

Our strategic priorities:

Striving for the best care for all

We will work with and through our members to make sure that hospice and palliative care is there for everyone who needs it.

Supporting hospice people

We will help the staff, volunteers and trustees who care for patients, their relatives and friends.

Championing the voice

We will be a strong and influential voice for our members to governments, the NHS and regulating bodies.

Growing stronger together

We will work with our members to build their capacity and shape our work – and with other organisations when this will help improve care.

Telling the world

We will tell people what hospice and palliative care is really about, and we will give a voice to dying people.

Strengthening our charity

We will make Help the Hospices an even more successful organisation that people are proud to work for and with.

“Your organisation is quite wonderful. When my mother was in a hospice, she wrote to me from there saying ‘do not worry about me now darling, for I am cocooned in love’. And that just about sums it all up.”

Supporter of Help the Hospices

Working in partnership

Help the Hospices is the leading charity supporting hospice care throughout the UK. We are here to represent and support our members, and we work with them and other organisations as they strive to grow and improve hospice and palliative care throughout the UK and across the world.



Message from the chief executive

As I reflect on another challenging but hugely successful year for Help the Hospices, I would like to thank our members for their key contribution to our work.

Our members are at the heart of everything we do, and this is reflected in our new four-year strategy which we launched this year. Working in partnership with our members, we have made great strides to improve the care for people at the end of their lives.

In this review we give you a snapshot of some of our key activities this year, with more detailed information available on our website. We highlight the wide-ranging support we give in areas that really matter to our members – patient care, leadership, professional development, awareness raising and fundraising – and show the impact we have had on raising the profile of hospice care throughout the world.

David Prail
Chief Executive

Patient care

The support we give to our members has a significant impact on the care offered to patients and their families. Through helping hospices with their patient care, we make a real difference to people with life-limiting and terminal illnesses throughout the world.



“We are in the process of reviewing our bereavement service and how it is organised, so the knowledge I took from the workshop will help to inform the support we offer to families and carers.”

Family support coordinator who attended one of our workshops

Accessing medication

We helped relieve the suffering of patients in Sierra Leone by supporting The Shepherd’s Hospice to administer oral morphine for the first time.

Supporting bereaved people

Our training for hospice staff on implementing our ‘Guidance for bereavement needs assessment’ helped to improve the support offered to bereaved people throughout the UK.

Maintaining standards

Our set of core audit tools enabled hospices to maintain quality standards and meet statutory requirements, helping to ensure the best possible care for patients and their families.

Assessing carers

Our new carers’ assessment guidance helped hospices to provide much needed support to people who care for a relative or friend with a life-limiting or terminal illness.

Helping young people

As a member of the Transition Partnership, we continued to support the development of services to help improve the transition of young people from children’s to adult hospices.

795

The number of people who have downloaded our ‘Guidance for bereavement needs assessment’.

3,708

The number of times our audit tools have been downloaded.

Leadership

As well as providing strong and effective leadership ourselves, we also support the development of good leadership in hospices, which is essential for future growth and success.



“ I believe that I will benefit tremendously as an individual, that my organisation will benefit tremendously for many reasons and that we have an amazing opportunity to make a difference in this important field of work. Thank you for making the start of this journey such a delight and I remain optimistic, curious and excited about the coming months.”

Masters in Hospice Leadership student

Developing leaders

We continued to help develop the next generation of hospice leaders by supporting more people to undertake the Masters in Hospice Leadership postgraduate course.

Meeting financial challenges

We moved quickly to support our members as concerns about the impact of a recession grew, working with two of our corporate partners to give advice and guidance on how hospices can deal with serious financial challenges.

Future planning

Our Hospice Foresight project with the NCVO set the foundations for hospices in England to respond to change and plan for the future, giving our members the opportunity to examine external factors likely to impact on them.

Developing competence

In November we launched our Monument Integrated Governance programme, which will provide education, practical resources and support to help hospice managers develop their competence, knowledge and leadership abilities.

250

The number of hospice chief executives, chairs and frontline staff who attended our series of workshops on the new End of Life Care Strategy for England.

