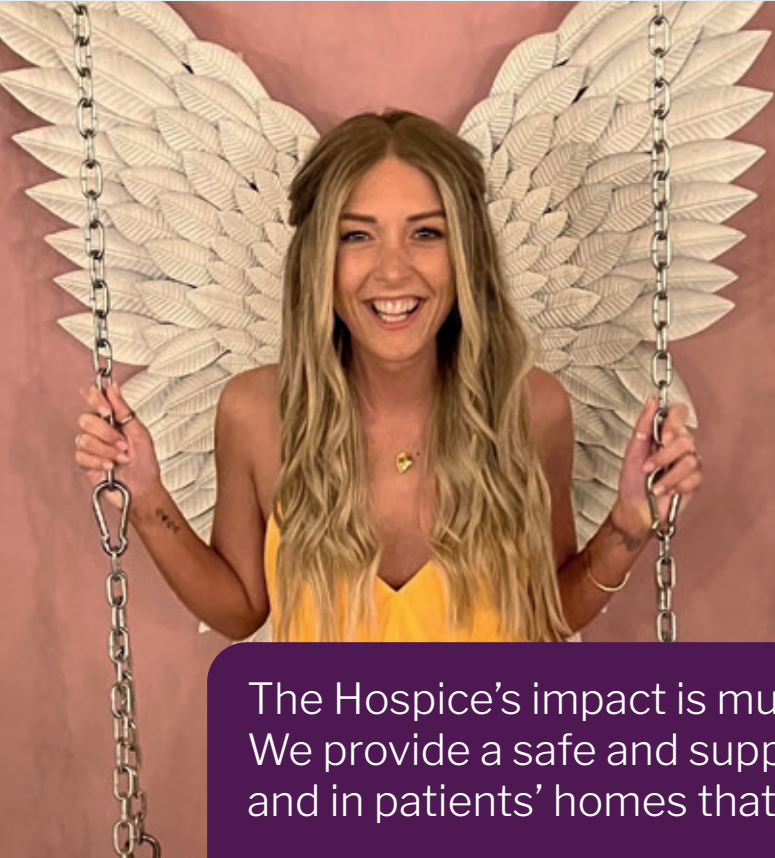




Impact Report 2023/24



“You have given me memories that I will cherish forever.”
Alex Newman

The Hospice’s impact is much more than just the care we deliver. We provide a safe and supportive environment at the Hospice and in patients’ homes that enables families to be together.

Our Impact in 2023/24

Enabling precious memories



My wife Nicky's passion and zest for life was infectious. Her legacy to spread the message that life is for positivity, smiles and happiness, not only inspired me but so many others who followed her on Instagram.

The care and support that Nicky and I received from Woking & Sam Beare Hospice was exceptional. I was therefore honoured when I was asked to write this foreword for the Hospice's Impact Report. I fear my words cannot adequately do justice to the true impact of hospice care for families like mine but I hope to share some insights to why it is such a vital service.

Despite all the difficult times following Nicky's breast cancer diagnosis, she never let her sparkle dull. She had such a positive outlook on the world. People are often scared of the idea of being referred to a hospice because of the immediate association with death. Nicky's words when she was referred to Woking & Sam Beare Hospice were – "it is simply a medical caregiving approach where the aim is to maximise quality of life." And that is exactly the sort of care that we received. Not just for Nicky but for our whole family.

Initially, Nicky was cared for in our home. We used to come to the Wellbeing Centre at the Hospice where we both received counselling, advice and support. As Nicky's condition deteriorated, she was admitted onto the In-patient Unit. All the staff and volunteers were so

warm and welcoming at every stage of Nicky's care.

I cannot thank everyone at the Hospice enough. They made us feel completely safe and supported whilst allowing me to make the whole place feel like home. We had movie nights, friends and family could visit whenever they wanted and I was able to stay overnight with Nicky.

Nicky loved lightning and the night she died there was a huge thunder and lightning storm that lit up the skies. Some might say it was a perfect co-incidence, but others feel it was Nicy's energy reminding everyone to go and grab life – the very moto that she lived by and will be her legacy.

We are just one of thousands of families year-on-year that the Hospice cares for. They made what was the hardest time in our lives more bearable.

You cannot put a value on the impact of having such precious memories, even at the very end. Memories I will cherish forever.

Alex

ALEX NEWMAN

Alex has kindly agreed to share his experiences of hospice care as part of our Appeal that we will be launching later in 2024/25.



Registered Office:

Woking Hospice, Goldsworth Park Centre,
Woking, Surrey GU21 3LG

Registered Charities Woking Hospice [1082798] and Sam Beare Hospice [1115439] and Company Limited by Guarantee in England and Wales No.: 3955487 [Woking] and 5822985 [Sam Beare].





“ Like the lightning she so loved, she lit the world all too briefly, but what a light it was. ”



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Registered with
**FUNDRAISING
REGULATOR**

Impact Report 2023/24

Woking & Sam Beare Hospice and Wellbeing Care

Woking & Sam Beare Hospice and Wellbeing Care [WSBH or the Hospice] is a people-centred charity that delivers specialist palliative and end-of-life care to people with life-limiting and terminal illnesses who live in North West Surrey [which has a population of approximately 360,000 people]. The Hospice also provides support to the carers and families of our patients.

The Hospice is funded through several different income streams that are both government [NHS] funding but also voluntary income through our fundraising activities, sale of goods through one of our 17 shops, gifts in wills, and other investments. We therefore have an obligation to report back to our stakeholders the difference that their support is making. As well as to share the impact that the Hospice has had on the lives of our patients and their families, but also the wider North West Surrey Community.

