

Summary – John Groom

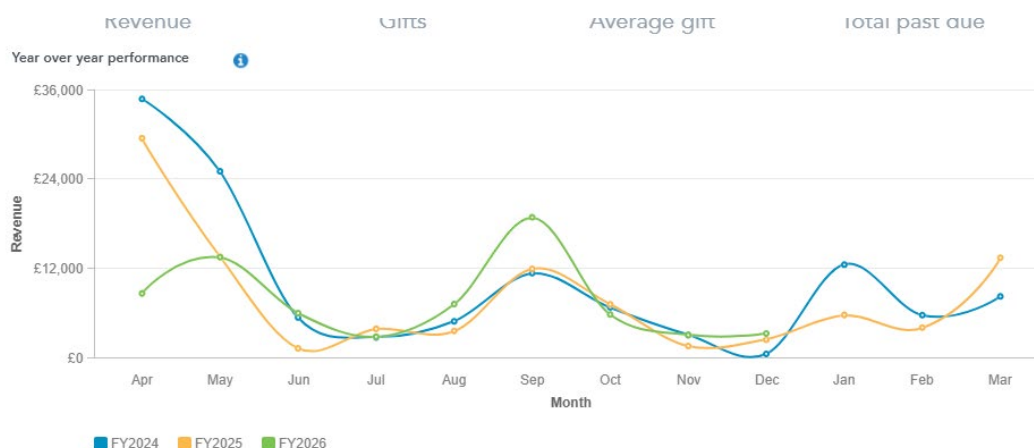
I'm pleased to announce that we've given Natalie an interim lead role within the Communications team. This role not only showcases her progression within our organisation but also brings a fresh perspective to our comms strategy. To support Natalie in her new role, we've brought in Julie Russell as a consultant for two days a week. Julie's expertise will be invaluable in guiding the team and ensuring a smooth transition for Natalie. Additionally, we will be backfilling Natalie's previous role and bringing in a part-time graphic designer. This move is cost-neutral, as we currently spend the same amount outsourcing graphic design work. By having this role in-house, we hope to save the team time and streamline our processes.

On the fundraising front, both the Fundraising and Supporter Care teams are progressing well under the stewardship of David and Lucy. We've scheduled a half-day planning session with the teams, Becca, and me to plot out the year ahead. During this session, we'll explore potential opportunities to enhance visibility and increase income. However, we continue to face challenges with volunteer recruitment for events and within the team. To address this, David is drafting three volunteering roles to help recruit additional support for the team. We're also working on ways to improve relationships with other departments to encourage more staff to volunteer and support events throughout the year.

Overall, I believe the teams are working hard to improve and increase our income. We have some strong team players, and I'm hopeful that the changes we're implementing will resolve the bottleneck in communications and lead to even more success in the future.

Community, Challenges and Events - Sam Bourne

Update on Challenge: October – December



The Winter months are traditionally the quietest time of the year for Challenge events. As you can imagine many running events do not take place due to poor weather conditions and subsequent risks of injury.

We have had a couple of supporters sign up to the Winter Walk, but this is not anticipated to raise more than £500 due to the low minimum target level.

Stewardship will of course continue to encourage and stress the importance of raising sponsorship through challenges such as this.

Work is underway to provide a private Facebook group that can be used for those taking on challenges for the hospice. It will be a space where those taking on runs, walks or adrenaline challenges can swap hints tips and offer words of encouragement with the aim to increase individual's fundraising donations and create a more personalised and enhanced stewardship experience.

London Marathon 2026

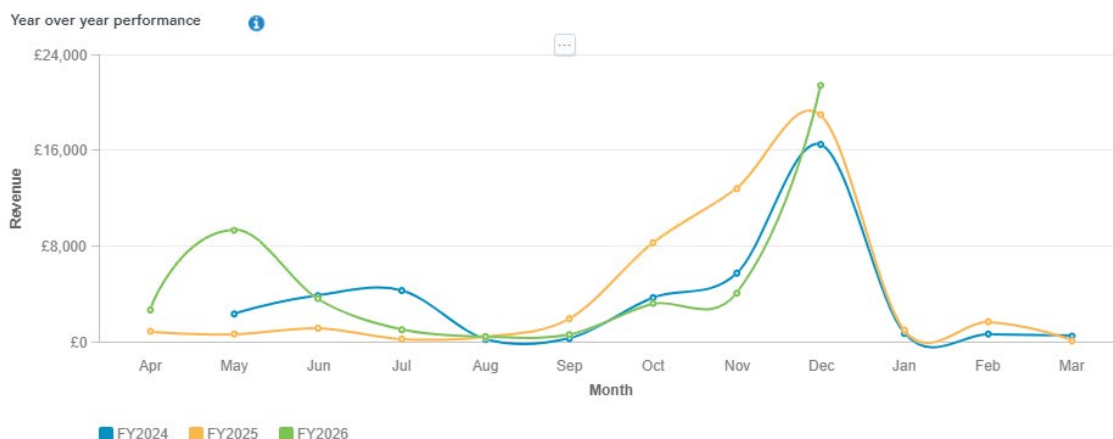
We had had a couple of members of the team drop out over the Christmas period, which is not an uncommon thing. However, due to a lengthy waiting list we can fill these spaces quickly.

We are working with PAH to try and secure an after race meet up point in Westminster. As well as creating an interactive program to include training sessions and runs with representatives from the fundraising team. By representatives, I mean David!

Appeal	Revenue
Challenges taking place in 2025	£30,303
London Marathon 2025	£14,864
London Marathon 2026	£8,149
Go Skydive	£5,158
Ride	£3,407
Running	£1,955
Ultra Series 2025	£1,876
Bungee	£975
Other Challenge	£660
Royal Parks Half 2025	£615
Total Challenge	£67,960

These challenges have so far raised £67,960 from April to December.

Update on Events: October-December



Santa Dash

Santa Dash was launched in September and on the day had just under 500 people taking part.

Additional work was done to steward those that deferred from last year to ensure that we could maximise the potential for them to get sponsorship to recover the loss of ticket sales.

The revenue is down on last year, but this was to be expected. Besides an estimated loss of around £1,100 due to ticket deferrals, last year was an exceptional year for sponsorship, which can vary considerably year on year, depending on the number of dashers running in-memory of a loved one.

This year we encouraged people to collect on the day to try and reduce the number of suits sent out to shops. However, despite the best efforts of pre-planning and alphabetically stacked packed, there were just too many causing more unnecessary delays in registration.

Next year we are considering different options to help mitigate this issue.

Bovingdon's now charge us £100 for the use of their electric for a few hours to run our urns and we have been told that we can only sell alcoholic drinks due to the competition with the café. This does considerably impact the revenue raised by our hot drinks station. The café also cannot cope with the number of orders, which resulted in lengthy delays. We are keen to address this issue with their head-office before the summer. Our priority is twofold, to raise money but also ensure that we give our event goers a great experience. This sadly had an effect on both those elements. As we are now paying for the electric, we should have greater autonomy on what we can sell. For the discerning coffee drinker that would not want instant coffee, the café would be able to provide their beverage.

