

Fundraising Report October 2025

Fundraising Income to September

| | Budget YTD 2025 | Raisers' Edge YTD 2025 | Raisers' Edge YTD 2024 | Full Year Target 2025 | % Achieved to date |
|------------------|--------------------|---------------------------|---------------------------|--------------------------|--------------------|
| Events | £14,500 | £17,562 | £5,126 | £70,000 | 25% |
| Challenge | £51,000 | £56,777 | £63,490 | £115,000 | 49% |
| Community | £36,800 | £81,437 | £40,734 | £135,300 | 60% |
| Corporate | £43,000 | £70,301 | £40,318 | £160,000 | 44% |
| Trusts | £100,000 | £136,554 | £90,107 | £280,000 | 49% |
| Regular | £57,650 | £59,023 | £37,665 | £126,160 | 47% |
| Appeals | £55,000 | £41,062 | £64,235 | £200,000 | 21% |
| In-Mem | £137,000 | £107,294 | £118,084 | £305,000 | 35% |
| Other/Gen Giving | £27,500 | £45,503 | £37,825 | £70,000 | 65% |
| Major Donors | £24,000 | £148,000 | £29,300 | £72,000 | 206% |
| Total | £546,450 | £763,513 | £526,884 | £1,533,460 | 50% |

The first half year has continued the trend from the second half of 2024-25 with total income running considerably above the budget and previous year.

The overall total of £763k (excluding Gift Aid claims from HMRC) is 50% of the full year target. Historically (but excluding last year, which was exceptional) we have received 42% of income in this first period with 58% in the second half. With the busiest period being the run-up to Christmas and some exciting new activities planned, we are well placed to reach our full year target successfully.

There have been a number of staff changes since the last Committee Meeting. We have been delighted that David Morris has accepted the role of Head of Fundraising whilst retaining his particular responsibility for Corporate, Trusts and Major Donors. Hannah Tarrant has commenced her maternity leave and we have welcomed Freditta Apeagyei as maternity cover for her role of Appeals and Regular Giving Manager. Isabella Reed has left the role of Philanthropy and Partnership Officer and we are glad that John Peatfield will be joining the team in October as her replacement. Meanwhile we congratulate Chetna Patel who has been promoted to Supporter Care Officer, with special responsibility for Legacies, and Sue Snelling who has been promoted to Supporter Care Officer, with special responsibility for Lottery.

The responsibility for the Lottery has been moved to Lucy Ribaud, Head of Supporter Care under the Fundraising Directorate (from Commercial Directorate) and plans are underway to develop an in-house team.

Plans are also underway to move the Supporter Care team into the Fundraising Offices in the hospice. This needs careful planning from a logistics perspective and, whilst poised to make the move, we are contemplating delaying until after the Christmas season.

This reports from the teams, below, show the many facets to the work all our colleagues undertake and we are very grateful for each contribution made. Whilst all these things have been progressing we have also been working with our design agency IE Digital on the new website. Following in person fact finding sessions with a range of clinical and non-clinical staff, the initial design phase of the website is now well underway. Final changes are still being made but the new site successfully incorporates our refreshed brand guidelines and has a modern look and feel to be image led with clear navigation.

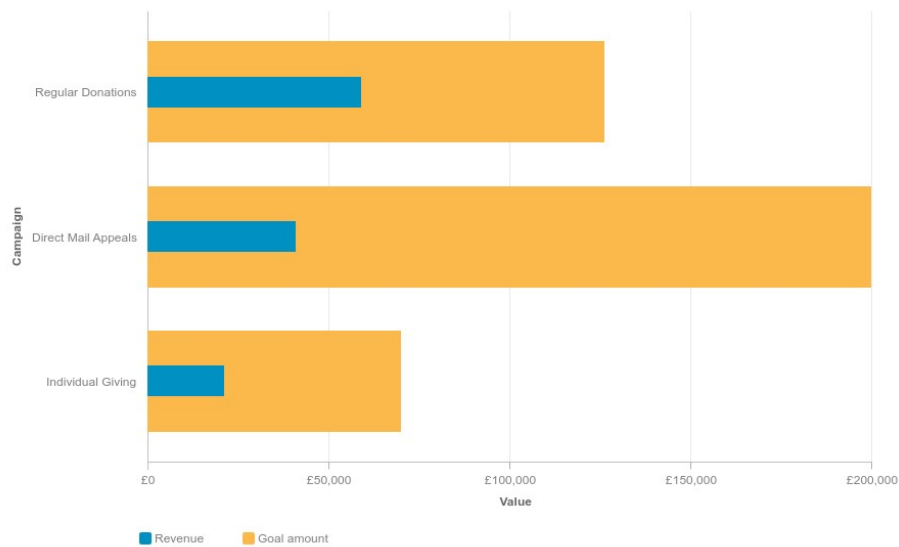
Nb – The In Memory Report will follow.

October 2025 Individual Giving Update – Hannah Tarrant

Income to date: 02.10.25

| Campaign | Revenue | Goal amount |
|---------------------|---------|-------------|
| Regular Donations | £59,023 | £126,160 |
| Direct Mail Appeals | £41,062 | £200,000 |
| Individual Giving | £21,279 | £70,000 |

Campaigns



Raphaelite

The summer Raphaelite appeal has raised **£15,907** to date, with an **average gift of £73**.

Expenditure for this appeal was £7945

Net income: £7962

The Raphaelite appeals continue to generate consistent income. With the inclusion of a regular giving ask, each appeal now also supports our recurring giving targets while maintaining steady returns.

Sponsor a Nurse update

Stewardship

In September, we sent a letter to the **107 active Sponsor a Nurse regular donors** as part of our ongoing updates. Written by Nurse Julie Ford, this letter served as a

stewardship piece to thank donors for their continued support and to share how their sponsorship is making a real difference. We always welcome feedback on these updates and ask if there's anything our supporters would like to hear more about.

This regular communication is part of our ongoing strategy to retain and engage our Sponsor a Nurse regular donors, helping them feel connected to the impact they're making and valued as part of our community.

Here is some of the lovely feedback we received:

Dear Julie,

I just want to say thank you for your lovely letter about my support for the nurses at St Raphael's. It makes such a difference to get a personal letter to acknowledge the support I am giving.