This Impact Report, therefore, is designed to highlight the difference we have made to the people we care for and to the North West Surrey healthcare system. As well as to provide an account to our generous supporters and volunteers of the impact that their support made in the financial year ended 31st March 2024.

As described by Alex Newman in the foreword of this report, hospice care is so much more than symptom control. Our team of dedicated professionals go above and beyond every day. We very often hear from our patients and their loved ones – “thank you for enabling us to build precious memories and live life to the full.”

A large majority of our supporters choose to support us in memory of a daughter, grandmother or husband. They are motivated to give so generously because they have benefited from the impact of our care. But also because they want to do something to remember the life and love they have lost.

Hospices are a vital part of the health and social care system. They work across the system to reduce pressure on the NHS and train and support health and social care workers. Woking & Sam Beare Hospice is proud to work in partnership with the NHS and so many other local health and social care providers. We continue to be an important member of the North West Surrey Alliance, which is one of the largest public sector Alliances in the UK. We work alongside these partners to tackle some of the significant health and social care challenges across North West Surrey.

Unfortunately, the year we are reporting on has been a challenging one. As our costs have increased much more rapidly than our income against a background of the cost-of-living crisis and the wars in Ukraine and the Middle East. However, despite our financial challenges, WSBH has continued to develop and strengthen its services. We have developed new services such as our Rapid Response Service and the Men’s Pit Stop Support Group to increase our reach within the communities we serve. We have also continued to prioritise focusing on our workforce and their wellbeing and growing our training and development opportunities for staff and volunteers.

Read on to find out what a difference our staff, volunteers, partners, and supporters are making and the resulting impact that WSBH has made to the people of North West Surrey.

“We truly could not do all we do without such tremendous support. As a healthcare provider so reliant on such good will, we also recognise the importance of two small words – “THANK YOU”.



VISION

To enable all those with life-limiting illnesses to live life to the full and to equip them to die with dignity.



MISSION

To be a centre of excellence delivering specialist palliative care, from the heart of North West Surrey, to people with life-limiting illnesses and support to those important to them. To continually improve by gaining, sharing, and applying knowledge. To raise both an awareness of our activities and the funds to deliver them.



VALUES

Caring and Compassion

Accountability

Respect

Excellence

Introducing our Memory Elephants

The Hospice has a wonderful team of craft volunteers that support our Wellbeing Centre. They make to order Memory Elephants in return for a donation to the Hospice.

Following a bereavement the deceased's love one can bring in items of their favourite clothing and the craft team then make their elephant out of the clothing. Not only is this a beautiful way to keep a love one close and remember them by their favourite shirt or dress it also helps to generate much needed funds for the Hospice.

Our Memory Elephants are what has inspired the theme for this Impact Report.



Impact Report 2023/24

Remembering some of the year's highlights

Here we share just a few of our highlights from the 1st April 2023 to 31st March 2024. There simply isn't the space to include everything but we are equally grateful to all those who have supported us.

APRIL & MAY 2023



Our **London Marathon Team** raised over £26k, which equates to 1,360 hrs of In-patient care



We supported Hospice UK's **Dying Matters Week**



'Oar-some' day at the **Dragon Boat Races** on 14th May raised £36.5k



Room 3 at the Hospice was named the **Mel Crossman's Room** as her family raised over £40k in her memory

JUNE & JULY 2023



Volunteers' Week 2023: Celebrating and Inspiration. THANK YOU to all our volunteers.



Sam Beare Books won the **Muddy Stiletto Award** for the best bookshop in Surrey for the second year in a row



The **Baker Family Fund** and the **Community Foundation** donated £10k towards care in patient homes



Egham Books was relocated to a better location on Egham High Street and we opened a new charity shop on **Knaphill High Street**

AUGUST & SEPTEMBER 2023



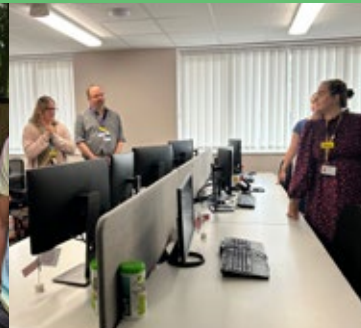
West Byfleet Golf Club Captain's Charity Day raised £23k – enough to fund over 700 hrs of physiotherapy



90-year-old Thelma's abseil raised £3k and was featured on Channel 5 News



Laughing Stock raised £24k totalling from prior years £114k, which equates to 571 child counselling sessions



A donation of £46k from the **Wolfson Foundation** enabled us to improve the Community Nursing Team's offices

OCTOBER & NOVEMBER 2023



A Skydive Team of 20 Hospice Staff and Supporters raised over £20k



Free Will Writing Month supported by several local solicitors and businesses and we celebrated Hospice Care Week



Dove Ball raised over £36k – enough to fund over 1,800 hrs of IPU patient care



Natta Building Company Ltd transformed an unused area at the Hospice into a wellbeing garden

DECEMBER 2023 & JANUARY 2024



Light up a Life Remembrance Services and inaugural Hospice Christmas Market



ATG Partnership pantomime collections raised over £24k



Community Christmas Tree Collection Service raised over £5.4k



Launched the Men's Pit Stop Support Group

FEBRUARY & MARCH 2024



Seymours' six years of fundraising totals £119k, which equates to almost 6,000 hrs of IPU patient care



Cricketers Pub in Horsell hits an outstanding £30k in aid of us



We joined the Local Hospice Lottery in a bid to grow our income



Egham Books Vinyl Weekend generated over £3k in sales and our Ashford and Woking Shops smashed £2/item sales promotions

Delivering quality care and enabling memories across North West Surrey

Hospice care is a vital part of the healthcare system and operates in partnership with the NHS and numerous health and social care providers across North West Surrey. Like our sister charitable hospices up and down the country [of which there are approximately 200], we provide specialist palliative and end-of-life care to patients with life-limiting and terminal illnesses. We are an adult hospice and so our patients are 18 years and older.

