

Fundraising & Communications Report

July 2025

FUNDRAISING

Key highlights

- Income currently sits at £195,000 or an 81% increase ahead of this time last year, a great achievement by the team.
- We continue to build upon foundations from last year in all areas, in particular trusts and foundations with increased success in our applications.

July 2025 Individual Giving Update – Hannah Tarrant

Income to date: 03.07.25

Campaign	Revenue	Number of gifts	Average gift	Goal	% of Goal	Over (Under)
Regular Donations	£31,442	1,439	£22	£126,160	25%	(£94,718)
Direct Mail Appeals	£23,226	260	£89	£200,000	12%	(£176,774)
Individual Giving	£10,494	159	£66	£70,000	15%	(£59,506)

Spring Every Moment Matters Appeal

Our Spring *Every Moment Matters Appeal* didn't perform as well as we'd hoped. The appeal was mailed to 10,666 supporters and achieved a response rate of 2.5%, raising £23,067 to date. We'll be conducting further analysis to better understand the contributing factors. A number of major donations were received at the end of the last financial year, which may have impacted giving to this appeal. It's also possible that donor fatigue played a role, given the two additional appeals run last year in line with the funding announcement. These insights will help us continue to strengthen our fundraising efforts moving forward.

That said, the appeal generated 18 new regular donors, who had made 36 contributions totalling £669 by the end of June. If sustained, these gifts are expected to bring in £3,488 by year-end and £3,759 annually. This would bring the total income from the appeal to approximately £26,555 - £13,445 short of our £40,000 gross income target.

Every Moment Matters Appeal	Income	Expenditure	Net	Number of gifts	Average gift	Goal	% of Goal	Over (Under)
Direct Mail Appeals	£22,398			246	£91	£200,000	11%	(£177,602)
Regular Donations	£669			18 new regular givers	£19	£126,160	1%	(£125,491)
Total	£23,067	£7488	£15,579	264				

Summer Raphaelite Appeal



Our *Summer Raphaelite Appeal* has landed.

In each issue, we strive to highlight new stories and services that demonstrate the compassionate care we provide to our community, while also offering meaningful opportunities to support our work throughout. This approach ensures the publication serves both as an engaging appeal pack and a standalone magazine.

This edition introduces a new 'Day in the Life' section, which we plan to expand in future issues. We begin by showcasing a day in the life of two of our nurses, Kevin from the Community Team and Marilou from the Hospice ward.

Activity for this appeal includes:

- DM Mailing Pack** sent to 8,361 supporters. For this mailing, our 374 regular givers received a tailored letter variant without a donation form. This letter thanked them for their ongoing support, shared the impact of their regular gifts, and included a soft call to donate without a donation form. This approach supports their stewardship journey as part of our wider regular donor strategy. An uplift campaign for regular donors with over 18 months' tenure is planned for November, to be conducted by a specialist telephone marketer experienced in hospice and charity fundraising.
- [Solus Raphaelite Email](#) sent to 6,103 email opt-ins, achieving a 42% open rate.

- [Appeal Webpage](#) and Homepage Carousel Banner featured prominently to increase visibility.
- **Social Media Promotion** highlighting top stories with a CTA encouraging donations.
- **Internal Staff E-newsletter** inclusion of the appeal to engage and inform staff.
- **Distribution of Raphaelite Magazines** available around the Hospice, in charity shops, and at community and fundraising events.
- **Email Signature** incorporating appeal messaging to maximise reach across communications.

Legacy & In Mem Fundraising- Alison Linwood

In memory income continues to perform well – with our Much Loved tribute funds income now £31k+ on the same point in the previous year. Work on the Bereavement Pathway is continuing with the goal to begin roll-out of resources in September 2025, integrating fundraising asks with psychosocial support prompting. Our legacy campaign, for early September, is also in development, with both a direct mail and email campaign being sent to our supporters and some wider awareness raising messaging planned for both radio and paid digital promotion.