The Santa Dash raised £21,685

Christmas Market and Santa's Grotto

The Christmas Market went ahead over 2 days on the last weekend of November.

The weather was particularly awful this weekend with some events across the borough cancelled due to storm conditions.

However, we did see a healthy amount of people pre-booking (65), which ensured that some would have attended despite the bad weather. In all 352 people attended the market – additional attendees that had free entry invitations have not been included in this figure.

The market had 20 stalls on the Saturday and 19 Stalls on the Sunday. We did have a couple of choirs drop out the day before, but we were able to cover that slot with the help of a young flutist that agreed to step in at the last moment.

The live music ranged from carol singers to brass bands and provided a lovely atmosphere.

Santa had 31 pre-booked visitors and 10 on the day visitors. The Grotto was in the Den with an elf workshop where children were able to decorate their own baubles and colour in Christmas scenes before being escorted by Twinkle-Toes the Elf, to meet the big man himself. The feedback from the adults taking the children was very positive. In particular, the Elf Reports that were prepared and listed the individual child's preferences and good deeds done throughout the year, so that Santa was able to personalise the visit, was really appreciated and seen as a nice touch.

One little girl was adamant it was the real Father Christmas and not one of 'his helpers' because how else would he know about how well she did in her ballet exam in the summer!

The ability for a child to choose their own present from the elf workshop caused much delight and additional excitement, that nicely rounded off their visit

The good news above all was that all children were on Santa's nice list.

As this was our first year doing the Market in St Bede's (taking over from the Supporter Group), we were pleased with the result. However, there are ways in which we could further enhance the experience and have already been discussing the organisational aspects that could be improved and expect the income to increase this year.

The Market and Grotto raised £6,057

Overseas Treks

The Camino Trek has been pencilled in for September 25th 2027 as a bespoke trip in partnership with Princess Alice and Different Travel. Final preparations are currently being finalised with a logistical and joint comms meeting taking place in the first week of February with a launch expected shortly after. A provisional timeline for the first phase and launch is as follows:

Week Beginning 12 Jan. 26

- Social post to gauge interest

Week beginning 2 Feb. 26

- Meet with PAH to agree comms strategy including collateral.

Week Beginning 9th Feb 26

- Email to past trek and challenge participants to invite to information evening
- Start social posts inviting interested parties to attend the information evening

Week Beginning 13 Feb 26

- Main launch of trek

Week Beginning 13nd March

- Information evening

There will be a comprehensive stewardship and training programme for the trek. A member of staff from both Hospices will attend.

SkyDive Day

A Skydive day has been booked in for May 17th to once again coincide with Intranational Nurses Day. The launch date has been pushed back to accommodate other priorities but is ready to be launch in early January.

We hope to attract at least 8 participants this year and raise £6,000 in sponsorship.

Bubbles and Bingo

Bubbles and Bingo night at St Bede's has been booked for 21st February. It will be a fun evening of Bingo, laughter and a glass (or 2) of Fizz.

The ticket cost of £25 will include bingo games with great prizes, a glass of welcome fizz and a nibbles platter for each table.

There will be a bar and raffle that will be drawn at the end of the night. Due to the gambling element, it will be an over 18s only event.

The target is to raise £1,200 from this event with the aim to have a supporter group take over to arrange subsequent evenings.

Race Night

A race night has been booked in for 9th May with a third party hosting for us.

This is another event that we are holding to inject a bit of fun, socialising and less active element to our events programme. This event also has the ability to engage with individual donors or companies that may want to sponsor one of the 8 races or a horse on the evening.

The target is to raise £1,400 from this event.

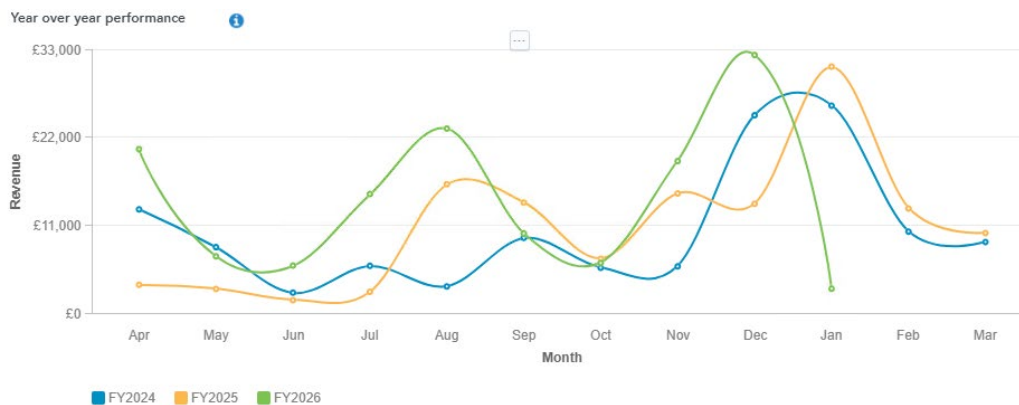
Total raised this quarter 01 October - 31 December 2025 (last FY in green)

Challenge: **£11,995 (£11,302)**

Events: **£28,655 (£40,011)***

***This included over £14k for the firewalk**

Community Events



Community had a fantastic end to the calendar year due to an incredibly busy Christmas period.

Schools

Robin Hood Infants held their own Reindeer Run towards the end of their Autumn Term. The money for that event is usually collected after they return to school after the Christmas break in early January.

Several nurseries very kindly donated some small gifts for our patients with handmade Christmas cards and a selection of kindness cards made by another group of pre-school children. Both are keen to get involved with fundraising activities this year.

We will be approaching pre-school nurseries and nurseries early in the new year to recruit groups to take part in a Bunny Hop this year.

Lower Morden Lane Lights

Lower Morden Lane Lights was once again a huge success. Collecting began on the 19th December and finished on 24th December.

Morden Rotary arrived with their static sleigh from the Friday to Saturday with all money collected on these days coming to the hospice. Sadly, the Sunday was unable to go ahead due to the weather and a medical emergency from a key member of the Rotary Team.

We found collecting on the 24th the hardest day to get volunteers for, which proved to be the busiest of all the days taking over £5,000 that evening.

Carol Concerts and other community events

This year saw a number of groups holding Carol Concerts in aid of the hospice. These included:

- The NHS Sutton Choir
- Wimbledon District Brownies and Guides
- Carshalton Choral Society
- New Malden Methodist Church

- We also saw a wonderful donations from WI 's in Wimbledon and attended the meetings to receive cheques.
- We had collections from their display of Christmas Lights – not just limited to Lower Morden Lane.
- The Red Lion pub in Cheam arranged a Christmas Giving tree for us this year with gift wishes on there from those under our psych and social team. We received wonderful generous gifts form this initiative and has provided an idea for us for this Christmas on how we could engage other pubs in 2026.