You all do such a wonderful job at the hospice looking after people who are terminally ill. My own husband died in St Raphael's 14 years ago. The care you gave him was wonderful - he died peacefully from prostate cancer with me by his side. I am happy to do something in return, even if it is just giving money to keep the hospice going.

With my best wishes and grateful thanks for all the work you, and the other nurses do.

Sue Tomes

Sponsor a Nurse e-appeal

In September, we sent a Sponsor a Nurse email featuring a "day in the life" story from Nurse Marilou. The email achieved a 45% open rate and generated an additional £405.70 in donations.

Light up a Life appeal


Our **Light up a Life** appeal has now launched and is forecast to be our highest income-generating appeal of the financial year. Income from last year's appeal currently stands at **£96,624**, with donations still coming in through regular giving. This includes **£94,155** in one-off donations and **£2,468** in regular gifts. To date, expenditure for the appeal stands at **£8,650**.

This year's mailing pack features Diana's story, as she prepares to attend her tenth Light up a Life service with her family. Her granddaughter, pictured at last year's service, appears on the outer envelope and is also included in the appeal letter. Since receiving her pack, Diana has shared some lovely feedback with us.

Hi Natalie

My letter came yesterday and it was so beautiful to see my granddaughter on the cover. As a family we are all so so proud to be part of this years light up a life campaign.

A huge thank you to all your team and volunteers for your endless hard work.

Diana 

Mailing pack artwork:



Return Address:
St Raphael's Hospice
1st Floor, Capitol House, 662 London Road,
Cheam, Sutton, SM3 9BY



Light up a Life

“We love writing Mum's name on a star and placing it on the tree – it's our way of keeping her light alive.”

Dedicate a star for someone you love and help us keep the light shining for those who need it most.

In loving memory of:

Full Name(s) *Please use block capitals

<Deceased Name_1> <Deceased Name_2>
<Deceased Name_3> <Deceased Name_4> <Deceased Name_5>
<Deceased Name_6> <Deceased Name_7> <Deceased Name_8>
<Deceased Name_9> <Deceased Name_10> <Deceased Name_11>
<Deceased Name_12> <Deceased Name_13> <Deceased Name_14>

Once you have dedicated your star enclosed in this pack, please return it with this form.

Regular donation

I would like to give a monthly donation of £30 £32 £34 or my choice of £

Beginning on the (day) / (month) / (year) (please allow 28 days before first payment)

TO THE MANAGER Bank Name

Bank Address

Bank Account No. Bank Sort Code

Please pay the indicated amount on the date specified to: St Raphael's Hospice, National Endowment Street, PO, 60 Central Road, Worcester Park, Surrey KT24 8DZ. Our Care 40-24-28-28 Hospice No. 02080566

Signed: _____ Today's Date: _____

One off donation

I would like to give a one off donation of £20 £40 £150 £250 or my choice of £

Please debit my credit/debit card as below

Card no: _____ CVC number: _____

Expires on: _____

Additional information: _____

Keeping in touch

We'd really like to hear from you about how you're getting on and how you can help support the Hospice. Please get in touch with us by email or phone.

Your data matters to us

We will use your contact details to send you information about our services and fundraising events. You can opt out of receiving these at any time by clicking on the 'unsubscribe' link in our emails or by contacting our Data Protection Officer on 02080566.

FR

Light up a Life

St Raphael's Hospice
Your Local Hospice

Address: _____
Address Line 2: _____
Address Line 3: _____
City: _____ Country: _____
Postcode: _____

Dear Sir/Madam,

We warmly invite you to join our annual Light up a Life appeal and dedicate a star in memory of someone you love. Light up a Life is a meaningful time in the year for us to come together as a community to remember and celebrate the lives of those who hold a special place in our hearts.

The specialist palliative and end-of-life care we provide to the people of Greater and South London is dependant on the generosity of our donors. Despite the growing demand for our services, government funding for our daily running costs continues to fall short. We rely on the generosity of our community to keep our services running and provide our essential care free of charge.

By dedicating a star, you will be generously showing your support to St Raphael's, while also remembering someone special.

Your handwritten star bearing the name of your loved one will shine brightly in our reflective room at our Light up a Life services – a symbol of love and remembrance. After our services, the stars will be displayed on one of our Hospice Christmas trees, keeping them close to us throughout the festive season.

In January, our biodegradable stars will be lovingly returned to the earth by our Gardening Team, nurturing them into the Hospice gardens – a lasting reminder of life, renewal and the changing seasons.

Every star dedicated this Christmas helps us continue to provide free Hospice care for our patients and their families. Your generous support ensures that, year after year, we can make a real difference to those who need it most.

Thank you so much, your support truly makes a difference.

With best wishes,

Becca Trimmer
Clinical Director and Care CEO
St Raphael's Hospice

October 2023
St Raphael's Hospice
London Road, Cheam, SM3 9BY

Turn your star into vital care this Christmas:

£34 could fund one hour of care on the ward

£68 could fund one month of care on the ward

£116 could fund one full-time session for patients, carers and loved ones

£252 could fund two home visits by a clinical specialist

Scan here to donate online

Light up a Life

One star, endless memories

This festive season, we invite you to join us in remembering someone special by dedicating a star to their memory. Each star is a heartfelt story – a beautiful way to keep their memory alive and their light shining, while helping St Raphael's continue to provide vital care for years to come.

Simply write your loved one's name or a cherished memory on the enclosed star and return it to us. Your star will be placed in our quiet reflection room during Light up a Life services, arranged automatically by name so you can easily find it.

After our Light up a Life services, your star will be displayed on one of our Hospice Christmas trees, shining bright throughout the season.

Light up a Life services

Dates: Saturday 6 & Sunday 7 December
Gates open: 8.15pm Services: 6.15pm – 7pm

Join us for our annual Light up a Life services – a heartfelt evening of remembrance and reflection. Together, we'll gather for beautiful choir performances, thoughtful readings and the lighting of our Christmas tree – a symbol of the love and memories we hold dear.

Before and after the services, you're warmly invited to light a candle in our beautiful Courtyard Garden, relax in our cosy indoor seating areas, and enjoy mince pies and warming seasonal drinks.

Inside, you can also browse festive gifts and visit our quiet reflection rooms – a gentle space to find your star or write a new star dedication.

Attendance is free but spaces are limited. Please reserve your place at straphaels.org.uk/hall/services23.