Our main proposition is built around the theme of ‘Moments that Matter’ and the campaign features the story of one of our supporters, who worked as a doctor at St Raphael’s in its early year, and whose son died in our care last year. The CTA for the campaign will be around requesting our will guide – and we are aiming for an enquirer rate of 2.5%. Sector-wide, a response rate of 1.5% is considered as a positive result – but as we haven’t run a legacy campaign in several years, we are anticipating a stronger response rate.



The new Tree of Life leaflet.

Philanthropy & Partnerships – David Morris & Isabella Reed

Trusts

KPIs

Applications made – 4 restricted, 2 unrestricted

Funding received - £99,466.26

Reports submitted – 2

Applications Rejected - 0

Applications made:

We have made the following Trusts applications:

We applied to the Albert Hunt Trust for a £30,000 unrestricted grant, which we have since been awarded.

We applied to the Wimbledon District Nursing and Midwifery Benevolent Society for ~£600 for activities for our International Nurses Day activities, which we were awarded.

We sent a proposal to the Sutton, Mid-Surrey Catenian Circle for syringe drivers. We have been told the proposal has been received favourably and they are interest in funding several devices.

We submitted a core funding proposal to the Vernon N Ely Charitable Settlement. In previous years they have funded us at around £10,000, we can expect a decision in August.

We applied to Sutton Council for a £1,000 grant towards a Wellbeing Centre Volunteer Celebration Day, which we have been awarded.

We applied to the St James' Place Foundation for £2,500 towards Syringe Drivers.

Decisions received:

The Grace Trust - £4,000 restricted towards the Oska Cuddle Bed (received)

Munro Charitable Trust - £1,000 restricted towards the Oska Cuddle Bed (received)

Albert Hunt Trust - £30,000 unrestricted (received)

Wimbledon District Nursing and Midwifery Benevolent Society - £602.61 restricted to International Nurses Day (received)

Sutton Council - £1,000 restricted to Wellbeing Centre Volunteer Celebration Day (received)

Erica Leonard Trust - £1,000 unrestricted from the Small Trust Mailing (received)

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.

Arnold Edward Trust – £50 unrestricted.

Arts Society Cheam - £250 restricted to Wellbeing Centre arts materials.

Grand Charity of Freemasons of England - £25,987.65 unrestricted received from three lodges after contact made. They also visited the hospice for a tour and have expressed interest in us sending a representative to a society meeting later this year.

Sutton Nursing Association - £5,000 received towards the Oska Cuddle Bed, which was pledged last year.

Penguins Against Cancer - £5,000 donation made in memory of the relative of one of their Trustees.

Anticipated Grants/Decisions

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

Vernon N Ely Charitable Settlement – We are anticipating a decision about our unrestricted funding application in August.

Sutton, mid-Surrey Catenian Circle – We are expecting confirmation about restricted funding towards Syringe Drivers ahead of their Golf Dinner in early August, to which we have been invited to attend. Nick Stevens and/or Becca Trower have shown an interest in attending.

Reports Submitted

We provided a report for the Wimbledon District Nursing and Midwifery Benevolent Society on the various funding they have provided us in the last year, which was well received. We also attended their AGM where Becca Trower delivered a presentation about St Raphael's Hospice.

We provided a report to the Tom & Sheila Springer Charity on their quarterly funding of our bereavement services, which was also well received.

Upcoming Activity

We are planning the following Trusts applications this quarter:

- Anders Foundation – Unrestricted Ask (up to £10,000)
- B&Q Foundation – Up to £15,000 restricted for furniture items for the commemorative space around the tree of life (if we are eligible)
- We are planning a multi-year funding application to the Wimbledon District Nursing and Midwifery Benevolent Society based around our staff education projects
- We will submit an unrestricted funding proposal to the Wimbledon Park Residents Association for around £5,000

We have the following reporting requirements this quarter:

- We will send a report and application to the Thomas J Horne Memorial Trust, with an ask for around £7,500
- We will send a report to the February Foundation on their unrestricted funding
- We will send a six-month report to the James Tudor Foundation on their restricted funding for our Community Palliative Care service
- We are due to submit an end of grant report to the Wimbledon Foundation following their restricted funding for Compassionate Neighbours

- We will provide a six-month report to the John Horseman Trust on their unrestricted funding we received at the start of the year

Corporate

KPIs

Proposals submitted – 0

Reports provided – 1

New business approaches - 1

Discovery/development meetings – 3

Corporate fundraising events supported - 2

Funding received - £41,157.83

Proposals Submitted

No full proposals were submitted this quarter.