Supporter Group Events

We had a quiz, 42nd Band Dance and an annual Christmas drop in run by our Supporter Groups during this quarter. Not to mention a Crafty Lot Stall and Good as New stall run by supporter groups at the Christmas Market.

We are holding a New Year Party early February when people are more able to get together and celebrate once the busy time is over.

Cheam Christmas Forest

This project was a late initiative initiated by Cheam Baptist Church that took place during the Cheam Village Christmas Event on 12th December. In a few weeks, members of the FR and church team approached local businesses and dropped off 28 small Christmas trees. These trees were to be decorated by the businesses before being displayed in the Church for public viewing and judging! SRH were there to judge and also to have their own tree of remembrance where people could donate and hang a star with a message or name in dedication of a loved one.

This was a good partnership and we have said we would revisit the event next year but in a longer time frame as there is potential to grow income from this event.

We raised £1,091 from this event but we also grew and established some new relationships with local businesses.

Light Up a Life in the Community

Due to unforeseen circumstances, the service in partnership with St Winefride Church had to be cancelled at late notice. I approached Cheam Baptist Church to ask if we could host something with them on their Carols of Comfort evening, as this seemed the best way to ensure we had at least one offering of a service in the community. Sam was invited to give a reading on Sunday 14th December, which she happily did. Again the tree was on display for that weekend and donations given for a star to hang on the tree.

Conversations with various will take place in the Spring to ensure there is a greater representation around the Boroughs this year. Several churches have already been approached and are keen to work with us.

Working with other Income Streams

We were successful in our bid to host the Charity Golf Day at Royal Wimbledon Golf Club. This will be a high end event, which will require the hard work of Corporate, Major Donors and Community teams to ensure it is a success.

This will be a very large income for these areas this year, with a potential to raise up to £80k.

Sutton United FC

We will be working with Sutton United under their Team Up for Tickets Scheme.

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.

The team are due to visit the hospice at the end of Jan or beginning of Feb. This will help us to promote the game that we have now been allocated against Rochdale on the 28th March.

Total raised 01 October 2025 – 31 December 2025 (last FY in green)

Community: **£57,546 (£35,412)**

Total raised 01 April 2025 – 31 December 2025 (last FY in green)

Challenge: **£62,529 (£74,521)**

Events: **£46,217 (£45,137)**

Community: **£138,983 (£76,146)**

Challenge is down on last year but that is because we had a very strong but late London Marathon sponsorship for the April 24 race that came into the first quarter of April 2024. April 2025 team were more consistent across the year with their sponsorship, meaning that the team did raise more from this year's race but most of their sponsorship came in the last FY.

Over all we have received more sponsorship for individuals taking on Challenges in 2025 than in the previous year.

I would like to take the opportunity to thank my team for their hard work this year. Tracy and Emily are new to the organisation and experienced their first Christmas. This was such a busy year and they managed to keep all the events, thanks and correspondence on track and in good time.

Supporter Care - Lucy Ribaudó

Fundraising Income

Total income processed by Supporter Care this quarter (excluding Legacy income and Gift Aid) was **£397,257**, generated from **5,732** transactions.

All income up to the end of December has now been fully reconciled. December was our strongest ever, and we have surpassed the **£1 million** milestone, reaching **£1.147m** year to date. This places us **£136,950** ahead of the same point last year.

Year to date, we have processed **13,538** donations with an average gift of **£85.00**. While the average donation value has decreased slightly, donation volume has increased significantly. This increase in volume and decrease on the average donation is likely reflective of both the wider financial pressures on households and seasonal giving patterns.

Encouragingly, the overall volume of donations continues to grow, positioning St Raphael's as "bucking the trend" at a time when many charities are reporting a decline in income. Over the past five years, donation volumes have increased by approximately **7,000**.

Regular Giving

Regular Giving income has also increased, with **£91,000** received to date from **513** individual regular donors. This figure has doubled over the past five years, highlighting the growing importance and stability of this income stream.

Retail Gift Aid

The team supported Richard with the administration of the Retail Gift Aid claim, issuing over **1,400** postal letters. The claim has now been successfully submitted and paid, generating **£60,621.98** in income

Legacy Administration

During the last quarter, we received **£728,423.11** in legacy payments and were notified of **ten** new legacies.

Gift Aid

Preparation is currently underway for the next Gift Aid claim, which we anticipate will generate approximately **£80,000** for the first six months of the year.

Lottery

Telemarketing Campaign (APT)

APT Telemarketing completed its first campaign with us, comprising:

- **100 reactivations** of previously cancelled lottery players
- **100 upgrade calls** to existing one- or two-line players

Results were very encouraging, delivering **27 upgrades** and **9 reactivations**.

Given this success, we extended the campaign over the Christmas period with a further 500 upgrade-only contacts. Results to date are:

- **Week 1:** 19 upgrades

- **Week 2:** 85 upgrades (a 20% success rate on cold calling)

APT charges £16 per sign-up, representing excellent value for money.

Alongside David and John, I am currently preparing a lottery business plan, covering compliance, audit requirements, and redevelopment of our website and microsite. The plan will focus on both acquisition and attrition reduction. Building on APT's success, we will also run a small reactivation email campaign with Sterling Lotteries, planned to go live in February.

Christmas Events & Appeals

The wide range of Christmas events and appeals made this a particularly busy period for the team.

Light Up a Life Appeal

The appeal generated **£74,415**. This year we introduced a Bamboo Star option with a suggested donation of £5, which generated an additional **£1,475**.

Light Up a Life Event

The event raised **£6,724** from refreshments, merchandise, raffle, and star dedications. Attendance was excellent, all dedications were recorded in the commemorative book, and the new hanging star layout significantly improved the supporter experience.

Santa Dash

The Santa Dash raised **£21,685**, with a large turnout at Nonsuch Park on a crisp December morning.

Lower Morden Lane Collections

Collections raised **£18,371.11**, exceeding last year's total. Despite challenging conditions—cold, dark, and close to Christmas—the event proved extremely rewarding. On Christmas Eve alone, **£5,032.22** was banked, representing **over 27%** of the total income. This event continues to demonstrate the importance of organisational support at all levels.

Christmas Cards

Orders were placed via the website. While income is attributed to Retail, the Supporter Care team managed all banking, packing, and dispatch of orders.

Database and Insight – Contingency Planning

As noted in my previous report, contingency plans were put in place ahead of Richard's upcoming surgery. Unfortunately, these plans were tested earlier than expected when Richard became unwell. Thanks to prior training, detailed documentation, and team preparation, work continued without disruption.