There are also Light up a Life services happening in local churches across the community. To find out more, please visit straphaels.org.uk/hall/whch.

Keeping Mum's Memory Bright: Ten Years of Light up a Life

This year marks our tenth Christmas since we said goodbye to my mum at the Hospice. Every year since, our family gathers at Light up a Life – not with sadness, but with joy and love. It has become a cherished tradition, and our way of saying thank you to St Raphael's.

My name is Diana, and ten years ago my mum, Helen, died at St Raphael's Hospice. What would have been a traumatic time became, quite honestly, the best experience of death we could have hoped for. Her last days were filled with love, warmth and the chance to make the most of every last moment together.

She was on the ward for two weeks, but then she died. The hospice felt like home. The nurses brought us tea, played her favourite music – Edna and Tom Jones – and we enjoyed her favourite cream cakes with her. My sister and I kept in the room with her and when she passed, it was peaceful.

That's all we could have asked for.

We missed Mum with her big personality, so full of fun. When she was well enough, she loved visiting the Hospice's Wellbeing Centre for art classes, ward stories and much laughter.

Now every year our children, her partners and our grandchildren come together for Light up a Life. We love writing Mum's name on a star and placing it on the tree. We even hang stars at home, keeping the tradition alive.

Although my grandchildren never met her, they know that this is the special place where Great Nanny Helen died. If you can have a good experience of death, it makes remembering and celebrating their lives.

We'll always be grateful to St Raphael's for giving our mum the end she deserved and for helping us to have such a positive experience of life's most challenging time.

This Christmas marks ten years without her – but the love, gratitude and happy memories live on.

A special star for your tree at home



Remember someone special with a keepsake bamboo star to hang on your tree.

St Raphael's
Your Local Hospice

Order your special star today

For a suggested minimum donation of £5, you will have a keepsake Christmas tree decoration to remember your loved one by.

Your generous support ensures that we can continue to provide free hospice care to our patients and their families, year after year.

Our bamboo star is sustainably sourced and British-made – and every purchase supports a tree planting scheme, so it's helping nature as well as our hospice community.

To order your star, please visit straphaels.org.uk/star or scan the QR code.

Scan to order



New Light up a Life Merchandise

A special star for your tree at home

This year, we have created a [beautiful bamboo star](#) which can be ordered for a suggested minimum donation of £5. This special star will be a keepsake decoration to hang on your Christmas tree at home.

We are hopeful it will boost income for this year's appeal as all donations will form part of the appeal income.



Planned Telemarketing appeals

We are currently working with external telemarketing agency **APT Telemarketing** to deliver targeted campaigns in October and November, focused on growing income from both our **lottery** and **regular giving** programmes.

The **lottery campaign** will be delivered in **two phases**.

Phase 1 involves a series of test calls aimed at understanding which audiences are most responsive. This will include:

- Lapsed players from the last 1-3 years, segmented further by whether they were recruited via BriteVox canvassing or through other channels.
- Existing players with varying lengths of engagement, to test receptiveness to increasing their weekly contributions.

Insights gained from this initial phase will inform the targeting strategy for **Phase 2**, allowing us to focus on the most promising segments for reactivation and uplift.

The **regular giving campaign** will focus on long-term supporters - specifically those who have been a regular donor for over 18 months, with the aim of securing an increase in their regular donation.

Regular giving remains a key pillar of our income strategy, providing a reliable and sustainable funding stream.

Christmas E-Appeal – New Campaign Trial

This December, we are launching a **new Christmas e-appeal** as a digital-only fundraising campaign, designed to provide supporters with an opportunity to give during the festive period **outside of our traditional in-memory activity**.

Objective:

To trial a non-in-memory digital campaign at Christmas, offering supporters a different way to engage and give at this time of year.

Launch & Timings:

- **Initial send:** 15th December (standalone e-appeal email)
- **Resend to non-openers:** 21st December
- **Follow-up reminder:** Included in the footer of our regular e-newsletter on 24th December ("It's not too late to donate to our Christmas appeal")

Channels:

The campaign will be delivered through email, our website, social media and internal staff e-news.

Audience:

The primary audience will be all email subscribers, excluding recent donors (from November) to our Light up a Life appeal.

We are also exploring sending a tailored version to **early LUAL donors**, acknowledging their previous support and inviting them to give again.

Content Focus:

The appeal will highlight the importance of funding **Christmas meals and care for patients on the ward during the festive period.**

It will feature an **interview with a nurse** who works on Christmas Day, including a short form video about what it's like to work at the Hospice on Christmas Day and the special touches staff provide to make the day meaningful for patients.

This new appeal is an opportunity to diversify our year-end fundraising and test supporter responsiveness to emotionally engaging, non-in-memory content during the festive season.

Philanthropy & Partnerships (Trusts, Corporate & Major Donors)

Trusts

KPIs

Applications made – 4

Funding received - £37,088.77

Reports submitted – 4

Applications Rejected - 0

Applications made:

We have made the following Trusts applications:

We submitted an unrestricted proposal to the Wimbledon Park Resident Association, who supported us with a £5,000 grant last year

We applied to the Charles Lewis Foundation for restricted funding towards Syringe Drivers (£500)

We have applied for £10,000 unrestricted from the Anders Foundation

We submitted a report and proposal to the Thomas J Horne Memorial Trust, who typically support us with £7,500 each year

Decisions received:

Rest-Harrow Trust – responded to our Small Trust Mailing with a grant of £200

Charles Lewis Foundation - £500 grant awarded for Syringe Drivers

Harapan Trust - responded to our Small Trust Mailing with a grant of £300

Eleanor Hamilton Educational Trust - £5,000 unrestricted grant awarded in response to our application made in March 2025

Vernon N Ely Charitable Settlement - £10,000 unrestricted grant awarded in response to our application made in May 2025. They have informed us that the trust has now wound down, with only a small potential grant available next year

Michael and Anna Wix Charitable Trust - responded to our Small Trust Mailing with a grant of £200

Total 6 successful, 0 unsuccessful

Other Funding received:

We have received the following funding from Trusts that are either unsolicited, support us regularly, or we have claimed retrospectively:

Tom & Sheila Springer Charity – One instalment of their £8,750 quarterly grant towards bereavement counselling were received.