What is hospice care?

We provide holistic care which means it is designed to cater for patients' physical, psychological, social and spiritual needs. Additionally, we also provide support for patients' carers and families. We do not charge for any of our services. They are free for all the people we care for.

The Hospice delivers its care through six primary services:

1. Community Care

The Community Specialist Palliative Care Team provides expert medical, emotional, and practical support to patients with serious, life-limiting illnesses and their families, helping them manage symptoms and improve quality of life in their own homes.

2. Hospice at Home

The Hospice at Home Team delivers specialised end-of-life care and support to patients in their own homes, focusing on comfort, dignity, and quality of life for both patients and their families.

3. Wellbeing Centre

The Wellbeing Centre offers a range of services, therapies and activities designed to support the physical, emotional, and social health of patients, carers and bereaved carers, fostering overall wellness and improving quality of life.

4. In-patient Unit [IPU] at Woking Hospice

Patients that are admitted to our 20-bed IPU and are cared for at the Hospice 24/7.

5. Counselling

Provides support for patients but also for family members [both adults and children].

6. Therapies

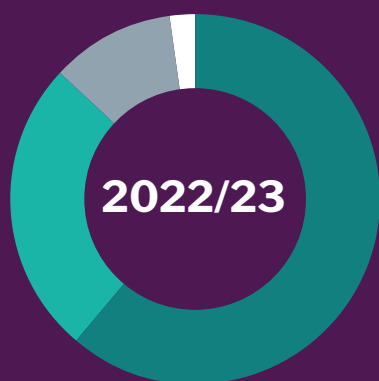
Provides support for patients with managing their independence and quality of life.



All our services are delivered by a multi-disciplinary team of healthcare professionals that includes Consultants, Doctors, Advance Nurse Practitioners, Clinical Nurse Specialists [CNSs], Registered Nurses, Clinical Paramedic Specialists, Associate Clinical Nurse / Paramedic Specialists, Healthcare Assistants, Physiotherapists, Occupational Therapists, Complementary Therapists, and Counsellors. They are supported by a range of support services from Housekeeping to Catering to Administration.

In 2023/24, we cared for 1,024 patients and 495 family members and carers – totalling 1,519 individuals. Of which over 80% of that care was delivered in patient homes out in the community.

Of the 1,024 patients we cared for some will access more than one of our services in the period that we are reporting on as the pie chart below shows.



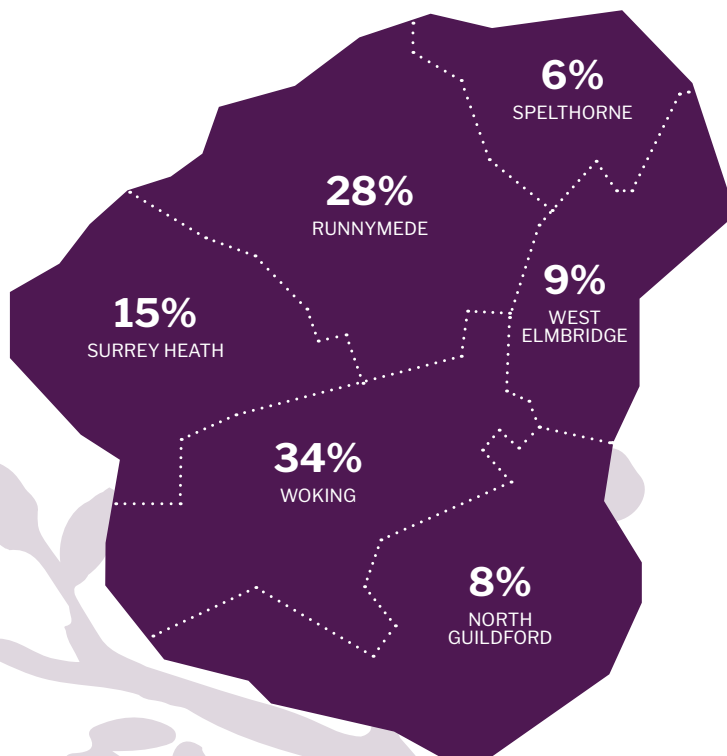
2022/23

Key

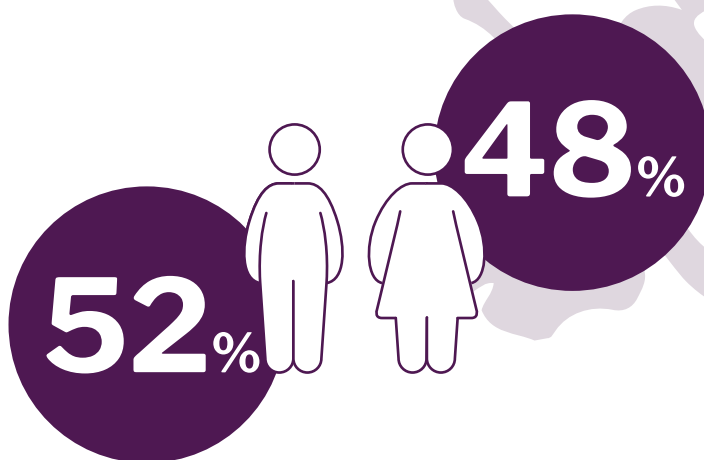
- 1 Service
- 2 Services
- 3 Services
- 4 Services