Special recognition goes to James, who successfully led database operations during the busiest period of the year. I am also pleased to report that both James and Richard have recently passed **The Raiser's Edge NXT Professional Exam**, strengthening the team's expertise and resilience.

In Memory and Legacies – Alison Linwood

Light up a Life 2025

Light up a Life (LUAL) remains our key annual Christmas remembrance event, combining an in-memory fundraising appeal, launched in early October 2025 with community carol services held on 6th and 7th December at the hospice grounds. Event planning and management was led by Ali Linwood (In Memory and Legacy Manager) and served as the main in-memory focus for Q3. Supporters were invited to dedicate a star in memory of their loved one and attend a carol service, offering a meaningful way for them to remember their loved ones during the festive period and feel connected to the SRH community.

The services followed a similar structure to previous years, with several intentional enhancements that aligned to our objective of creating a more meaningful and connected experience for attendees.

For the first time, all 874 physical stars were alphabetised by surname in the Reflections Room in St Bede's. This allowed attendees to find their loved one's star themselves, significantly deepening personal connection and emotional impact. While time-intensive and highlighting the need for additional volunteer support in future years, feedback confirmed this change meant a great deal to attendees.



This was also the first year the Psychosocial Team formally supported the event. Ali Lutz and Alison Fallows were present in the Reflective Space to provide emotional support to families, which was highly valued by attendees and provided reassurance to the fundraising team during sensitive conversations.



The carol services were led by Rev James Griffin from Cheam Team Ministry, through a new connection developed by Ali Linwood and the services benefited from improved flow and structure, which was positively recognised by attendees. Registration data indicated a clear preference for the Sunday service, providing useful insight for future event planning.

Candle lighting in the courtyard, by the Tree of Life sculpture, returned again this year with additional volunteer support from an in-memory donor, who was also the sponsor of the courtyard fountain, which prompted several positive conversations with attendees. Candle lighting was managed by Ashley Harper, Bereavement Support Coordinator, who delivered this element exceptionally well. Moving candle lighting to before the service improved crowd flow and gave attendees a meaningful reflective activity on arrival. This also enabled

Ashley to show families their loved one's entry in the Book of Remembrance and invite them to leave messages on the reflection mobile. Ashley also coordinated a leaf-hanging ceremony for a family attending on 7th December, ensuring their leaf was placed in advance.

The event achieved strong supporter engagement to date, the LUAL appeal has raised **£74,415 from 1,089 gifts**, with an average gift value of **£68**. £1475 was raised through online sale of the bamboo star and a further As flagged by other colleagues in the In addition, **£6,724 was donated across the weekend** through raffle activity, refreshments and merchandise. A total of **804 people registered to**

attend the services, with a clear preference for Sunday, reflecting sustained interest and meaningful participation.



A further strategic objective was to strengthen future campaign sustainability by banking high-quality marketing content for the 2026 LUAL campaign. Filming and photography on 5th and 6th December captured supporter case studies, clinical staff and corporate sponsor, Truelove Funeral Directors. This has provided a strong foundation for LUAL 2026, with three supporter case studies, visual assets and sponsor-ready content now banked to support future promotion and partnership development.

Overall, LUAL 2025 successfully strengthened emotional connection, supporter experience, and future campaign readiness, while identifying clear learning opportunities around volunteer resourcing and operational planning.

Gifts in Wills

December brought a significant legacy gift of **£333,333** from a supporter. The supporter's cousin and executor is scheduled to meet with **Becca Trower in January** to learn more about the impact this gift will have, ensuring meaningful stewardship and engagement.

In addition, several personal executors were invited to attend the **Light up a Life services**. Their attendance offered an opportunity to strengthen relationships, enhance stewardship, and demonstrate the tangible impact of gifts in wills, supporting the development of long-term engagement with our legacy supporters.

Upcoming Plans for 2026 for Gifts in Wills promotion include:

- Make Your Will Fortnight – May 2026
- Legacy Direct Mail Campaign – September 2026
- Pledger Stewardship Mailing – September 2026

Communications and Marketing activity Q3 October - December 2025

Natalie & Julia

Introduction

Q3 continued the year-round activity of the Comms and Marketing Team, with additional focus on Christmas fundraising and events. Design and marketing of key festive campaigns included Santa Dash, the Christmas Market, Light up a Life, and Lower Morden Lane Lights, alongside a new Christmas email campaign to boost donations and make the season special for patients and families.

Highlights

- Secured national coverage on the hospice funding crisis across BBC Newsnight, Channel 5 News and The New Statesman (combined reach 5M+)
- Website traffic nearly doubled quarter-on-quarter during the Christmas campaign period
- Social media reach significantly increased, with a single post achieving 42k organic reach
- Christmas email campaigns achieved open rates of up to 50%, exceeding sector benchmarks

Key activities

- Raphaelite appeal

The Raphaelite Magazine was in creation and production throughout Q3, landing with supporters in print and digital during the first week of January 2026. It is a nurturing engagement device for our warm supporters, with a gentle ask included. The issue is packed with uplifting news and updates from across the Hospice.

- New website

The new website project has progressed to its final stages, with an official launch planned for March. Final changes are being made, with the Communications team refining content and images in line with refreshed brand guidelines.

- Social media content

Our social content continues to be varied to encourage engagement with the page, in line with our social media strategy. We are incorporating more video content and image carousels to increase dwell time and interactions, including a meaningful end-of-year video message to our online community from our Legacy and In-Memory Manager, Alison Linwood

- Brand refresh

We have completed a new library of brand templates and corporate stationery items with a contemporary feel, including empty belly posters, sponsorship forms, and headed paper. This will soon be shared with the wider organisation for easier access.

- Media and PR activity

Media coverage has continued to perform strongly throughout Q3, with a focus on national messaging around the hospice funding crisis and local promotion of festive fundraising events and awards.

In October and November, we welcomed *The New Statesman*, BBC Newsnight with broadcaster Victoria Derbyshire, and Channel 5 News into the Hospice for on-site

visits, enabling high-profile national coverage highlighting both the sector’s funding challenges and the vital care we provide.

We continue to strengthen media relationships and work closely with Hospice UK to amplify sector-wide funding messages.