£40,940

The amount we awarded to future leaders through Masters in Hospice Leadership bursaries.

Professional development

We provide a range of resources, education programmes and grants to support hospice staff with their professional development, helping them to meet the needs of patients and their families.



“The toolkit has made it simple for me to understand and assess my patients’ pain. I now feel I can be part of a palliative care team since I am now empowered to assess pain and assist my patients’ access to medications.”

Community health worker in Kenya who used our palliative care toolkit

Developing services

Both our Diploma and Postgraduate Certificate in Childhood Bereavement were commended by Middlesex University for their impact on the development of bereavement services throughout the UK.

Providing education

We helped develop the expertise of 1,400 hospice staff through our range of training courses, study days, workshops, seminars and e-learning packages.

Sharing knowledge

Our ‘Palliative care toolkit’ gave health workers in resource-limited countries the knowledge and skills needed to introduce palliative care into their communities, benefiting thousands of patients throughout the world.

Financial support

We awarded more than 1,200 professional development grants, giving hospice staff the opportunity to increase their knowledge and skills.

1,236

The total number of hospice staff who received professional development grants.

12,000

The number of people who have downloaded our palliative care toolkit for health workers in resource-limited countries.

Raising the profile

Our members look to us to raise the profile of hospice care on a national scale and represent their interests to government and key policy makers. This forms a major part of the work we do, as does meeting the requests for information which result from greater public and professional awareness.



“We knew our viewers would care about the impact of the recession on hospices and Help the Hospices media team were great to work with. They were flexible, fast and responsive to our needs, resulting in extensive coverage of the issues in a way that worked for them and for us.”

Robert Owers, Health Producer, Sky News

Securing media coverage

We secured media coverage in several high profile publications and on national television news programmes, including Sky News, The Times, the BBC, the Mirror, The Observer and ITN. We also helped our members with their own media work, providing them with advice, support and resources to increase awareness in their local communities.

Influencing government

We made great progress in promoting hospices as key contributors to delivering the plans of the UK's governments. We secured a place on the Board that will advise the government on the delivery of the End of Life Care Strategy in England, we lobbied MPs at all three of the main party conferences, and we met with the prime minister's key health policy adviser.

Providing information

Our Hospice information service handled more than 7,000 enquiries this year, helping members of the public to understand and access hospice care, and supporting hospice staff with their day-to-day activities. We also made great progress with how we provide information by launching a new and improved website.

1.6 million

The number of people who viewed coverage we secured on Sky News highlighting the impact of the recession on hospices.

50,000

The number of visits to our website every month.

Fundraising

Our fundraising activities are an integral part of the work we do. As well as raise funds to enable us to carry out our work, we also support our members with their own income generation, providing them with advice and resources.



Help the Hospices and KPMG staff receiving the Third Sector Award for Best Charity Business Partnership

“We were delighted to be able to forge an excellent relationship with such a worthy cause. People across KPMG got involved. . . it was a really successful partnership on both sides.”

Mike Kelly, Head of CSR, KPMG

Celebrating our 25th Anniversary

We celebrated 25 years of supporting hospice care by holding an event attended by Her Majesty The Queen and HRH The Duke of Edinburgh at St James's Palace. This provided us with a wonderful opportunity to bring together our past and present supporters to thank them for their support.

Achieving excellence

In October we won the prestigious Third Sector Award for Best Charity Business Partnership for our work with KPMG.

New partnerships and supporters

Building on the success of our work with corporate partners and trusts, we launched exciting new partnerships with MMC, Abbey and The Midcounties Co-operative, and began working with The Monument Trust.

Supporting hospices

Throughout the year we developed a variety of resources to support hospice fundraisers including tools to help them with their Light Up a Life activities and a new 'Hospice retail toolkit' supported by Boots.

£1.2 million

The amount raised through our partnership with KPMG.

£55,000

The amount we awarded to hospices to support innovative ideas for income generation.