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 over £1,000 was raised through a raffle.

We attended a Golf Day hosted by Smith & Byford, for which we were the chosen charity. DM made a speech around St Raphael's funding needs. A total of just under £10,000 was raised, which we will receive this quarter.

We provided a detailed funding report to Louise O'Brien on O'Halloran & O'Brien Ltd's monthly £4,000 unrestricted donation.

We sent an approach email to a senior partner at Unbiased Financial Planning based in Wimbledon. Our initial suggestion of a meeting was not accepted, we will consider an approach to another senior figure in the company.

We had a development call with Andrew at Forvis Mazars to discuss staff fundraising initiatives plans for this year and a future application to their foundation in the Autumn.

We had a discovery meeting with New Wimbledon Theatre to discuss partnership opportunities. We are in the process of arranging a tour and visit for our Wellbeing Centre attendees as a first step.

We contacted Cherise Berlin from the Plan Group Ltd regarding her donation of £150 and the possibility of developing partnership.

KBW met with Elys General Manager, Gregory, to discuss partnership opportunities for the year ahead.

Funding Highlights

We received £21,000 from the Hussey Foundation restricted towards our Carshalton charity shop.

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

We received donations of £1,500-£2,000 from SGN and Brett Holt Solicitors who have expressed their intention to continue supporting us.

Upcoming Activity

- Viridor - £1,500 restricted to the Prepare to Sleep programme (complementary therapy)

We are planning a detailed mid-year report to all engaged corporate funders and prospects. This will be followed up with a proposal to past funders, such as Subsea7, who made four-figure gifts last year.

We are planning a St Raphael's Golf Day in collaboration with the Community & Events team.

We will begin to send our sponsorship asks for Light Up a Life, including advertising opportunities in the brochure.

Major Donors

KPIs

£1,000 - £10,000 gifts received – 10

£10,000 - £20,000 gifts received – 1

Total Major Donor Income - £97,000

Proposals/asks submitted - 1

Pipeline Development & Stewardship Activities

Following her major gift last year we have discussed our funding needs with Janet Holdsworth and we submitted a proposal for syringe drivers. Janet and her partner Richard Thomas have now donated £1,300 each to cover the cost of two syringe drivers.

Nick Stevens provided a hand signed note to John Diggins following his annual donation, which was £10,000 this year.

KBW met with Ivor Heller to discuss hosting a fundraising event.

Funding Highlights

Catherine Mayo made an unrestricted donation of £25,000. She is planning to follow this up with a further £20,000 donation later this year.

Upcoming Activity

We will send a detailed mid-year report to all major donors from the past two years, which will include personalised cover letters and phone calls to individuals we have spoken to previously.

We will begin preparing the invitation list and materials for the Light Up a Life Major Donor event in November.

Community & Events- Samantha Bourne, Emily Imms and Tracy Burnside

Update on challenge and events – First Quarter

It has been a steady start to the financial year with London Landmarks Half and London Marathon kicking things off in April. We have had notification of 20 personal challenges due to take place in 2025.

We are trialling a few events, within the community to see if they can be a success and if so, to hand them over to supporter groups to run them in the future. For example, small Choir and Musical Concerts or small events in St Bedes, such as flower or wreath making workshops.

Overall Challenge appears to be down on last year's first quarter, however that was due to an unusually strong personal challenge area with 3 significant fundraisers and a match funding gift together making a total of over £12,500.