Key coverage this quarter included:

- **Hospice funding:** BBC Newsnight, Channel 5 News, The New Statesman
- **Festive fundraising events:** Local Guardian, Secret London, CHAT Community Magazine
- **Awards and recognition:** *eHospice, Community Action Sutton*

Print and online:

PUBLICATION	DATE	REACH	TOPIC / HEADLINE
Local Guardian	28/10/2025	200,000	St Raphael's Hospice hold festive events in merton
This is Local London	30/10/2025	145,000	St Raphael's Hospice to hold festive events in Merton This Is Local London
The New Statesman: Spotlight (print)	31/10/2025	43,000	Healthcare: Designing a healthier future - New Statesman
The New Statesman: Spotlight (online)	31/10/2025	2M	Healthcare: Designing a healthier future - New Statesman
The New Statesman online	31/10/2025	2M	Dying with dignity - New Statesman
BBC London: Intro clip	12/11/2025	2.25M	
BBC Newsnight: IPU patient Nigel	12/11/2025	500,000	Take a leap for hospice care – with a thrilling bungee jump for St Raphael's!
BBC Newsnight: Community patient Bill	13/11/2025	500,000	BBC Interview with Sarah Gowell x Sara Jane Harris
Channel 5	28/11/2025	650,000	Hospice sector funding with Catherine Jones
Secret London Online	01/12/2025	2.8M	This 'Christmas Street' Just 1 Hour From Central London Is Home To The UK's Most Heart-Warming Festive Light Display: It's Raised £250,000 For Charity And Santa Visits Are Confirmed This December

Secret London Online	02/12/2025	2.8M	How This Hidden Lane Earned The Title Of London's "Most Christmassy Street"---Santa Visits, Mince Pies And A Christmas Lights Display That Spans The Entire Street
Worcester Park CHAT Community Magazine	01/12/2025	8,500	Five festive ways to support St Raphael's this Christmas
New Malden CHAT Community Magazine	01/12/2025	16,000	Five festive ways to support St Raphael's this Christmas
eHospice	09/12/2025	45,000	"Winning Volunteer Gardener of the Year Award: it's a team effort" - ehospice
Community Action Sutton	10/12/2025	-	Sutton Community Awards 2025 - Community Action Sutton

Digital activity

Website traffic almost doubled compared to the last quarter, likely driven by increased Christmas activity and more appeals and events. Direct traffic remained the main source, probably due to campaigns and links not being attributed to sources. Organic search traffic nearly doubled, also a very encouraging sign. The most visited site over the last quarter was Lower Modern Lane Lights, likely due to the event having a wider external audience.

We sent more emails than usual due to the Christmas period. Campaign performance varied, with some achieving over 50% open rates and some below 17%. A 33% open rate is around the average for NFPs.

Our best performing organic content was related to BBC Newsnight coverage, reaching 42k, compared to 10k last quarter. Facebook remains our most popular platform with over 440k views during Q3. LinkedIn also saw encouraging growth, with views and reach almost tripling compared to the previous quarter.

The following metrics provide a snapshot of performance across website, email, and social channels during Q3:

Website

Page Views	49,188	
New Users	18,656	
Total Traffic & Sources	Direct	11,897
	Organic search (Google)	6,010
	Referral (external sites)	1,224
	Paid social	487

Performing pages (not including homepage)	Lower Morden Lane Event	1,844
	Donate	1,483
	Santa Dash	1,182
	Gift in wills	1,130
	Contact	1,083

Email

	Recipients	Open Rate	Clicks per Unique Opens
Santa Dash defer email	26	38.5%	100%
LUAL Email 1 (launch)	6,208	17.1%	20.9%
LUAL Email 2	777	27.5%	30.9%
LUAL Email 3	560	18.2%	12%
October E-news	6,116	17.3%	14%
LUAL Email 4	1,691	19.1%	22.5%
Newsnight Email 1	586	28.2%	36.9%
Newsnight Email 2	256	50.2%	31%
Newsnight Email 3	4,010	19.3%	23.1%
Santa Dash 1 month	91	33.3%	27.6%
LUAL Email 5	4,369	16%	15.5%
Santa Dash email 2	111	40.7%	4.5%
LUAL Event Info	204	48%	3.1%
LUAL Thank you	232	41.2%	0%
Santa Dash Thank you	152	38%	3.5%
Christmas e-appeal (general)	4,353	17.4%	13.3%
Christmas e-appeal (donors)	500	40.7%	14%
December Thank You	4,990	18.7%	15.1%

Social Media

Facebook

Followers	3,672
Views	440,379
Net follows	125

Post Engagement	23,899
Profile Visits	6,700
Most popular posts	Reach
BBC Newsnight (did you see us?)	42,216
BBC Newsnight (last week, we welcomed)	16,757
BBC Newsnight (Second evening)	19,233

Instagram

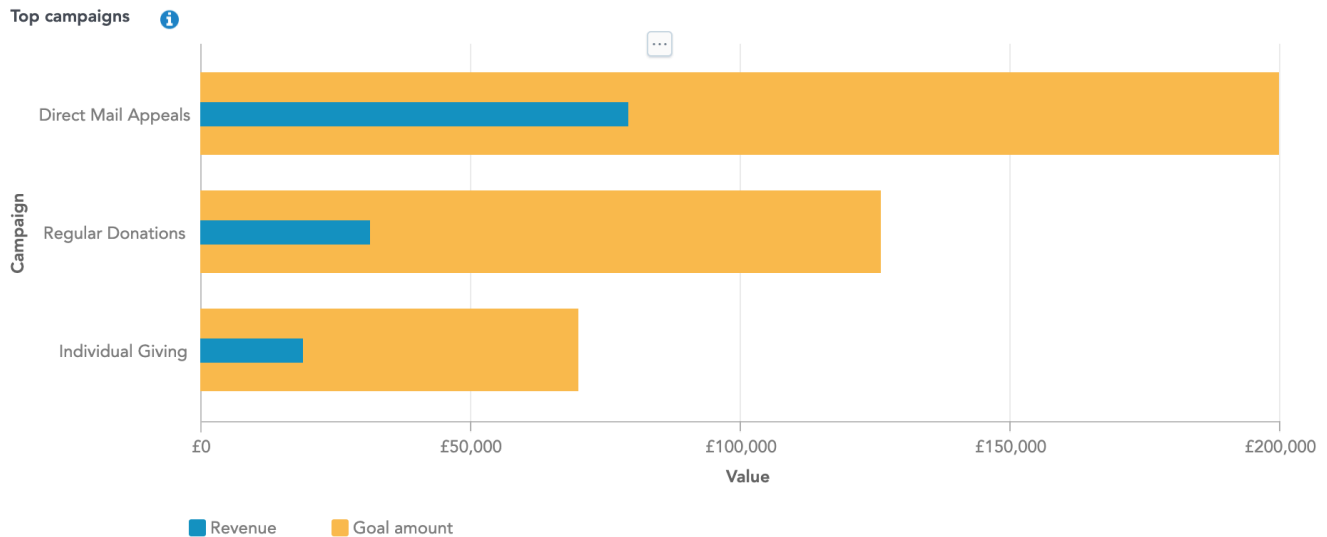
Followers	1,731
Views	72,802
Net Follows	72
Reach (unique)	8,655
Post Engagement	1,330
Profile Visits	1,098
Most popular posts	Reach
Tree has arrived reel	2,344
Christmas Market	1,571
St Raphs on BBC Newsnight	869

LinkedIn

Followers	1,229
Views	9,141
New likes/followers	77
Reach (unique)	5,536
Post Engagement	326
Profile Visits	402
Most popular posts	Reach
BBC Newsnight (did you see us?)	2,580
BBC Newsnight (Second evening)	2,281
BBC (last week, we welcomed)	1,252

Fundraising Report January 2026

Campaign	Target Income	Income to Date
Direct Mail Appeals	£200,000	£79,381
Regular Donations	£126,160	£31,576
Individual Giving	£70,000	£19,164



Individual Giving & Regular Donations

Individual Giving

We currently have £19,164 in Individual Giving income from October to date. In November, income totalled £4,905, rising to £12,162 in December. This increase is largely attributed to the festive giving period, alongside insurance-related claims that were received in December.