Our referral region

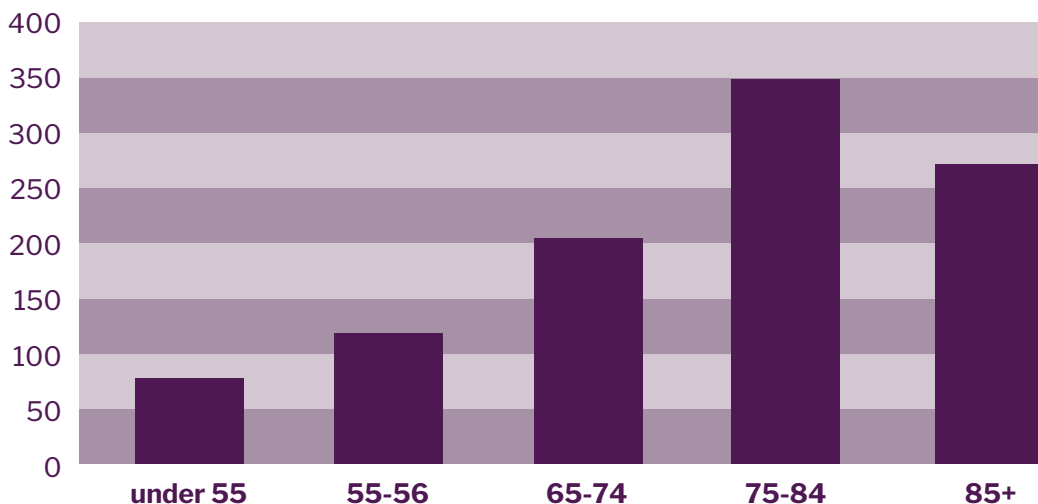
A map to show the percentage of referrals to WSBH from each of the six Surrey boroughs in North West Surrey.



Who are our patients?



The age of our patients



We are seeing younger patients being referred to us with much more complex needs. Some are under 30 years of age.

Evidencing the impact of our care

The holistic nature of palliative care means that our goal is to help our patients live well and die comfortably and with dignity. The impact of our care can therefore be best measured qualitatively by the feedback we get from our patients and their families. Patient surveys are carried out routinely and feedback is monitored to identify where service changes may be required.

The following are a sample of comments received and recorded in 2023/24. These are anonymised to protect patient confidentiality.

“My mum felt that the Wellbeing Centre was her “safe” place and she appreciated the therapy in her final days. All the teams were fantastic and interacted so well with our family and friends.”

“The level of care blew us away. I was made to feel comfortable while with my dad and he told me not to worry as he was in a good place.”

“We couldn’t have asked for anymore dignity, support, kindness and care. **I just wish everyone would have access to this sort of care when they need it.** Thank you from the bottom of our hearts.”

“The Hospice looked after my husband with care and compassion – **you couldn’t have done better.**”

“Overall I thought **the whole counselling process was very professionally conducted** and I do feel that I benefitted.”

“The care you gave my dad, and us as a family was outstanding. **He was at the centre of all decisions taken and the care given.** Dad’s pain and anxiety were fully managed, allowing him to have a peaceful, pain free death.”

“The care and support my family received was exceptional, I do not think it could have been any better.”

“As a family **we couldn’t have asked for better care, support and respect** towards our darling son and brother. We will be forever grateful.”

“There are no words to express the **exceptional care and time** given to us as a family.”

“Coming to the Wellbeing Centre **I never felt so welcome** to join such a lovely group of people.”

“Thank you for all that you did for our dad to **honour his wishes to die at home,** but to also have given him such amazing, holistic care along the way. We will forever be grateful. You came into our home and family when we needed you the most – **you’re all amazing!**”

“I found that all the care my friend received in the community, at home and in the Hospice was **excellent on all levels.** Any questions we both had were answered fully and honestly.”



“The counselling service has been **invaluable to me.**”

“**Nothing was too much trouble** for the Hospice at Home staff.”

“Everything about the counselling the Hospice organised for me **was exceptional.**”

“**I do not think you could have done any better.** The care my wife received at her end of life was amazing.”

“**There are no words that can get close to describing what a wonderful place the Hospice is.** If Angels really exist, then all of them are here in this Hospice.”



Quality control, audits and benchmarking

The independent regulator for health and social care, the Care Quality Commission [CQC], last inspected the Hospice on 3rd December 2019. The Hospice was assessed as compliant and rated 'Good' across all domains [Safe, Effective, Caring, Responsive and Well-led]. In the report the CQC stated:

Overall 'Good, on a trajectory to 'Outstanding'.

Participation in national clinical audits

For the 12th year running we took part in the 2023 National Independent FAMCARE Audit, measuring satisfaction with end-of-life care amongst bereaved relatives of patients cared for at home and in the Hospice. FAMCARE is the only validated nationally run Specialist Palliative Care Audit Tool which can be used to benchmark services against others, evidence appraisals and support service development.

As in the previous years, the majority of results were either 'VERY Satisfied' or 'Satisfied'.

Participation in local clinical audits

Regular audits continued throughout 2023/24 with a focus on Infection Prevention and Control [IPC] and the key incident trends. Action plans were reviewed and signed off once completed and these were reported and reviewed.

The Hospice Service Level Agreements in place with Ashford and St Peters Hospital Trust for IPC and Ashton's for Pharmacy and external audits were carried out as part of these agreements for the relevant areas. One example of an audit was 'Infection Prevention & Control: Environmental' and the following was the feedback we received from the independent inspection: "There is evidence of widespread good practice in relation to hand hygiene and infection prevention and control practices."

Benchmarking

The Hospice submits data to national umbrella organisation Hospice UK for benchmarking on a quarterly basis. The Hospice UK Clinical Benchmarking Toolkit focuses on three core safety areas, namely: Falls, Pressure Ulcers and Medications. **We continue to compare very favourably across all areas.**

Rapid Response Service

We introduced a new Rapid Response Service in February 2023. The aims of which are to respond quickly to a crisis situation, avoid unnecessary hospital admissions and to support patients in achieving preferred place of care and death.