Personal Challenges

Of the 20 challenges we have been notified of, 7 have taken place between 1st April – 30th June raising £11,471 to date.

Event Date	Event Name	Total raised
09/03/2025	Richmond Park 5K	£486.00
17/03/2025	Sponsor Walk	£2,773.50
23/03/2025	Hampton Court Half Marathon	£2,040.00
29/03/2025	Kew Gardens 10K	£2,041.00
06/04/2025	Brighton Marathon 2025	£180.00
06/04/2025	LLMH	£1,080.00
26/04/2025	Hilly 50K	£1,280.00
11/05/2025	Plymouth 5K 2025	£320.00
15/06/2025	London to Paris Cycle 2025	£755.00
15/06/2025	London to Brighton Bike Ride 2025	£3,247.00
21/06/2025	Chillswim: Coniston 2025	£4,504.00
05/07/2025	UWCB Croydon/Bromley	£70.00
26/07/2025	Skydive	£770.00
26/07/2025	Skydive	
26/07/2025	Skydive	
23/08/2025	London Summer Walk/42K Marathon Loop	£375.00
06/09/2025	South Coast Ultra Challenge 2025	£30.00
06/09/2025	South Coast Challenge 2025	£140.00
13/09/2025	Thames Bridges Trek 2025	
12/04/2026	Brighton Marathon 2026	
20	Totals	£20,091.50

These challenges have so far raised £20,091.50 in 2025.

We have started to increase promotion of Ultra's and hope to have more sign-ups for Thames Bridge walk.

Bungee Jump

The Bungee jump has gone live on the website and a promotional postcard has been distributed to shops and other outlets. Social media posts have been scheduled into the comms programme. The jump was also promoted on the back page of the latest edition of The Raphaelite magazine.

A small area around the hospice will have a postcard door drop and an email sent to gyms asking if they would distribute or display them to their membership.

We have set a target of 30 participants but with a good promotional campaign should see this increase to over 50.

The target includes registration, sponsorship, on the day donations and ancillary streams such as food and raffle.

Target

Gross: £10,000

Stretch Gross: £15,000

Net: £3,000

Stretch Net target: £8,000

Allegra Band Concert

This 30-piece brass band held a concert for us on 13th April at Christ Church, Sutton. We hosted the event and had a couple of additional stalls including refreshments, the Crafty Lot, merchandise and Cherrie Jewels handmade jewellery.

We have secured baked and cake donations for the day. As mentioned previously the event has been sponsored by an individual for £200.

There were close to 100 people attending on the day. Many came with the band and although did not pay an entry fee – did make donations.

The event raised £1,300 with Cherrie Jewels making £60 that will come to us at the end of the Summer with donations from other sales.

Gross: £1,300

Net: £1,100

London Marathon 2025 – London Marathon 2026

London Marathon 2026 application process opened on 28th April and closes on 31st July. To date we have had 45 UK applications and 16 overseas applicants.

It has been confirmed that we will have 41 places this year. This will see a significant increase in sponsorship with a stretch target of £80,000 for 2026.

Places can now also be offered as an incentive for sponsorship packages for our in house events.

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

With the increase of challenge participants and London Marathon Teams, additional stewardship measures may be employed, such as creating a dedicated Facebook group page for challenge participants to communicate, swap hints and tips or organise training runs etc.

London Marathon Team 2025 raised £38,207.

Superhero Event

Superhero event took place on 22nd June. This event was to engage with families in the area to raise money and visibility of the Hospice. Entry to the fun run was £12 children under 2 go free.

Entry to the event village was free so those not wanting to take part in the run and were able to our market stalls from local businesses, refreshments and fair games with entertainment from Radio St Helier.

The day was very warm – additional comms were sent reminding people about the heat and to bring water with them. We also put in place a water stop half way round the course as well as at the registration point to ensure everyone was able to stay hydrated. Happily, our medical team were not required for the duration of the day.