Regular Donors

We currently have 505 regular givers, up from 119 last year; which is an increase of 386 supporters. Over the next quarter, our focus will be on exploring new ways to recruit additional regular givers, as part of our digital testing efforts aimed at reaching cold audiences. We have also begun including Regular Giving options within the Raphaelite donation form, rather than offering one-off donations only, to help convert active cash donors into regular givers.

Campaigns

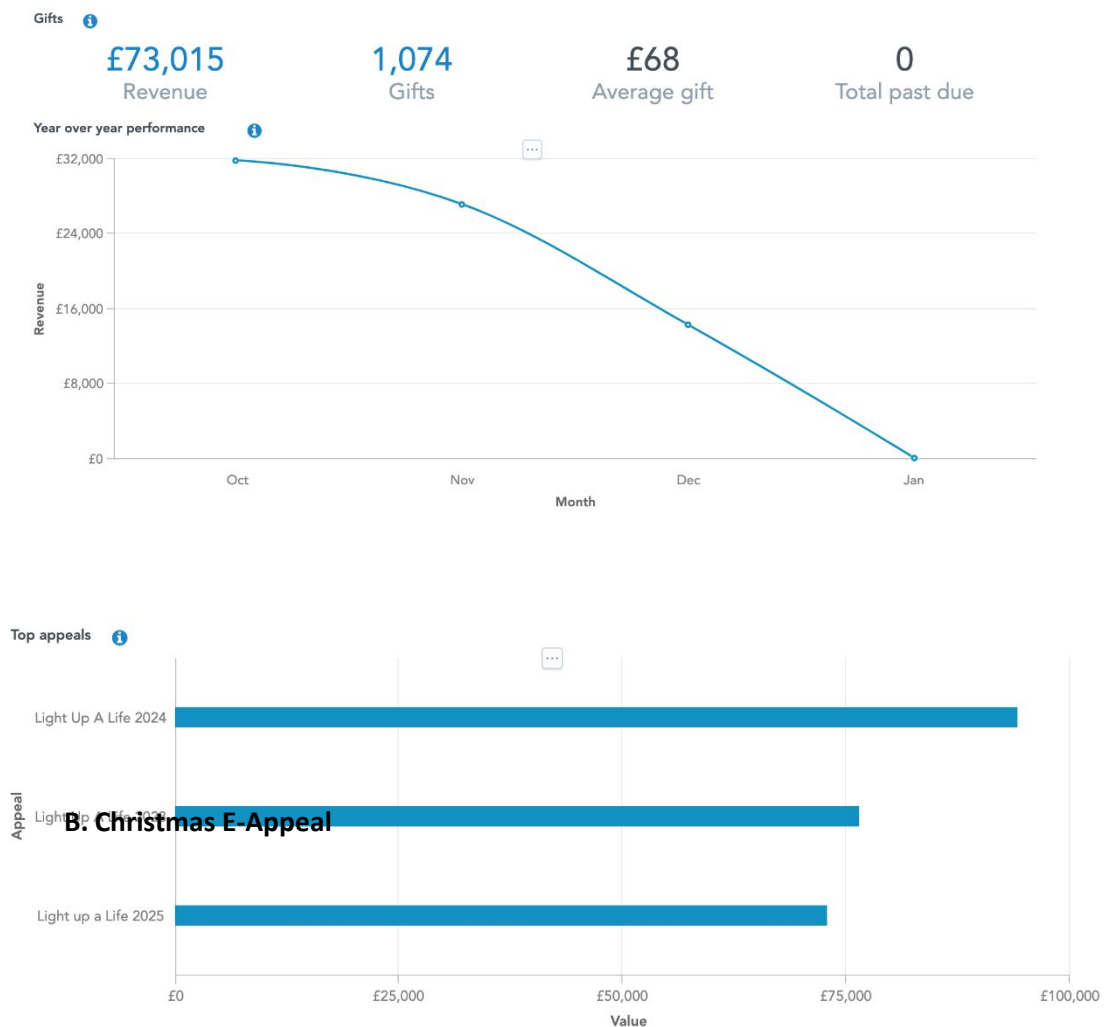
A. Light Up a Life

The Light Up a Life Appeal concluded in early December with a total income of £73,015, generated from 1,075 gifts, with an average gift of £68. While income was lower than the initial October forecast, the appeal continued to demonstrate strong supporter engagement, with participation levels broadly in line with 2023, indicating sustained supporter commitment despite lower overall income.

Income from Light Up a Life 2025 finished slightly below 2023 levels and significantly below 2024. The exceptional performance in 2024 can largely be attributed to our

funding/budget cuts messaging at the time, which created heightened urgency and drove increased generosity across the year. As a result, 2024 represented an unusually strong period of giving, not only for Light Up a Life but across multiple appeals.

In contrast, 2025 results align more closely with 2023, suggesting a return to more typical giving patterns. It is also reasonable to consider donor fatigue as a contributing factor, given the volume of appeals and the exceptional levels of generosity shown by supporters throughout 2024/25, extending beyond the Light Up a Life campaign.



Last December, we launched our first Christmas E-Appeal, a digital-only trial campaign running from 18–31 December 2025. We partnered with WeGlow, an external donation platform that provided supporters with a simple, interactive way to give digitally through a dedicated animated donation form.

The objective of the digital campaign was to provide supporters with an alternative way to give outside our traditional in-memory activity during the festive season. The campaign

generated **£3,667** from **99** donors, with an average gift of **£37.33**, resulting in a net total of **£3,483.65** after WeGlow fees.

Marketing and Engagement Highlights

Email: We mailed **4,890 supporters** and achieved **1,706 opens (34.9% open rate)** and **215 clicks**, with generic supporters achieving a **16.1% click-through rate (CTR)**, indicating effective messaging.

Paid Social Ads: We ran an **A/B test** comparing a carousel of static images with a video featuring a nurse talking about hospice care on Christmas Day. The campaign generated:

- **Carousel:** 581 clicks onto the landing page from 44,709 views at a cost per result of £0.27.
- **Video:** 510 clicks onto the landing page from 33,688 views at a cost per result of £0.16.

Although the video received slightly fewer clicks than the carousel, it achieved far higher overall engagement, with approximately double the comments, likes, and shares, demonstrating stronger emotional resonance with the audience.