The introduction of this service has made a significant impact on the patients under our care. It has contributed to the reduction in inappropriate A&E visits and acute hospital admissions. We achieved this by providing care in the community at home through advanced care planning, symptom control, social support or through admission to the Hospice where needed.

Data from February 2023 to March 2024, demonstrates that of the 174 rapid response visits during this period we were able to avoid 97% of those patients being admitted to hospital.

Wellbeing impact data

From November 2023 to March 2024, we asked our Wellbeing Patients to fill out a "Wellness Thermometer" before a session and after a session. This ranks their mood on a scale of 1-10 [1 being very low and 10 being really good]. On average, the patients scored their mood at the start of the session at 4.4, rising significantly to 7.3 by the end of the session.





Valarie is certainly making lasting memories

Her 80th Birthday Skydive in memory of loved ones

It is because of the impact of our care that so many are inspired to want to fundraise for the Hospice. Valerie Hitchcock is one of those individuals.

On Friday 6th October 2023, Val joined a team of 20 Hospice Staff and Supporters to jump either

10,000 ft or 15,000 ft out of a plane. She wanted to mark her upcoming 80th Birthday and what better way to do so than a Skydive!

Val experienced the support of the Hospice first hand when they cared for three members of her family.

“I wanted to skydive in memory of my daughter, my dad, and my second husband. The Hospice looked after them all and have been my salvation.”

Our Staff really do go the extra mile

Along with Val on Friday 6th October, some of the Hospice’s Staff took on the adrenaline fuelled skydive challenge. Sam Wakefield and Georgia Miles from Marketing, Felicity Edwards, Sam Jones, and Jenny Greenhalgh from Fundraising, and our Director of Clinical Services Tammy Stracey all showed true hospice spirit.



The impact of our training and development

The Hospice wouldn't be the amazing place that it is without the fabulous team behind it. As such, it is important to us to invest in staff and help them develop to achieve their goals. This then enables us to ensure the best possible care and to maximise the impact we are able to make.

Our Education and Training Team delivered a robust training programme in 2023/24, which has been built upon from the prior year. This includes both mandatory training, continuing professional development courses and other training programmes for both our clinical and non-clinical staff.

Training courses in 2023/24

Since April 2023 to March 2024, the following training sessions were delivered on: Corticosteroids; Syring Pumps; Fire Equipment; Psychological Symptoms; Compression and Obstruction Emergencies; Gastrointestinal Symptoms; Haloperidol; Band 6 Nurse Team Building; Acupuncture/Complementary Therapy; Basic and Intermediate Excel; Sage and Thyme Communication; Heart Failure at the End-of-Life; Fluid Balance at the End-of-Life; Catastrophic Bleeding; and Empathic Conversations.



A selection of the feedback received from our staff:

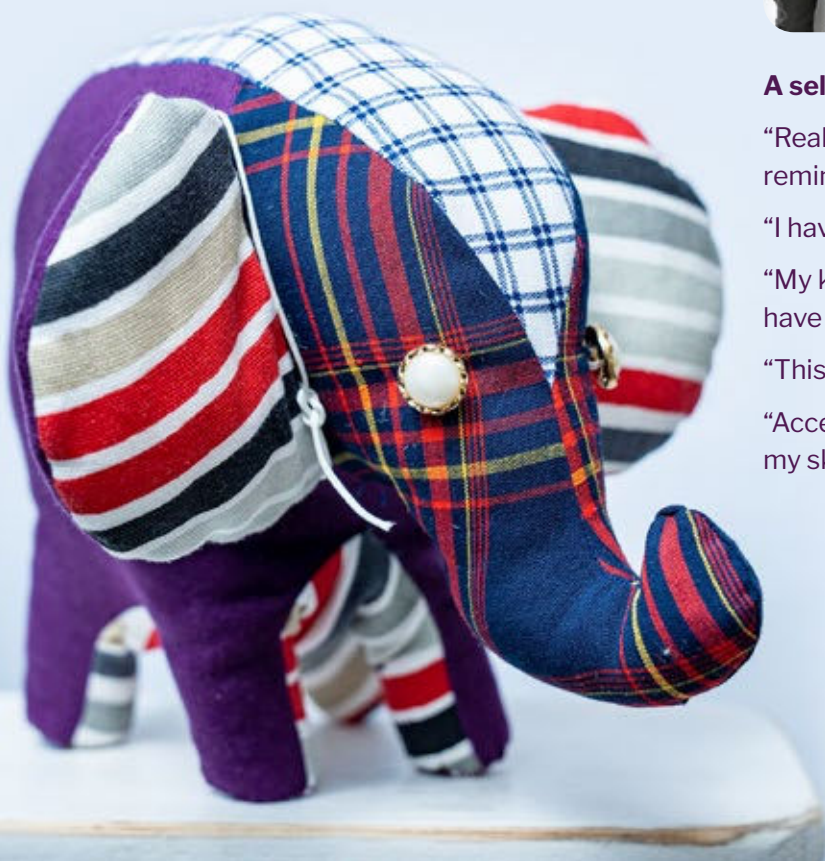
“Really positive and a good refresher. Invaluable to remind me of the plan for care.”

“I have linked this learning to my job role.”

“My knowledge and understanding in this area have improved.”

“This course affirmed I was doing things correctly.”

“Accessing this training has taught me how to develop my skills further.”



Growing our own

Kate Hedges and Reagan Addo started with the Hospice as Healthcare Assistants [HCAs] and both are in the midst of completing their Nursing Associate Training. Amy Franklin, already a Nursing Associate, is studying for her top-up to gain her full nursing qualification.