Summary Financial Information

For the year ended 31 March 2009

Income	£'000	%
Voluntary income	6,340	79.51%
Funds raised for independent hospices	949	11.90%
Trading income	123	1.54%
Investment income	216	2.71%
Fundraising income	7,628	95.66%
Income from charitable activities	346	4.34%
Total income	7,974	100.0%

Expenditure	£'000	%
Cost of generating funds	981	16.73%
UK grant programmes	622	10.61%
Funds paid to independent hospices	1,122	19.13%
Policy and communications	1,140	19.44%
Practice development and projects with hospices	1,170	19.95%
Education and training	326	5.56%
Total UK charitable activities	4,380	74.69
International grant programmes	117	2.00%
WPCA, World Day and information	138	2.35%
Projects	206	3.51%
Total international charitable activities	461	7.86%
Governance	42	0.72%
Total expenditure	5,864	100.0%

To request a copy of our full 'Annual report and financial statements 2008–2009', please call us on 020 7520 8200 or email finance@helpthehospices.org.uk

Thank you for your support

- Abbey plc
- Anne and Miles Norfolk Trust
- Basil Samuel Charitable Trust
- Boots
- British Energy
- British Telecom
- Carlsberg
- Castle Cement Limited
- Cattles plc
- Clydesdale and Yorkshire Bank
- Co-operative Bank
- Dignity Funerals
- Donald Forrester Trust
- D'Oyly Carte Charitable Trust
- Girlguiding UK
- Goldmark Trust
- Goldsmiths Event Organising Committee
- Gordon Brothers International
- Human Rights Society
- Inman Charity Trustees Ltd
- Jimmy Knapp Cancer Fund
- Johnson Matthey
- Kinross & Render
- Kirby Laing Foundation
- KPMG
- Lark Group
- Ling Design
- Lloyds TSB
- London Business Forum
- Lord Leverhulme's Charitable Trust
- Mercers Solicitors
- MMC
- National Gardens Scheme
- Nestlé UK
- Northern Racing Ltd
- P F Charitable Trust
- Paperchase
- Rank Foundation
- Royal Air Force Benevolent Fund
- Royal Mail Group
- Schrodgers plc
- ShareGift
- Simplyhealth Group
- Sobell Foundation
- Starkie Bence Charitable Trust
- Tesco Charity Trust
- The Arbib Foundation
- The Army Benevolent Fund
- The Astor Foundation
- The Foreman Williams-Jones Foundation
- The Goldsmiths' Company
- The Gosling Foundation Ltd
- The Henry Smith Charity
- The Inverforth Charitable Trust
- The John Armitage Charitable Trust
- The Monument Trust
- The Philip and Marjorie Robinson's Charitable Trust

Without you our work would not be possible

Help the Hospices personnel

- The Royal Bank of Scotland Group
- The Schroder Foundation
- The Scouloudi Foundation
- The Souter Charitable Trust
- The Wolfson Foundation
- This Way Up
- Townergate Charitable Foundation
- Tudor Capital (UK) Ltd
- Ulrich Engler Couture
- WH Smith
- Woodmansterne Publications

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Looking to the future

With another hugely successful year gone, we are now looking forward to extending the support we give to hospices in 2009-2010. In doing so, we will work in a spirit of partnership and cooperation with both our members and other charities and organisations involved in hospice and palliative care.

In 2009-2010 we will

Raise awareness

We will develop a national campaign to increase public awareness of hospice care. We will also support our members with their local campaigning, advocacy and negotiating activities, paying special attention to the present challenging financial climate.

Develop leadership

We will provide strong leadership to our members around quality standards, audit, inspection, integrated governance and education. We will also support our members with their response to the national programmes and strategies around the UK relating to end of life care.

Strengthen engagement

We will strengthen our engagement with our members by visiting local hospices, attending regional meetings, running our third national conference and developing a dedicated members area on our website.

Build the case for hospice care

We will produce authoritative data to demonstrate the impact of independent hospice care in the UK.

*We want the very best care for everyone facing the end of life.
We believe that hospice care can help make this happen.*

Our six strategic priorities:

- » Striving for the best care for all
- » Supporting hospice people
- » Championing the voice
- » Growing stronger together
- » Telling the world
- » Strengthening our charity

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**Her Majesty The Queen being introduced to guests
at our 25th anniversary event at St James's Palace**