City Bridge Foundation – Quarterly grant received for our Wellbeing Services, £8,604

Belron Ronnie Lubner Charitable Foundation - €4,000 grant made from a friend of John Di Palma

Anticipated Grants/Decisions

St James' Place Foundation – We are anticipating a decision about our £2,500 application for Syringe Drivers potentially this quarter.

Sutton, mid-Surrey Catenian Circle – We are expecting confirmation about funding following a visit from our JCEOs to a dinner event they held in August

Reports Submitted

James Tudor Foundation – We submitted an interim report on their one year of restricted funding for our Community Palliative Care team

February Foundation – We provided a six-month report following their unrestricted £5,000 grant at the start of the year

Wimbledon Foundation – We provided an end of grant report following their £10,000 restricted grant for Compassionate Neighbours

Hospice UK – We provided a project update on our Prisons project, including securing an extension until the end of this year

John Horseman Trust – We provided a six-month report following their unrestricted £5,000 grant earlier this year

Upcoming Activity

We are planning the following Trusts applications this quarter:

- We are planning a multi-year funding application to the Wimbledon District Nursing and Midwifery Benevolent Society based around our staff education projects
- We are considering a proposal to the Garfield Weston Foundation for restricted funding towards Community Palliative Care, potentially around £25k
- We are considering an application to the Sir Jules Thorn Charitable Trust for an innovative project around healthcare, which could be for around £100k or more
- We will apply to the Childwick Trust for restricted funding for equipment, possibly a bladder scanner (£2k-£3k)
- We will submit an unrestricted proposal to the Dorus Trust, who regularly support us with grants around £10k
- We will apply to the Charlotte Marshall Charitable Trust for restricted funding for a Therapy Couch for Complementary Therapy

We have the following reporting requirements this quarter:

- We will send a report to six trusts that funded our Cuddle Bed.

Corporate

KPIs

Proposals submitted – 2

Reports provided – 0

New business approaches - 5

Discovery/development meetings – 1

Corporate fundraising events supported - 2

Funding received - £29,143.51

Proposals Submitted

We submitted a proposal to Viridor for our Prepare to Sleep programme and were awarded £1,500.

We submitted a proposal to SES Water for a gardening project at the Wellbeing Centre for around £1k

Pipeline Development & Stewardship Activities

We attended a fundraising network event at Epsom Downs races, hosted by Turpin Barker Armstrong. DM made a short speech about St Raphael's and a total of around £800 raised through a raffle

Representatives from Smyth & Byford visited to present us with a cheque for the money raised at their Golf Day in the previous quarter

We approached various corporate contacts, including current, previous and potential new supporters, with information about our Golf Day and potential marathon places

O'Halloran & O'Brien have taken three marathon places, helping to solidify our existing partnership

DM visited the Coutts office to attend their graduation ceremony and give a short talk about St Raphael's Hospice and the work we do. We were chosen as their charity and around £1,400 was raised from the activity, as well as opening up new contacts at the bank

We hosted our Golf Day which included teams from Turpin Barker Armstrong and Smith & Byford, helping to strengthen those existing relationships

We sold raffle tickets at the Elys Autumn fashion show, making new contacts at Elys for future partnership opportunities

Funding Highlights

We received £9,108 from the Smith & Byford which was raised via their Golf Day in the previous quarter

O'Halloran & O'Brien Ltd made 3 instalments of £4,000 donations.

Upcoming Activity

We will be promoting our upcoming event sponsorship opportunities, including the Christmas Market, Santa Dash and an entrepreneur's challenge event taking place at schools in the new year

We will be inviting our key corporate partners and prospects to our upcoming Christmas Market VIP event

Major Donors

KPIs

£1,000 - £10,000 gifts received – 1

£10,000 - £50,000 gifts received – 1

Total Major Donor Income - £51,300

Proposals/asks submitted – 1

Reports Sent - 8

Pipeline Development & Stewardship Activities

We sent 8 reports to recent Major Donors detailing the impact of their donations for the Hospice

We made a further ask to Janet Holdsworth for £300 to provide children's books for the social work team, which she has now donated

Funding Highlights

Sylvia Roshier made an unrestricted donation of £50,000 via her nephew, partly in response to our recent messaging around our funding challenges

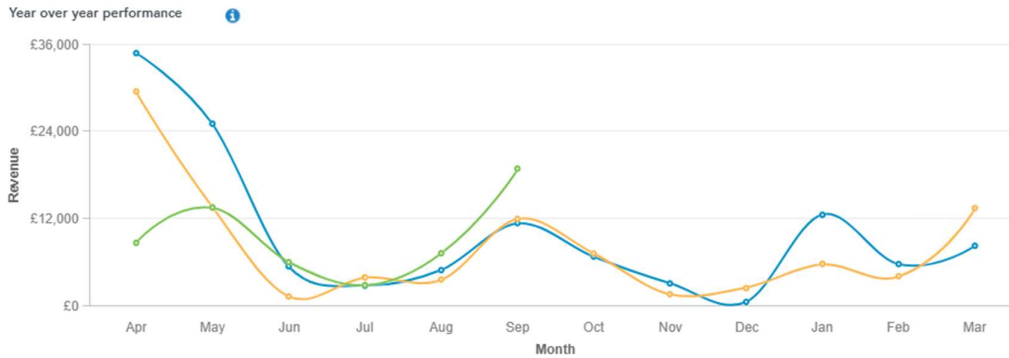
Upcoming Activity

We will continue sending major donor reports to recent funders as stewardship piece

We will host a VIP event at the Christmas Market for Major Donors and Corporate Partners

Community, Challenges and Events - Sam Bourne

Update on Challenge: July – October



Challenge events are usually quieter over the summer, but this year there was a slightly higher gain in August and September with personal challenges and Ultra Thames Path weekend having an impact.

This year the marathon team, although on par with previous years, had most of their sponsorship come in before 31st March. This has skewed the figures for this year. (NS note: finance figures include the Marathon income from prior year as it is 'accrued' to the relevant year..Raisers' Edge figures are for cash received and hence omit income received in the prior year).