In total, the paid ads drove **1,091 clicks** to the donation page.

As a first-time trial campaign, the Christmas E-Appeal provided valuable insights into donor behaviour, platform performance, and engagement across digital channels. The third-party donation platform offered a novel way for supporters to engage, allowing them to gift a digital item under a tree and leave a personal message—a fun and interactive addition to the campaign. While we could not track which paid ad audiences converted into donations, overall metrics indicate strong engagement and help educate supporters about our work, informing future digital test campaigns.

Overall, the campaign successfully tested a non-in-memory digital approach and provides a strong foundation to optimise future festive appeals.


Note: For future festive campaigns, we will not use a third-party donation platform. Instead, we are developing our own interactive landing page, which will reduce fees, increase flexibility, and offer a more tailored, engaging supporter experience.

We Glow donation page

WeGlow Organizations Campaigns About ▾ 🇬🇧 Dashboard ↗ Sign Out

Giving Joy This Christmas

Christmas is a time to bring comfort and closeness to patients and their loved ones. By placing a gift under our tree, you can help patients at St Raphael's Hospice make their festive season joyful and memorable.



£3,667

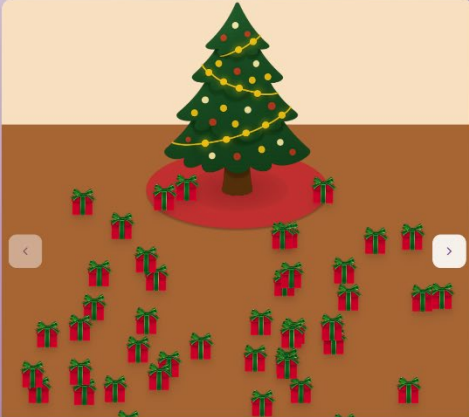
♥ 99 generous donors

Donate Now

Help us by sharing this campaign

Share on

📄 Copy page link
📘 Facebook
🐦 X
🌐 LinkedIn



Social Media Paid ad posts

St Raphael's Hospice Sponsored · 🌐

This Christmas, will you give one more gift and bring joy to our patients? ...see more



This Christmas, will you give one more gift and bring joy to our patients?

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Not affiliated with Meta


Donate now

👍 🥰 🍷 43 1 comment 2 shares

👍 Like
💬 Comment
➦ Share

St Raphael's Hospice Sponsored · 🌐

This festive season, will you give one more gift and bring joy to our patients? ...see more



This festive season, will you give one more gift and bring joy to our patients?

weglow.world
WeGlow.world

Learn more

👍 🥰 🍷 138 11 comments 6 shares

👍 Like
💬 Comment
➦ Share

Following the summer Raphaelite campaign, we have also launched a Winter Edition with two versions of the letter: a standard letter and a Regular Giving (RG) version. The accompanying donation form includes both RG and one-off cash options, with the RG option placed prominently at the top to encourage supporters to give regularly rather than as a one-off donation. The Winter Edition was sent via DM on Monday 6 January 2026 to approximately 9,160 supporters, with the accompanying email scheduled for 9 January 2026. Results from this edition will be reported in the next quarter.

D. Sterling Lottery Email Upgrade Campaign

Campaign

We are in the process of running an email uplift campaign with Sterling Lotteries, aimed at upgrading long-standing players (12+ months) from one weekly entry to two, or from two to three, to increase recurring income and deepen supporter engagement.

Overview:

Target

The campaign targets players who have opted in to receive emails and were not successfully reached during the ongoing uplift calls in November, December, and January.

Audience:

Creative

&

Messaging:

Sterling Lotteries will design and distribute the emails, testing creative messaging and the campaign tagline featuring the Bashri case study quote: *“When he was no longer in pain I felt like I had won the lottery.”*

Key KPIs:

- Upgrade conversion rates
- Growth in weekly entries per player
- Email open and click-through rates
- Revenue generated

Timeline:

The campaign is scheduled for launch in the second week of February 2026.

Insights from this campaign form part of our broader fundraising efforts to advance digital fundraising alongside traditional approaches.

Fundraising Report January 2026 (01/10/2025-31/12/2025)

Philanthropy & Partnerships (Trusts, Corporate & Major Donors) - David Morris

Trusts

KPIs

Applications made – 211

Grants received - 15

Funding received - £92,587

Reports submitted – 2

Applications Rejected - 0

Key Proposals made:

We have made the following Trusts applications:

Our new Philanthropy & Partnerships Officer, John Peatfield, initiated applying to 206 Trusts via an organisation called the Ludlow Trust. Their role is to administer smaller Trusts, we identified which of these we were eligible for and entered applications. We hope to see some results from this activity in the upcoming quarter.

We made two applications for restricted funding for new Bladder Scanner (£3,150 each). One of these has already been accepted and paid (Childwick Trust).

We made a general funding application to the Dorus Trust for unrestricted funding and were awarded £10,000.

We made an application for restricted funding for an additional CuddleBlanket to the Francis Winham Foundation (£4,800). We would expect to hear a decision this quarter.

Decisions received:

Sutton, Mid-Surrey Catenian Circle - £3,000 restricted funding for Syringe Drivers

Childwick Trust - £3,200 restricted funding for a Bladder Scanner

Wimbledon Park Residents Association - £10,000 unrestricted grant in response to our funding report for the previous quarter

Hospice UK - £3,227 restricted for our Prisons project (education sessions)

Lloyd Eist Foundation - £500 following Small Trust Mailing

Dorus Trust - £10,000 unrestricted following proposal

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 – Two quarterly grants received for our Wellbeing Services, £8,604 x2 (previous quarter's grant received).

Sisters of the Holy Cross - £25,000 unsolicited grant given, unrestricted.

Grand Charity of Freemasons - £5,702 total received from three grants, following our recent additional engagement and presentation at the Springfield Lodge.

Charles Hayward Foundation - £1,000 grant from nomination by a Trustee (previous years we have received £500)

Glebe Charitable Trust - £5,000 unsolicited grant, unrestricted

Anticipated Grants/Decisions

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

Charlotte Marshall Charitable Trust – Anticipating decision on our Bladder Scanner application

Francis Winham Foundation – Anticipating a decision on our CuddleBlanket application

Ludlow Trust – Would anticipate initial responses to our applications in the upcoming quarter

Reports Submitted

Hospice UK/Linder Foundation – We provided our most recent grant claim including a report around the progress of the project. We have extended the project a further three months in case our counsellor, Alison, is able to gain security clearance in that time.

Sutton Council – We provided a report on our volunteer celebration activities, for which they provided £1,000 of funding.

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 will apply to the February Foundation, who have been highly responsive to our applications and typically award £5,000 unrestricted
- We will send our next round of the Small Trust Mailing, with a plan to add 30+ cold prospects to the mailing, alongside the 4 or 5 Trusts we have added to our regular roster so far.