“I have four children, work at the Hospice, and attend university. **This was all do-able because of the support that the Hospice has given me.** I have been given the opportunity to develop and have been given greater responsibility.”

KATE HEDGES

“The Hospice has been very supportive of my progression. Gaining qualifications like this is beneficial for me, but more importantly for my patients. **I love the positive impact I am able to have on patients and their families.**”

REAGAN ADDO

“**I’ve been able to take the new skills learnt onto the Hospice’s In-patient Unit with me.** It can be hard to find a work-life balance and then studying on top of that can be really hard, but the support from the Hospice has been brilliant.”

AMY FRANKLIN

The university courses require students to do placements in other areas of healthcare. This really opens their eyes to how GP Practices, hospitals, mental health teams and other areas all work collaboratively with the Hospice for patients’ needs. Investing in the future of our staff is beneficial on many levels and is something that we are keen to continue.

Liberating Leadership Programme

From September 2023 to February 2024, we again provided the Liberating Leadership Programme in partnership with neighbouring Phyllis Tuckwell Hospice. The programme was delivered by Jan Cowan from Iconis Learning and covered a five-module programme [Managing and Leading; Building Great Teams; Developing Performance; Challenging Conversations; Leading Through Change].

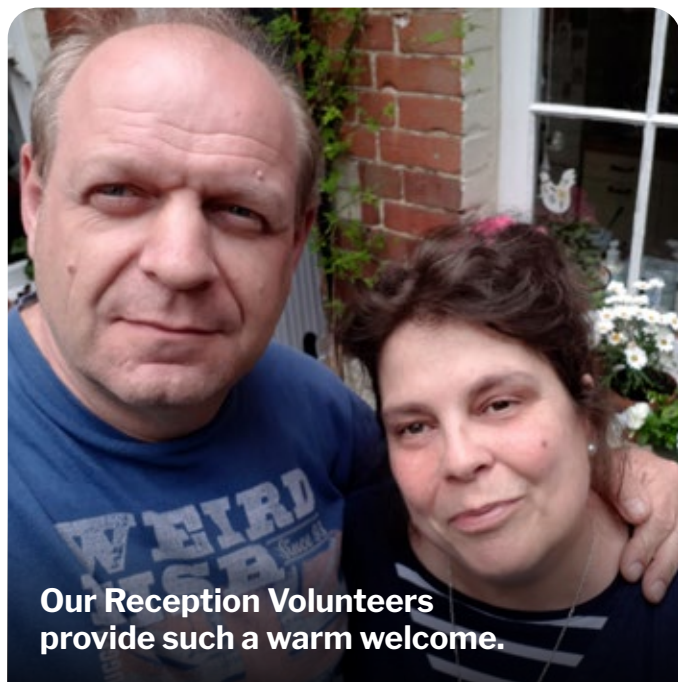
Schwartz Rounds

Schwartz Rounds are in person forums that provide a structured approach, where all staff, clinical and non-clinical, come together regularly to discuss the emotional and social aspects of working in healthcare. Schwartz Rounds are designed to help staff feel more supported in their jobs, allowing them the time and space to reflect on their roles. Evidence shows that staff who attend rounds feel less stressed and isolated, with increased insight and appreciation for each other’s roles.

Spotlight on our **Volunteers**

Our generous supporters that give their time and expertise for free

The Hospice is supported by many **Volunteers** who enable the Hospice to provide the full breath of our services. We estimate that our **Volunteers** save the Hospice more than **£1 million** per annum in equivalent staff costs. Their social impact value to the community is, of course, significantly more. The immense value of these individuals is very much appreciated by the **Staff and Trustees**.



Our Reception Volunteers provide such a warm welcome.

Karin Harvey is one of our many fabulous Volunteers. Her warm and friendly personality is just what is needed when welcoming patients and their visitors to the Hospice.

Karin comments: "It is my absolute pleasure to be a part of the Hospice Family. It is my way to give something back after the Hospice cared for my beautiful husband."

Karin also volunteers at our fundraising events. And the desire to throw one's self out of a plane amongst our Staff and Volunteers seems to be contagious as Karin has also signed up to join the Hospice Skydiving Team in October 2024.



Our Gardener Volunteers provide beautiful environments for our patients and their visitors to enjoy.

"I've been a volunteer gardener for over twelve years and my motivation is **seeing the benefit that it brings to patients and staff**. There is always something to do and keep you busy as making a garden look beautiful is always a work in progress."

MAUREEN O'SULLIVAN



If you would like to know more about volunteering opportunities at the Hospice please visit our website at wsbh.org.uk/vols

Spotlight on Golf

HMCGT raises money in aid of hospice care and lasting memories



The Health and Wellbeing Charitable Golf Trust (HWC GT) that was set up in aid of WSBH has reached an impressive £500k, which equates to approximately 5,600 visits to patients in their own homes by a member of our Community Nursing Team.

This incredible amount of money has been raised from many golf days delivered by the Golf Society that was formed in 2016 and has since become the HWC GT. This includes golf days with local SKY Sports Golf Commentator, Richard Boxall, who wanted to raise money for the Hospice in memory of his dad Colin who we previously cared for.

The golf days are an opportunity for local supporters and businesses to come together for a thoroughly memorable and enjoyable day, while raising much needed funds for WSBH.

Julian Wakeling [pictured far left], Founder and Trustee of the HWC GT, comments: “As a local volunteer group, this is a fantastic achievement for everybody involved and demonstrates how golf continues to bring our community together in a special way by supporting the vital work of Woking & Sam Beare Hospice.

“I would like to say a very big thank you especially to all the players and the golf clubs who have hosted our events – you should ALL be very proud of this collective achievement. We couldn’t have done this without you – THANK YOU. But we are not stopping here and I look forward to getting even more of the community involved in 2024 and beyond.”