With 6 months to go, we are on schedule to reach the Challenge target by the end of March 2026. However, it will be necessary to push a couple of winter challenges (such as London Winter Walk in January) to ensure this happens. Traditionally January to March is quiet for challenge event due to unfavourable weather conditions preventing many activities in this area.

| Appeal | Revenue |
|---------------------------------|----------------|
| Challenges taking place in 2025 | £24,949 |
| London Marathon 2025 | £14,779 |
| Go Skydive | £5,158 |
| Ride | £3,407 |
| London Marathon 2026 | £2,469 |
| Running | £1,955 |
| Ultra Series 2025 | £1,840 |
| Bungee | £925 |
| Royal Parks Half 2025 | £615 |
| Other Challenge | £450 |
| Total Challenge | £56,545 |

These challenges have so far from April to October raised £56,777.

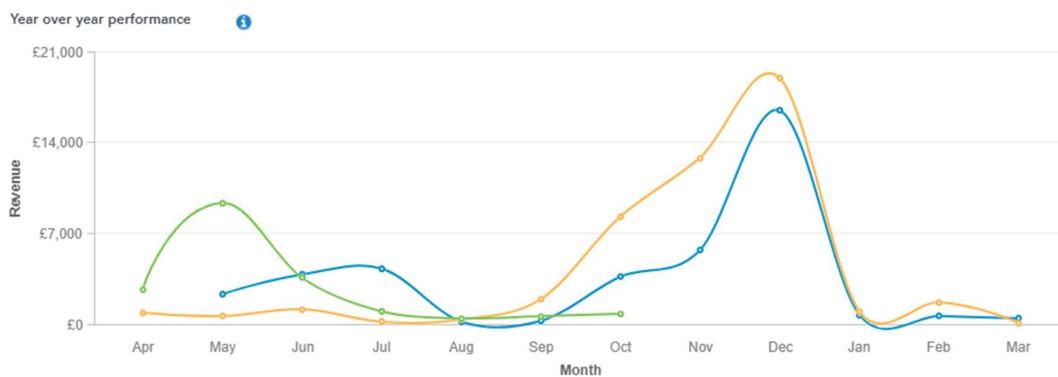
London Marathon 2026

The London Marathon 2026 team have been selected and we had our first team meet up in St Bedes at the end of September. 23 people attended.

All 41 places have been filled and this will see a significant increase in sponsorship with a stretch target of £90,000 for 2026.

We have two own place runners already raising money for us.

Update on Events: July – October



Bungee Jump

Unfortunately, The Bungee Jump had to be cancelled due to lack of interest. We did consider moving the date to March, but on reflection despite additional promotion we did not get any further sign-ups.

The one person that had signed up and raised money was able to transfer their jump to Battersea. The jump raised £975.

We did make a loss on this event and a wash up meeting was held to learn from this. The following points have been considered and will form the basis of discussion when booking future events.

- **Timing of the event**
The event was fairly close to the end of the summer break – it was thought that perhaps this impacted reach during the promotion of the event
- **Promotion**
The promotion of the event was perhaps started a little too late considering the potential consequence of the summer holidays taking place for most of the duration of the promotion.
- **Cancellation Costs**

When booking new and untried events, careful and thorough consideration must be given to the cost of having to cancel the event in every scenario. This is particularly important when entering into third party contracts

- **Failure has its merits**

While it is disappointing when an event does not go as well as expected or has to be cancelled, it is thankfully a rare occurrence. While understanding what the causes are and why a particular event has not done well can be elusive, it does mean that areas not considered before will be prioritised in future. We also learn more about our supporters likes and listening to feedback will help us to make more informed choices going forward. For example when mentioned the bungee jump was mentioned to supporters, interestingly, on several occasions the response was 'I wouldn't do a bungee jump but I would like to do a skydive'.

- **Don't be afraid to try**

Whilst we cannot afford to make many decisions like this, it is important that we try new things to attract new support as well as keeping current supporters engaged. While some things don't work, there are many more that are a success. It is just unfortunate that it is not unusual that a negative outcome is disproportionately reflected on over those that are considered to be great successes.

Santa Dash

Santa Dash was launched in September and as at 07 October we have had 99 people register. This is considerably up on last year where we had sold 54 tickets with the launch date happening 2 weeks earlier in 2024.

We have 100 people expected to take up their deferrals from last year but we will be asking for them to make an additional contribution or ask them to open a fundraising page to make up the shortfall for registration income.

There is a schedule for touch points to those signed up to encourage additional donations and sponsorship using our Justgiving campaign page.

Christmas Market

This is year we have taken the decision to take over the organisation of the Christmas Market in St Bede's. This annual event used to be organised by Sutton Supporter Group but the person that was mainly responsible has had to step down recently.

In order to maximise revenue, the market will be operating on both Saturday 29th and Sunday 30th November. It will include Christmas choir and bands, a Santa's Grotto and some light displays in the garden.

Entry price will increase to £3. This is a market that we can grow with possibility of using the grounds once the landscaping work has taken place and the area more suitable for the public. At the moment the ground is far too uneven to utilise.

Overseas Treks

Talks have been taking place between Princess Alice and ourselves to book a joint trek. The Camino Way has been decided and confirmation from Princess Alice is due by mid October of their involvement. If this is a positive result, we will be looking to book for a trek for May time 2027.

Future Plans for Challenge and Events

A Skydive day will now be planned to take place in May 2026, launching it before end of November. We had a family take part in a skydive this summer and they raised £4,859.

We have decided to run a few quick win events to help make up the shortfall. For example in February we will be holding a Bubbles and Bingo night at St Bede's and hope to raise £1500, book in a few bucket collections at local shops to be staffed volunteers and marathon team members, bring forward the Schools Entrepreneur Challenge launching in January and completing by end of March and to host a few raffles here in the hospice.