We have the following reporting requirements this quarter:

- James Tudor Foundation. We are due to submit a report on their funding of our Community Palliative Care service over the last year (£10k). They have the potential to award larger multi-year grants in the future so this is a key report in building a relationship with the Foundation
- Penguins Against Cancer. Have supported us with occasional four-figure grants in recent years, we are planning a proactive stewardship piece to keep us in mind
- Eleanor Hamilton Educational Trust, likely to support us with a further grant this year following a report this quarter (c.£5k)
- We will send a report to six trusts that funded the purchase of our Cuddle Bed. This has been pending due to lack of clarity around the purchase of the bed, we will now prioritise it for this quarter.

Corporate

KPIs

Proposals submitted – 2

Reports provided – 0

New business/cultivation approaches - 38

Discovery/development meetings – 2

Funding received - £23,567.72

Proposals Submitted

We submitted a proposal a sponsorship proposal to WA Truelove & Sons for Light Up a Life (£6k proposal, £3k sponsorship given)

We applied to the Benefact Group for £1k of funding (no response, probably not successful)

Pipeline Development & Stewardship Activities

We held a private event at our Christmas Market event, mostly for major donors, and also invited 26 corporate partners or prospects. Only one attended, the new CEO of Sutton United (Phil Tattersall)

Four separate cold approaches were sent to prospects we identified. We are building some traction with a few of these

We sent an end of year report to O'Halloran & O'Brien with a meeting request, no response so far. We are planning to follow up early this quarter

DM held two development meetings, with Turpin Barker Armstrong and Smith & Byford, hoping to secure support and participation in our Royal Wimbledon Golf Day in 2026

We helped organise and participated in the Cheam Christmas Forest for the first time. 28 companies in Cheam decorated Christmas trees, with votes in various categories for winning trees (or close partner WA Truelove winning). This activity didn't raise much corporate income, but engagement was high and on the night donations from the public totalled over £700. We will test a different approach to drive income for it next year

Funding Highlights

O'Halloran & O'Brien Ltd made three monthly instalments of £4,000 donations (£12k total)

WA Truelove provided £3,000 sponsorship for Light Up a Life

Subsea 7 provided a £1,000 grant following a few approach attempts from JP

Sir Robert MacAlpine awarded us £1,000 restricted grant for a Wellbeing gardening project, which we applied for via ActionFunder

Paul Flowers donated £1,900 in December via his company M3 Housing Software

Upcoming Activity

Our upcoming Royal Wimbledon Golf Day will require significant corporate involvement, including corporate teams and sponsorship opportunities. The majority of our corporate engagement will focus on this activity this quarter

Major Donors

KPIs

£1,000 - £10,000 gifts received – 3

£10,000 - £50,000 gifts received – 0

Total Major Donor Income - £5,850

Proposals/asks submitted – 1

Pipeline Development & Stewardship Activities

We invited more than 160 major donors to our Christmas Market event, with around 30 attending. Some people responded to the event invitation with a decline and donation, and at least three attendees bought cheques with them. It was a successful event and a significant step forward from our previous major donor events in terms of response rate and engagement. The attendees also spent well at the event, helping give it a boost for the market stall holders, and our own Crafty Lot stall, who saw a big boost to their take at the end of the day.

We followed up all attendees and declines with Christmas cards, together with all major donors who have donated substantially in the last 2 years. JP is focussing on maintaining that 2 year window with the 70 or so applicable donors.

Funding Highlights

We had two £2,000 gifts made in response to our invitations to the Christmas Market private event.

A number of donors have increased the frequency and amount of their donations due to increased comms from us. This includes one donor (bereaved in 2010) who has donated £500 three times in the last 8 months, and gave back-to-back donations in November and December, totally £1,550.

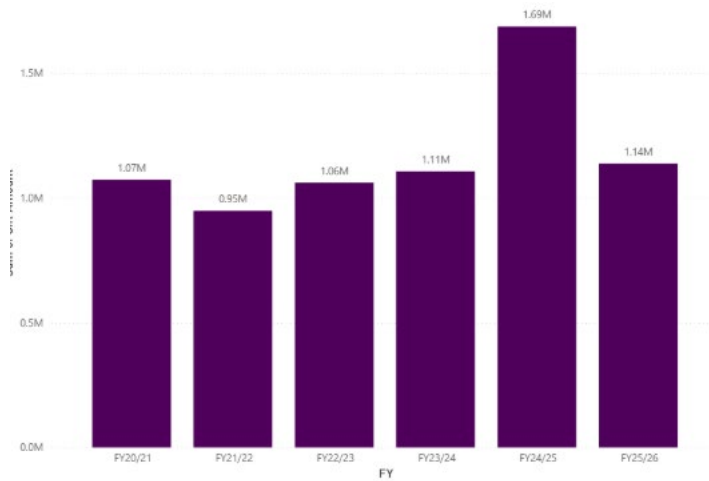
Upcoming Activity

We will prioritise approaching previous major donors who have given gifts towards the end of the financial year, with personalised engagement pieces

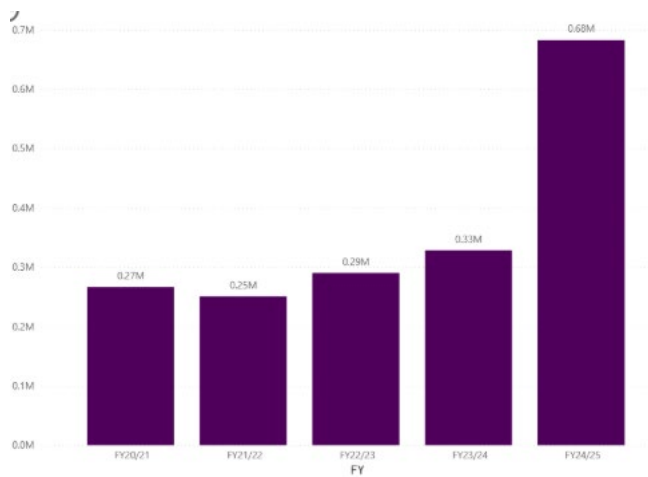
We are also in the early stages of planning a second major donor event for the summer, in order to solidify the success of the winter event

Data and Insight – Richard Carmen

Currently income is at £1.14m, higher than 4 of the last 5 years already.



The below shows the final quarter income from previous years



By comparing our income to benchmarks we can identify areas for growth. For instance Regular Giving has seen exceptional growth recently and it is clear that there is continued growth available, where are other areas may now be approaching the ceiling of their growth.

2025 Fundraising Trends

The **2025 UK Giving Report** shows fewer people are donating to charities overall — only **about 50% of the population** now gives, down from 58% in 2019.

Growth expectations are tending to lean towards relationship-based fundraising

Declining Donor Participation

We are bucking the trend slightly, we are seeing an increase in donations, but a decline in the average gift.