For more information on up-and-coming golf days please visit the Hospice’s website at wsbh.org.uk/events or contact Julian Wakeling at julianwakeling@aol.com.

Spotlight on a corporate partner

The New Victoria Theatre, Woking, not only produces memorable theatre they are also supporting hospice care



The Hospice is delighted to be the chosen charity of the New Victoria Theatre, Woking, which is part of the Ambassador Theatre Group [ATG]. A partnership which began in December 2023 and will run until March 2025.

One of the many benefits of being the theatre's chosen charity is that we were allowed to bucket collect at the pantomime Peter Pan that featured Anton Du Beke. This was a huge success and we are extremely grateful to our team of Staff and Volunteers who collected money for the Hospice, which included shows on Christmas Eve and News Years Eve.

The fantastic plug that Anton and the cast gave the Hospice and the cheers from the audience will certainly remain as memories for all involved.



If you are interested in becoming a corporate partner or you would like to join our Business Supporter Group, please get in touch:
T 01483 881752 E business@wsbh.org.uk

Spotlight on our shops

“Every purchase helps a patient”

Our charity shops are more than just retail outlets. Not only do our 17 shops generate much needed funds that contribute towards patient care, they also provide our community with an affordable and sustainable way to shop. Some of the many memorable Retail highlights from 2023/24 include:



The Warehouse Team get very creative

Throughout the year the team at our donation centre on the Landsbury Estate, Knaphill, have been keeping us all entertained with their regular fashion shows and other social media videos.



Developing our Books Business

Following the success of our Sam Beare Bookshop in Weybridge [which won the prestigious Muddy Stiletto Award for the best bookshop in Surrey for the second year running], the team opened a new bookshop at 55 High Street, Egham, with the same look and feel as Weybridge.

Growing our Furniture Business

The focus here in 2023/24 has been to grow our house clearance service which generates additional income and provides valuable stock. Part of the growth plan has also been to introduce upcycling which is both environmentally friendly but is also providing a new income stream.



Providing affordable prom wear for our community's teens

We held a prom wear event at the Fiery Bird, Woking, and raised £3.2k. But what made it special was hearing from parents and their children how grateful they were for making their right-of-passage event affordable. Many said: “Thank you for saving prom and giving us precious memories.”



Opened a new shop in Knaphill

Having been able to test the viability with a pop-up shop at 2-3 High Street, Knaphill [that we were generously gifted at a peppercorn rent], we opened a permanent shop at 7 High Street.

Christmas Tree Collection Service

Supported by Lumber-Jacks Tree Services LTD, The Surrey Garden and The Tree Care Company, we collected 300 trees from local residents in three days, raising an impressive £5,400. This equates to 284 hrs of care for a patient on the In-patient Unit.

Our North West Surrey Community

We couldn't do all we do without you

There are so many ways that the community supports the Hospice. They have run marathons, cycled from London to Paris, taken on the Downslink Challenge from Brighton to Knaphill or numerous other physical and adrenaline fuelled challenges.

Golf clubs, social groups, community groups, running clubs, tennis clubs and local churches and other faith groups have nominated the Hospice as their chosen charity. There have been summer fairs, garden parties, cake sales, supporter led events such as Laughing Stock, pub quizzes and gin tasting. Other examples include, Bisley Shooting Ground that held a festive charity shoot for us just before Christmas that raised over £4k, Inder and Sharm who hosted a curry sale in aid of us and Addlestone Singers who since 2006 have raised over £11.6k.

During the year we were also exceptionally grateful to the Wolfson Foundation for donating £46k to enable us to reconfigure the Community Nursing Team's office space and to Natta Building Company Ltd for transforming our outdoor spaces.

For the first time we hosted an art exhibition at the Lightbox in Woking that local artists donated their works of art to that raised almost £8k for the Hospice.

It is true what they say – “every penny really makes a massive difference.” The Hospice is exceptionally grateful to everyone from our community who has fundraised for us.





Some additional social impact stats to share

The Hospice's impact and value within the community is more than just the care we deliver. In 2023/24, we also added value by:



Employing **249** local people



Offering **600** Volunteering opportunities



Providing Christmas Remembrance Services for **800**



Recycling approximately **264 tonnes** of items that would have ended up in landfill



Provided family fun events for more than **2,500** local people



Providing **70,9221** website users with information



Our social media posts reached **1,274,569** users

How the Hospice is funded

All the income we generate is so we can continue to care. To support our patients to live well and create lasting memories.



Financial Summary 2023/24

All our services are free of charge for our patients and their carers and families.

Our financial position

In another testing year as the cost-of-living crisis continues and the global economic consequence of the war in Ukraine and the conflict in Israel, we closed the year ended 31st March 2024 with a deficit.

It is important to highlight that this is a sector wide issue and the shortfall in funding is not just unique to WSBH or its abilities to manage its costs. In fact, the data from Hospice UK's benchmarking of hospices from the first 6 months of 2023/24 [April to September 2023] shows that WSBH is more cost efficient when compared against other hospices on average.

WSBH has, however, in previous years managed to build up its reserves and at this time we are still in a stable financial position. As we look to the future, our longer-term financial sustainability will be the result of achieving both multi-year NHS contract uplifts in line with inflation and the continued support of our community.

How we are funded

In the year ended 31st March 2024, NHS funding contributes approximately 31% of the costs of our clinical operation and just under 22% of our total overall costs. The balance is raised through fundraising, retail shops, legacies, investments and the generous support of our communities.

A pie chart to illustrate how we funded our care in 2023/24



Key

 NHS Funding	 Retail Activities
 Other Clinical Funding	 Gifts in Wills
 Fundraising Activities	 Other

How we spend our funds

Like any charity, we need to spend funds on our operations to ensure we are able to deliver our care and support services. We also need to invest in our workforce and ensure we provide safe and well maintained working environments.