Despite the extensive promotion of the event, we had a low sign up of 53. Some runners did sign up on the day and 2 participants travelled from East Sussex to join us. There was a nursery that wanted to take part on the Sunday but the date was not suitable, however, we provided them capes and masks and they undertook their own virtual run, raising additional sponsorship.

A survey was sent to participants to ask for feedback. We have had 3 respond so far. Their comments are interesting, informative and it is clear from the responses and from comments on the day, that the event was considered as fun and engaging. An overwhelming majority would want to do it again next year and would recommend the day to friends and family.

It is important to understand that this is a new event and it is clear that the east side of LBS was warm to us and really appreciated seeing the hospice visible in the area. The capes, mask and medal will be used in future events, if the event does not go ahead next year so will not be wasted.

Businesses enjoyed supporting the event and many did well and expressed an interest in returning next year.

The day was excessively hot and took place with an extending weather warning in place. The local park café did report to us that they had lower numbers than normal over the weekend due to the heat. However, there was regular footfall within the

event village with many children enjoying the fete games. The duck racing on the River Wandle was very popular and we would certainly look to do something similar in future.

A video of some highlights can be found on our socials.

This was Tracy and Emily's first large scale event since coming to join us in the Fundraising Department and they both rose to the task and thoroughly enjoyed the experience.

<https://www.instagram.com/p/DLSipWGNbQu/>

A report and review meeting on the event is taking place next week to consider viability and options for 2026.

Target:

Participants: 350

Income Gross: £15,000

Income Net: £7,000

Actual:

Participants: 54 (a further 30 took part virtually)

Income Gross: £5,777

Income Net:

Event Sponsorship

Event sponsorship is crucial, especially for new events.

Santa Dash and the Christmas Market packages are being finalised and prepared to go out to potential sponsors.

The Allegra Band Concert was kindly sponsored by an individual and we are using this as a case study to attract personal sponsorships for our smaller events and thank you lunches. This would in value up to £300.

Overseas Treks

Results of the FB Poll: Camino de Santiago Vs Sahara Trek

The Camino Trek was the most favoured option with 26 out of 30 people that placed a vote on facebook opting for this trek. Discussions with Princess Alice and Discovery Travel have taken place with a potential to pair up on this venture to take place in Spring 2027.

May or September would be the best time to arrange for this trip and as it is now well within the ideal window of 15-18months from decision to travel date, September 2026 is too close to launch, which would mean for the trek to take place in 2027.

With this route being an iconic Pilgrimage Walk, it would appeal to our reinvigorated support from local churches and would allow us to remain visible and connected to congregations in Sutton and Merton.

Future Plans for Challenge and Events

A Skydive day will now be planned to take place in May 2026, launching it in September to take advantage of the bungee jump crowd and appeal to similar like minded adrenaline chasing individuals.

A meeting to finalise our major events in 2026 will be taking place in early September to allow for a good lead time and to provide plenty of notice to enable comms to plan and prepare marketing strategies and to approach possible events sponsors.

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

Challenge: **£36,561 (£44,203)**

Events: **£7,010 (£2,625)**

Community Events

Societies and Clubs

This first quarter has seen sustained support from local clubs. Horton Park Golf Club have begun their Captain's Charity events and have specific QR codes for some of the course penalties.

We have seen an increase of Bowling clubs engaging with us and we will be contacting other clubs with inside facilities towards the end of August to consider us as their Winter Bowls Charity.

Churches and Faith Groups

More faith groups have committed to raise funds for us and we have had a concert raising money in aid of the Hospice hosted by Trinity Festival Choir at their church in Sutton that has raised £1,300. Sam attended a Union of Catholic Mothers meeting at St Joseph's in New Malden to talk about the Hospice following the church's Lentern donation and they gave an additional donation of £100. The UCM of Sutton has also supported us this year.

The team will be working with the Well Being Centre to meet other faith group leaders, following on from Simon's visit to the Buddhist Temple in Wimbledon and a local Hindu Temple. We will be hosting a visit for members of the Hindu Temple in September.