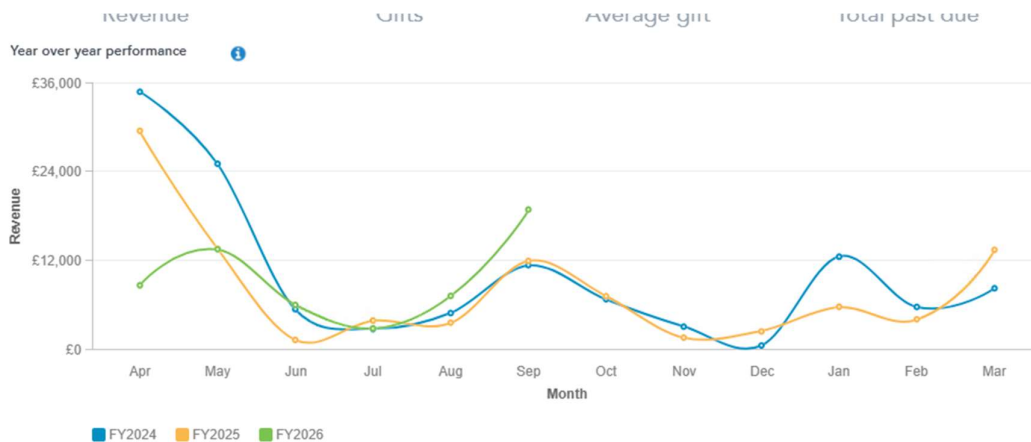
Total raised this quarter 01 July-30 September 2025 (last FY in green)

Challenge: **£28,764 (£19,287)**

Events: **£2,004 (£2,501)**

(To note: Santa Dash was launched on 1 September last year which accounted for the majority of that quarters income in 2024)

Community Events



Community remains strong this quarter with a growth in schools and re-engaging with some groups such as the MG Owners Club.

Schools

We have had some very good engagements with schools in our patch over the last few months. Assemblies have been given to Sutton Grammar School and St Philomena's as we have been chosen charities for one of their houses. We have also been chosen by a House in Harris Sutton as their charity.

Following on from talks with Wimbledon High school we are their chosen charity for the school Christmas Fair in December.

Our communication with Kings College Wimbledon, has led to a donation of more than £10,000 and have been asked to present to the school cohort in October with discussions of further partnering opportunities as their chosen charity.

With this exciting new engagement with several secondary schools, we have decided to launch the School Entrepreneur Challenge earlier than expected. Details of this can be found at the end of this report.

Robin Hood Infants have also approached us asking to take part in a charity event, we have signed them up to take part in a Rudolph run and will be visiting the school in early December.

Lower Morden Lane Lights

Lower Morden Lane Lights will once again be collecting from 19th December to 24th December. A licence has been applied for and the police have confirmed they have the dates but due to internal processing issues are not able to officially give us the licence until they have sorted out their IT.

Martin from the resident association is once again leading this for us.

Morden Rotary have confirmed that they will be in attendance with their static sleigh from the Friday to Sunday with all money collected on these days coming to the hospice.

Fairs and other community events

- Royal Wimbledon Golf Club Charity Golf Day
We have submitted a proposal to Royal Wimbledon Golf Club to apply for their charity day in 2026. We should be getting a response by the end of October. The day is scheduled to take place on the 9th July.
- Banstead Community Charity Christmas Fair
We were invited to this local fair on 4th October, we raised £191.00 and we identified areas where next year we could help to promote the event working with other local charities to make this a much busier occasion. There is great potential to grow this event and make much more of the opportunity for very little outlay.
- Manor Park Fair
This local summer fair was a victim of poor weather but was very successful with engaging with local residents and did make some money from donations and games on the day.
- Wimbledon Garden Party
This annual event was attended by Emily and Tracy to provide information and support. The event has been taking place for several years and this year raised £1,475

Supporter Groups

Two further lunch meetings have taken place and were successfully attended. Enthusiasm has been raised and some members are keen to arrange bucket collections. A get together for all members is being planned for January as a post Christmas Celebration when it is much quieter.

Quizzes are being held by Wallington and Sutton groups with Merton Park holding a 42nd Street Dance Band in November.

A new member has joined Morden Supporter Group.

We are going to have a recruitment week in March 2026 with the aim to sign up 5 members for the groups.

Working with other Income Streams

There have been a few occasions where Corporate and Community teams have worked together. This included a Golf Day and Fashion Show at Elys.

This raised over £1,000 net profit but we were able to engage with and build new relationships with local businesses and raised awareness in an area of Merton that requires additional work.

Further collaborations have taken place with two new corporate partnerships with Auroa Bride and Ambience.

Having spoken to Auroa Bride we are now their sole charity for donating some profit from their newly launched Bridal Gown Range (PDR). The brides that chose a gown from this collection will be receiving a wedding favour pin badge and hand written thank you card with the possibility to cross sell additional badges as wedding favours.

There have been early discussions with Ambience (Carshalton Beeches) who are creating a new bespoke range for the Hospice. The inspiration of this fragrance has come from the owner's experience of the hospice, as we cared for her mother recently. We will have the option to purchase these products at cost should we wish to sell them, but the boutique will be selling these and the profit from this range will be donated to the hospice.

Sutton United FC

We will be working with Sutton United under their Team Up for Tickets Scheme. We have chosen the home match against Truro on 21 March.

This scheme allows us to raise funds for the Hospice by selling tickets through a bespoke code where by we keep 50% of ticket revenue. Additionally, we will be allowed to collect on the day and use the match to raise awareness of the charity. Further discussion are to be had later in October but a potential race between our mascots (Jenny Giraffe and Lenny the Lion) is on the cards!

Total raised 01 July 2025 – 30 September 2025 (last FY in green)

Community: **£47,915 (£32,575)**

Total raised 01 April 2025 – 30 September 2025 (last FY in green)

Challenge: £56,777 **(£63,490)** * see note regarding London Marathon

Events: £17,562 **(£5,126)** Community: £81,437 **(£40,734)**

BOARD REPORT: SUPPORTER CARE – Lucy Ribaldo

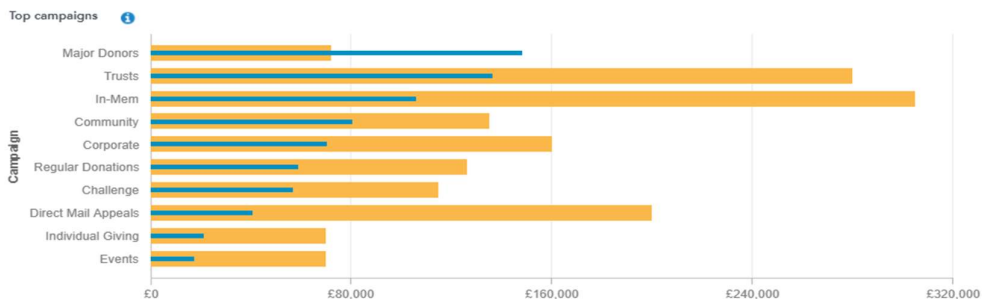
Fundraising Income

All income for September has now been reconciled. We are currently **£220,000** ahead of this point last year and **£280,000** ahead compared to the same period two years ago.