The Hospice is accountable to both the public purse and to those that so generously support us. Therefore, it is important that we are transparent and that there are checks and balances to ensure that we spend our funds wisely.

For every £1 of charitable donations we receive:



87.2p

is spent on delivering patient care

12.8p

is spent on generating more funds and administration



The Future

The case for support has never been more significant. The need and value of hospices are becoming ever more vital.

There is growing need for the Hospice Sector's services as they are receiving referrals from younger and more complex patients. According to Hospice UK, there were more deaths in 2023 than five-year averages. According to the national hospice care provider and bereavement charity Sue Ryder, only 50% of people who die receive palliative care but 90% will require it.

Additionally, the independent healthcare think tank Nuffield Trust reports that every year around 550,000 people die in England, two thirds of them aged over 75. Three quarters of these people die after a long-term illness and need end-of-life care. The population demographics of Surrey show an exponentially aging population. Therefore, more and more of our community is going to need the specialist palliative and end-of-life care [PEoLC] services of WSBH that can cope with the increasing complexities of patients' needs.

Hospices are, therefore, a vital part of the healthcare system. WSBH provides specialist care that helps prevent people living in North West Surrey dying from the trauma of inappropriate transfers, spending hours in A+E or spending unnecessary time on a hospital ward. We take considerable pressure of the local healthcare system.

WSBH is central to the delivery of NHS Surrey Heartlands Integrated Care Board [ICB]'s PEoLC Strategy. The Hospice will continue to be a partner in the North West Surrey [NWS] Alliance and work in partnership with the local NHS Trust [Ashford & St. Peter's Hospital] and other health and social care providers across NWS. In line with the ICB's and NWS

Alliance's own strategic approach, hospice care by its very nature is holistic and is person-centred. Our aim is to continue to work with our partners to reduce unnecessary hospital admissions and focus on caring for patients within the community. We work to ensure that every patient is in their preferred place of care and to facilitate them to die in their preferred place of death. We believe that we can achieve more by working together and this puts the patients at the centre of receiving the very best care.

We will continue to invest in our staff and develop our services so that as many people who need Specialist Palliative Care can access our services at a time when they most need them. We will also continue to develop services such as the Rapid Response Service and to work towards tackling some of the most significant health and care challenges facing people in North West Surrey. Along with our NWS Alliance partners our vision is to transform how we operate our services to meet the challenges of a 21st-century healthcare system.

But we cannot continue to achieve our ambitions and provide our essential services without the support of so many local businesses, community groups, sporting organisations and clubs, and all those who so generously donate voluntary income to us. Part of our plan will be to launch an Appeal in 2024/25. The object of which will be to continue to work with all these partners and individuals and increase our reach with new supporters to ensure our long-term financial sustainability.



**NW Surrey
Alliance**

Working together for better
Health, Care and Wellbeing



ABOVE Jem's brother Jacob and his wife Meredith
RIGHT Jem's parents Penny and Adrian

Memories of Jemily

We were honoured to hear Penny and Jacob, who were mum and brother to the gorgeous Jemily, speak so passionately at our Dove Ball in November 2023. They shared such precious memories of their beloved daughter and sister, and Jacob so beautifully summarised the true value and meaning of hospice care, as he commented:



“We really are so thankful for the additional memories the Hospice gave us. As Jem's younger brother I'd obviously known her my whole life, but as you can imagine there is still a bit of a disproportionate weighting to my memories towards the end of her life than the beginning. The Hospice gave us such wonderful moments of life and laughter, even when death was close. Moments that as a family we have held onto dearly.

“I guess our closing remarks would be to say thank you. A thank you from the people you may never get to meet, the stories you might never get to hear because of the money that you have been able to give.

To give other families memories like we have got in their closing days in this world really is a gift that your money helps provide.”



If you would like to support the Hospice and give memories to families like Jemily's please get in touch:

T 01483 881771

E fundraising@wsbh.org.uk

W [wsbh.org.uk/donate](https://www.wsbh.org.uk/donate)

Our commitment to our supporters

Like most charities, the Hospice has an in-house Fundraising Team and a team of staff to run our Retail Division in order to generate income.

The Hospice is registered with the Fundraising Regulator and we endeavour to meet the high standards promoted by their Fundraising Practice by ensuring our activities are open, fair, honest and legal. We continue to work towards full compliance with all GDPR and other regulations to ensure we always respect our supporters' wishes and treat their privacy with the utmost respect. We ensure that staff are fully trained and understand their responsibilities in their respective roles.

We contact supporters in the ways that they prefer and adapt them as needed. Supporters can change their preferences at any time and we will not contact them if they ask us not to. We never share names, addresses, or other personal information with third parties for charity, commercial or fundraising purposes.

We genuinely appreciate feedback from supporters and the public and we review our fundraising activities in light of feedback and complaints we may receive. We take any Fundraising, Retail or other trading activity complaints that we receive very seriously. Any emerging trends then inform future practice and procedures to ensure we always treat our supporters' donated goods with respect and we provide the best possible shopping experience for our customers.



Thank you

There are far too many individuals, businesses, trusts, foundations and other organisations that have supported us in some way to list but we thank each and every one. We could not do what we do without you – thank you.





The Hospice is a charity

Your support makes a difference to thousands of North West Surrey families year-on-year.



£28

1 hour of
physiotherapy



£42

1 child counselling
session



£89

1 Community
Nurse visit



£467

1 day of
in-patient care

If you would like to support us please get in touch on **01483 881771** or at **fundraising@wsbh.org.uk**.



Woking & Sam Beare Hospice

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