Supporter Groups

The lunch on 28th April went well, however, there is a discussion to be had around the future of the Sutton group following the stepping back of a key member of the group.

The planned recruitment campaign has been pushed back to later in the year as it would have clashed with the volunteer campaign that was launched in late June.

Merton Park held their annual garden party, with the addition of a Ukulele band for entertainment. The event was very well attended and made a net income of £1,645.00.

We have a new Supporter Group – the Gardeners Supporter Group. Our wonderful volunteer gardeners have agreed to become a supporter group as they have raised quite a bit through formal and informal plants sales in the hospice and at hospice events. We will help to recruit more members of this group during the recruitment planned later in the year.

A get together for all members is being planned for September before the chaos of Christmas descends.

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

Community: **£33,472 (£8,159)**

This included a £13,000 Gala Dinner donation that had been delayed in being paid for an event that actually took place in late November 2024.

SUPPORTER CARE – Lucy Ribaldo

NXT Database Migration

The NXT migration is progressing well. In May, all team members were asked to complete a Skills and Training Matrix to help identify any further training needs. To date, approximately 90% of training has been completed by the Supporter Care Team. Richard has also delivered two additional training sessions during May and June, which the team attended.

To maintain consistency and ensure seamless operations, we aim for all team members to be fully trained in all core Supporter Care responsibilities by the end of the year. This cross-training and upskilling allows for effective cover during staff absences due to annual leave or illness.

Supporter Journey Update

This quarter, we have continued to strengthen and grow our supporter journey, by ensuring consistency in all the data we receive is correctly captured and added to NXT.

- **New Supporters:** We added 1,211 new donor records to NXT, including data from our volunteer database.
- **New Business/Organisation Supporters:** 40 new businesses and organisations were added to our records.
- **Gift Aid Declarations:** We received and updated 393 Gift Aid declarations, of which 390 were successfully eligible for Gift Aid.
- **Regular Giving – Every Moment Matters:** 28 new regular donations have been received and processed for the Every Moment Matters campaign.
- **Acknowledgements:** A total of 781 gifts were acknowledged via email or letter, representing a combined value of £522,769. Donor consent preferences were also reviewed and updated during this process.

- **Engagement Tracking:** 365 touchpoint actions were recorded in NXT, helping us better understand and personalise the supporter journey.

We continue to encourage all NXT users to consistently log actions and interactions to ensure comprehensive and accurate donor records. This ongoing focus supports more effective engagement, stewardship, and relationship management across the organisation.

Audit Preparation

In preparation for the upcoming audit and in light of the NXT migration, the team has been conducting an internal audit. This includes thorough spot checks and validations to ensure the accuracy and consistency of our record-keeping practices. This proactive approach ensures that all data is being captured and stored correctly.

Legacy Link Partnership

We have recently partnered with **Legacy Link**, a consultancy service supporting our legacy administration. Their expert team will audit our current processes, provide tailored recommendations, and offer access to their advisory helpline for complex or technical cases. This partnership will enhance both compliance and efficiency in our legacy work.

Legacy Administration

In preparation for the audit, we have focused heavily on strengthening our legacy processes, ensuring all documentation is complete and accessible.

In the last quarter, we received **£78,614.47** in legacy payments and were notified of **six** new legacies.

Gift Aid – Oral Declarations

Building on the recent Oral Gift Aid project, the Supporter Care Team continues to use oral declarations to secure Gift Aid eligibility from major donors where written declarations are absent. For all other donations, we continue to use the standard paper-based method.

Events

The Supporter Care Team supported the successful **‘Superhero Family Fun Day’**, assisting with event setup, payments, raffle ticket sales, and refreshments. All income from the event has been accurately recorded in NXT.

A special mention to our own **Chetna**, who took part alongside her two granddaughters and helped raise an impressive amount on the day!