September 2025 income was above the budget for the month although below the same month in 2024, it's important to note that last year's figures were positively impacted by the public announcement. Despite this, income for September remains strong and is £10,000 higher than September 2023, demonstrating ongoing year-on-year improvement.

We are now halfway through the financial year and in a strong position. However, there is still considerable work ahead, particularly as we enter the crucial Christmas period, which is traditionally one of our busiest and most important for income generation.

- Year-to-date fundraising income: **£758,529** from **7,806** gifts
- Average gift value: **£97**
- Additional income this quarter: **£1.2 million** received through legacy gifts and Gift Aid



Legacy Administration

In the last quarter, we received **£630,358,63** in legacy payments and were notified of **six** new legacies.

Legacy Link Partnership

We are currently awaiting a confirmed date from Legacy Link, the consultancy service supporting us with our legacy administration. They will be carrying out a legacy audit and delivering administration training to help strengthen our processes and ensure best practice going forward

Gift Aid

We are currently preparing our next Gift Aid claim, which we anticipate will be in the region of **£80,000** for the first 6 months of the year. To date this year, we have already submitted and received **£195,000** in Gift Aid payments. This represents a significant increase compared to previous years, where our total annual claims typically ranged between **£55,000** and **£60,000**.

Lottery Update

In July, a strategic decision was made to move our Lottery from the Commercial team to sit under myself in Supporter Care, with a direct reporting line to Kate, Director of Fundraising and Communications. This change ensures closer alignment with supporter engagement and fundraising strategy.

Kate and I are now working closely with David, Sue, Anna, and Richard to pool ideas and drive forward plans to grow and retain our lottery. This collaborative approach brings together a range of experience and perspectives, helping us shape a more strategic and supporter-focused direction for the programme.

We're also pleased to welcome Freditta, who is now covering the Appeals and Individual Giving Manager's maternity leave. She brings valuable previous lottery campaign experience, which we look forward to drawing on as we refine and implement our plans.

As part of this transition, Kate, Sue, and I conducted an annual review with Sterling Lotteries to assess our current position and review the scope of our existing contract. The meeting was productive and helped identify additional resources and support available to us from Sterling to aid in growing and sustaining our lottery programme.

Kate and I also attended the three-day Hospice Lotteries Association (HLA) Conference in Nottingham. The event was extremely valuable, providing a wealth of

insights, new ideas, and networking opportunities. Notably, we met with representatives from the Gambling Commission, who provided helpful guidance and outlined the next steps required for our upcoming license change. We also had an informative session with a lottery compliance officer, which gave us a clearer understanding of regulatory requirements and best practice.

We returned with a number of ideas and recommendations from the conference, which we will present to the CEOs in due course—once we have pooled input and ideas from David, Sue, Freditta, Anna, and Richard. This collaborative approach will ensure a well-rounded and informed plan to take forward.

To support our lottery growth strategy, we've engaged Lesley March from APT Telemarketing to deliver a targeted campaign in two phases:

Phase 1 will consist of a series of test calls to better understand supporter responsiveness. This will include:

- Lapsed players from the past 1–3 years, segmented by acquisition channel (e.g., BriteVox vs. others).
- Current players with varying engagement histories, to gauge interest in increasing their weekly contributions.

Phase 2 will build on insights from Phase 1 to target the most responsive segments, with a focus on reactivation and contribution uplift.

Christmas Events & Appeals

We are currently managing a wide range of Christmas events and appeals, making this a particularly busy period for the team.

- **Light up a Life Appeal**
The Light up a Life appeal has now launched and is gaining momentum. To date, we have received £5714.00 in donations. This year, we've introduced the option for supporters to donate for a *Bamboo Star*, with a suggested donation of £5. So far, 36 donors have ordered bamboo stars have, generating £435 in donations.
For the Light up a Life events, we currently have 162 attendees signed up across the two days.
- **Santa Dash**
We have seen strong engagement, with 99 new sign-ups so far, in addition to 100 deferred participants from last year who are confirmed to take part.
- **Christmas Market (end of November)**
Preparations are underway, including the set-up of income codes. We have already received income from external stallholder bookings.

- **Lower Morden Lane Collections**
There will be six evening collections from 19th to 24th December. We will need to ensure two members of staff are available each evening to collect donations and securely return the funds to Capitol House.
- **Christmas Cards**
Orders are being placed through the website. While the income is attributed to Retail, the Supporter Care team is responsible for the banking, packing, and posting of all Christmas card orders.

Database and Insight – Contingency Planning

Following the recent update that Richard, our Database and Insight Manager, is due to undergo major surgery, we are putting a contingency plan in place to ensure continuity across all areas of his fundraising-related workload.

James is currently being trained in the key aspects of Richard's responsibilities and will subsequently support in training the wider team. This phased handover approach will help ensure knowledge is shared effectively and that critical functions are maintained during Richard's absence

In-Memory Report – tbc Communications and Marketing activity Q1 April - June 2025

Introduction

Q2 has continued to be extremely busy for the Comms and Marketing Team with the main activity highlighted below:

Raphaelite Appeal – The Raphaelite Magazine landed at the start of July and was another packed issue full of news and updates from across the Hospice for our supporters. As usual it is a wonderful engagement device for our warm supporters but with a gentle ask included. To date the magazine has generated over £18k.

Wedding Fair – The Team supported the Retail Department in promoting the Wedding Fair in July. With organic social posts, radio adverts on Radio Jackie, a press release generating online and radio news coverage and a photographer attending on the day to capture the event. The event was a success raising over £3k.

Santa Dash – In September the Comms Team launched this year's Santa Dash Campaign. With marketing materials of posters / flyers / banners and paid social ads as well as e-news and website activity. Response to date has been strong with 100 sign ups already excluding the 100 referrals from last year's event when the date had to be changed due to weather.

New website – The new website project is progressing at speed. Following in person fact finding sessions with IE Digital and a range of clinical and non-clinical staff, the initial design phase of the website is now well underway. Final changes are still being made but the new site successfully incorporates our refreshed brand guidelines and has a modern look and feel to be image led with clear navigation.