COMMUNICATIONS & MARKETING

Communications and Marketing activity Q1 April - June 2025

Introduction

It has been a busy Q1 for the Comms and Marketing Team with the main activity highlighted below:

Spring Appeal – Launched in April, we worked to write, produce and promote the appeal across all our comms channels. Emails for the campaign had a 40% open rate and social posts for the appeal received good engagement using the family case study of Bashir who died at home thanks to St Raphael's support.

Superhero Day – Launched in April this was a fully integrated marketing, incorporating out of home advertising (bus stops, train stations, bus rears) alongside our inhouse marketing through our shops, website and social channels as well as PR. The campaign looked distinctive and our brand refresh stood out well. It also received a good response through our social adverts as we trialled and tested different imagery to increase engagement rates.

Volunteer Recruitment Campaign – The brand refresh was also rolled out for the campaign to bring in new volunteers across the Hospice and in our shops. The social adverts have been performing very well (see further details below) with a particular interest in the Hospice volunteer roles. Over the coming month we will switch our messaging to focus on retail volunteering to increase applications for the shops.

Brand refresh – The brand refresh has now been captured in updated brand guidelines and this will be rolled out across all marketing activity and launched to staff over the next month. This will also be incorporated into the new website to ensure that the new site reflects the refreshed new look and feel of our brand giving it a modern and relevant makeover and reflecting our mission and values in our look and feel.

Social media audit and workshop – significant work has been carried out in Q1 to look at how to improve our social media content to drive more engagement across the platforms. Working with media agency Spark Plug Marketing, a full audit of our social channels has been carried out and a strategy workshop has been completed to improve our content to show more impact and use our content to increase engagement with our existing and new supporters and followers.

New website – IE Digital have been appointed and the development of an exciting new website will shortly be underway. This will be a significant project and focus for Q2 and Q3.

PR Update April – June

PR activity during April - June focused on the launch of the Spring Appeal and the new Superhero Family Fun Day event campaign. The following coverage was generated:

Print and Online:

Publication	Date	Reach	Topic / headline
Surrey World	01/04/2025	17,700	Superheroes Unite! St Raphael's calls on community to join new Superhero Family Fun Day
Your World.net	01/04/2025	-	Superheroes Unite! St Raphael's calls on community to join new Superhero Family Fun Day
MSN via SurreyWorld	02/04/2025	500M	Superheroes Unite! St Raphael's calls on community to join new Superhero Family Fun Day
Meerkatworks.blog	28/04/2025	-	Fundraising event launch: St Raphael's Hospice - MEERKATworks
Radio Jackie (broadcast)	02/05/2025	800,000	St Raphael's Hospice in North Cheam has launched its first ever Superhero Day. – Radio Jackie
Radio Jackie (online)	02/05/2025	20.9K	St Raphael's Hospice in North Cheam has launched its first ever Superhero Day. – Radio Jackie
Wimbledon Newsie (socials)	22/05/2025	12,400	Wimbledon Newsie St Raphaels' Superhero Family Fun Day is fast approaching and they'd love to see as many of you there as possible! 🦸🌟 You might've seen... Instagram
Epsom and Ewell Families	31/05/2025	-	Epsom and Ewell Families » Superhero Family Fun Day for St Raphael's Hospice
New Malden CHAT Magazine (launch issue) (print)	June Launch Issue	16,000	New Malden CHAT (Launch Issue)
Worcester Park CHAT Magazine (print)	June Issue	8,500	Worcester Park CHAT
BBC Radio Surrey (broadcast)	02/06/2025	188,000	BBC Breakfast Show with James Cannon: Interview Sam Bourne

Digital Activity

Our website traffic has very slightly improved compared to the last quarter with a 2% increase. Our third highest source of traffic to the website has been through our paid social media adverts that we ran on Facebook and Instagram for both the volunteer recruitment campaign and Superhero Day. Thus, our best performing pages were also volunteering recruitment and Superhero Day, showing that the adverts are successful in bringing traffic to the site.