LUAL Appeal – Working closely with the Individual Giving Manager the LUAL Appeal has now launched incorporating strong testimony from a family who will be attending the services for the tenth time in 2025 in memory of a mother and grandmother. The webpages were refreshed to make the messaging clear and consistent incorporating a new element of a keepsake bamboo star that supporters can purchase for their tree at home.

Social media content – in line with our new social media strategy our social content continues to be varied to encourage engagement with the page. We are consciously incorporating more video content and image carousels to increase dwell time on the pages to build interactions and follower numbers.

Brand refresh – As we continue to roll out the brand refresh across our comms and marketing materials we now have a strong library of templates to use that create a modern and consistent look. New elements include a PowerPoint template, business cards and internal posters. Also in the pipeline to be rolled out in the next month are new empty belly posters, sponsorship form and headed paper.

Media opportunities – We continue to work well with Hospice UK to generate media opportunities around the ongoing hospice funding crisis. In the pipeline are two exciting pieces of high-profile media coverage. In October we are being visited by a journalist from New Statesman Magazine about the financial crisis impacting hospices and in November a film crew from Newsnight will be coming to the Hospice to record a 7-8 minute package focussing on the government funding and the current financial position hospices are in.

PR Update July - September

The months of July - September focused on key fundraising events, including the Wedding Fair, Bungee Jump and the targeted Winter Collection Preview Event at the Wimbledon Village store.

Print and Online:

| PUBLICATION | DATE | REACH | TOPIC / HEADLINE |
|--------------------|-------------|--------------|-------------------------|
|--------------------|-------------|--------------|-------------------------|

| | | | |
|-----------------------------|--------------------|---------|---|
| Surrey World | 07/07/2025 | 17,700 | Discover your dream wedding dress at St Raphael's Wedding Fair |
| MSN | 07/07/2025 | 500M | Discover your dream wedding dress at St Raphael's Wedding Fair |
| London World | 07/07/2025 | 641,200 | https://www.londonworld.com/community/discover-your-dream-wedding-dress-at-st-raphaels-wedding-fair-5211580?utm_source=chatgpt.com |
| Time & Leisure Online | 16/07/2025 | 17,900 | Things to do 18-20 July in SW London and Surrey |
| National World | 17/07/2025 | 130M | Your World Latest News NationalWorld |
| Surrey World | 17/07/2025 | 17,700 | Take a leap for hospice care – with a thrilling bungee jump for St Raphael's! |
| MSN | 17/07/2025 | 500M | Take a leap for hospice care – with a thrilling bungee jump for St Raphael's! |
| BBC Radio Surrey and Sussex | 18/07/2025 | 188,000 | BBC Interview with Sarah Gowell x Sara Jane Harris |
| Radio Jackie Online | 08/08/2025 | 20,900 | A hospice in North Cheam is calling on thrill-seekers to take part in a brand-new challenge to help raise funds. – Radio Jackie |
| Radio Jackie Broadcast | 08/08 – 08/09 2025 | 800,00 | Calling all thrill-seekers to take part in a brand new bungee jump challenge for St Raphaels Hospice |
| Wimbledon Village online | 16/09/2025 | 50,000 | Sustainable Fashion Shopping Event - Wimbledon Village |

Digital Activity

Website traffic has taken a very slight decline compared to the last quarter. Interestingly, traffic from google has almost halved which could simply be down to the quiet holiday period, less people are needing to access resources or the lack of ongoing events etc. The most frequently visited pages were the retail page, which is likely due to the ongoing recruitment campaign ads, and the donate page.

Over the last quarter, five email campaigns were sent out to supporters. Due to the large difference in recipients, the campaigns' performances vary. Our July e-news was very performing with over 23% of openers clicking links within the email. We also sent out a website survey email which was very successful and helped to gain

Our social media following and presence continued to grow in the past quarter, most notably with Instagram receiving 76 new followers. However, Facebook still remains our most popular social with our content receiving over 330,000 views in the last quarter! The spike in our views is primarily due to our paid ads. Our best performing post on Facebook was the Wedding at the Hospice which received over 200 likes.

Website

| | | |
|------------------------------------|--------------------------------|-------|
| Page Views | 30,711 | |
| New Users | 6,839 | |
| Total Traffic & Sources | Google (organic) | 3,500 |
| | Direct | 2,318 |
| | Paid Social | 1,108 |
| | Referral (external links etc.) | 372 |

| | | |
|--|----------------------------|-------|
| Performing pages (not including homepage) | Retail | 1,625 |
| | Work for us | 1,350 |
| | Donate | 1,009 |
| | Volunteering opportunities | 789 |
| | Charity shops | 653 |

Email

| | Recipients | Open Rate | Clicks per Unique Opens |
|------------------------------|-------------------|------------------|--------------------------------|
| July enews | 6,102 | 49.3% | 23.4% |
| August enews | 6,116 | 51.5% | 4.2% |
| Website survey | 898 | 57.6% | 26.9% |
| Santa dash lead + SAN | 865 | 52.9% | 15.3% |

| | | | |
|------------------------------|-------|-------|----|
| SAN lead + Santa Dash | 5,280 | 45.7% | 7% |
|------------------------------|-------|-------|----|

Social Media

Facebook

| | |
|-----------------------------|--------------|
| Followers | 3,500 |
| Views | 659,542 |
| New likes/followers | 55 |
| Post Engagement | 3,2000 |
| Profile Visits | 5,100 |
| Most popular posts | Reach |
| HCA Katie publishing a book | 10,359 |
| 2 weeks to wedding fair | 3,607 |
| Post wedding fair | 3,583 |

Instagram

| | |
|----------------------------|--------------|
| Followers | 1,659 |
| Views | 84,772 |
| New likes/followers | 58 |
| Reach (unique) | 58,200 |
| Post Engagement | 1,100 |
| Profile Visits | 961 |
| Most popular posts | Reach |
| Bungee sign up | 1,303 |
| 2 weeks till wedding fair | 753 |
| Post wedding fair | 699 |

Linkedin

| | |
|-----------------------------|--------------|
| Followers | 1,176 |
| Views | 2,804 |
| New likes/followers | 56 |
| Reach (unique) | 1,805 |
| Post Engagement | 70 |
| Profile Visits | 558 |
| Most popular posts | Reach |
| Wimbledon plant donation | 483 |
| Nee website survey | 294 |
| Oversees cycling challenges | 269 |