The volunteer campaign has also seen clear conversions from page visits to action taken with the volunteer sign up form being submitted over 40 times. Unfortunately there was less conversion for the Superhero Day event and this will be reviewed in the event wash-up meetings over the coming weeks.

Over the last quarter, we sent 10 separate emails to supporters (not including resends to non-responders). Due to the large difference in the numbers of recipients, the campaigns' performances vary with some achieving over an 80% open rate and some less than 40%. A 33% open rate is about the average result for the charity industry. We also sent our first email to lottery players to nurture this group of supporters and show the positive impact of the funds they raise through playing.

Our best performing email campaign was our Superhero Day email sent to participants two days before the event with an 82.6% open rate.

Our social media following and presence continued to grow in the past quarter, most notably with Instagram receiving 76 new followers, which is positive. However, Facebook still remains our most popular social with our content has had over 330,000 views in the last quarter – a 300% increase on last quarter! This significant spike is primarily due to our paid social adverts reaching new audiences and helping to raise awareness.

Our best performing organic social post on Facebook in Q1 was the powerful story of the wedding organised and held at the Hospice which received over 200 likes with some lovely engagement with 31 comments.

Website

Page Views	30,805 – 2% increase	(Q4: 30,121)
New Users	6,911- 17% increase	(Q4: 5,900)
Total Traffic & Sources	Google (organic)	7,136
	Direct	3,153
	Paid Social	1,024
	Referral (external links etc.)	685

Performing pages (not including homepage)	/Volunteer25	1,394
	/event/superheroday	1,026

	/contact	888
	/employment-vacancies	789
	/donate	756

Emails

	Recipients	Open Rate	Clicks per Unique Opens
Every Moment Matters Appeal launch	6,025	40.7%	0.4%
Superhero Launch	6,011	38.6%	0.3%
May E-news	6,027	50.9%	2.9%
LUAL Case study request	781	56.3%	0.4%
SHD Discount	127	70.2%	2.5%
SHD 2 days to go	23	82.6%	21.7%
June enews	3,629	48.7%	1.7%
June Enews (lottery players)	2,487	49.8%	1.2%
SHD thank you	23	69.6%	65.2%
SHD Questionnaire	23	52.2%	21.7%

Social Media

Facebook

Followers	3,400
Views	337,564
New likes/followers	47
Reach (unique)	101.2k
Post Engagement	3,000
Profile Visits	5,271
Most popular posts	Reach

Wedding at Hospice	2.7k
SHD Launch	1.9k
Ward companion winners	1.6k

Instagram

Followers	1,614
Views	31,398
New likes/followers	76
Reach (unique)	6,593
Post Engagement	1,348
Profile Visits	2,774
Most popular posts	Reach
Wedding at Hospice	782
Marathon raised amount	687
Wishing luck to marathon runners	669

Linkedin

Followers	1,142
Views	5,073
New likes/followers	56
Reach (unique)	1,805
Post Engagement	196
Profile Visits	558
Most popular posts	Reach
Facilities hiring	333
Career in healthcare	207
Volunteers week	281

FUNDRAISING PERFORMANCE

Campaign	2020/1	2021/2	2022/3	2023/4	2024/5	2025/6
Appeals	47518.51	63770.74	42846.17	49011.54	32142.32	23225.65
Challenge	14236.7	10316.9	17158.67	65091.92	44203.07	28013.42
Community	10541.78	13514.52	17018	23738.84	8159.18	33472.43
Corporate	20970.91	29137.12	35077.72	21712.64	17269.12	41157.83
Events	7670	9747.17	6041.34	6146.55	2625.21	15557.8
Individual Giving	20319.33	5403.91	17766.69	14029.05	7104.69	10423.55
In-Mem	85858.95	28657.48	46142.31	68549.18	58234.73	56791.06
Major Donors					5750	97000
Regular	13386.18	13132.75	13585.16	15375.98	17659.24	28937.88
Trusts	10750	24341	32500	28750	45800	99466.26
Total	231252.36	198021.59	228136.06	292405.7	238947.56	434045.88











