



St Oswald's
Hospice

Our Impact 2024-25

**WE ARE ST OSWALD'S
AND WE'RE A HOSPICE.**

**COME IN TO OUR
SAFE PLACE.**



A HAND TO HOLD
WHEN YOU'VE
LOST YOUR WAY,
**JOY AND
LAUGHTER**
ON A GOOD DAY



"I'd just like to take this opportunity to thank all of you at St Oswald's for the amazing work that you all do. This is the front facing staff as well as all of those who work tirelessly behind the scenes to keep the funds coming in and publicising the work that happens within the umbrella of St Oswald's.

As a family we have experienced first hand the marvellous work that you do when they nursed my Dad through his final days whilst caring for us as a family.

I am an outpatient using the Lymphoedema Clinic, as my Mum has been. You are all fantastic and have treated us with empathy and compassion.

I also get Bereavement Support and I can't praise my counsellor enough. She really has made a huge difference to my mental well-being and my ability to process my grief which felt all-consuming prior to my sessions."

Lymphoedema Patient

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WE BELIEVE IN

Quality time for everyone



At St Oswald's Hospice, quality time for everyone isn't just something we say. It's at the heart of everything we do. It guides every moment of care, every conversation, every hand held.

And when we look back over the year, it's the people who help make those moments happen that stay with us and remind us what hospice care is really about.

From those we care for and their families, to our staff, volunteers, partners and supporters, every person helps to shape the impact you'll read about in this report.

We're proud of how far we've come in challenging times, and we're looking ahead with hope and purpose.

With heartfelt thanks,
From all of us at
St Oswald's Hospice

In this Impact Report you can get a snapshot of:

- how we delivered a wide range of free, expert care and support which helped to change lives for the better
- the progress we made towards our Strategy 2023-2027 aims
- how, with your support, we were able to fund our charitable hospice services for another year and help more people across the North East
- our financial position at the end of the year and the challenges that lie ahead

We hope you enjoy reading this – and seeing just how much we've achieved together.

"As I look back over the year, I feel proud – not just of what we've achieved, but of how we've done it.

With compassion, with community, and with a clear focus on creating quality time for everyone who needs us.

I'd like to thank you, the amazing people who support, donate, fundraise, shop, partner, work and volunteer. St Oswald's Hospice could not make the impact it does without you."

Steph Edusei, Chief Executive





What we do

**WE'RE MUCH MORE
THAN MOST PEOPLE
THINK WE ARE.**

For almost 40 years, St Oswald's Hospice has been here, in Gosforth, providing care for people from across the North East.

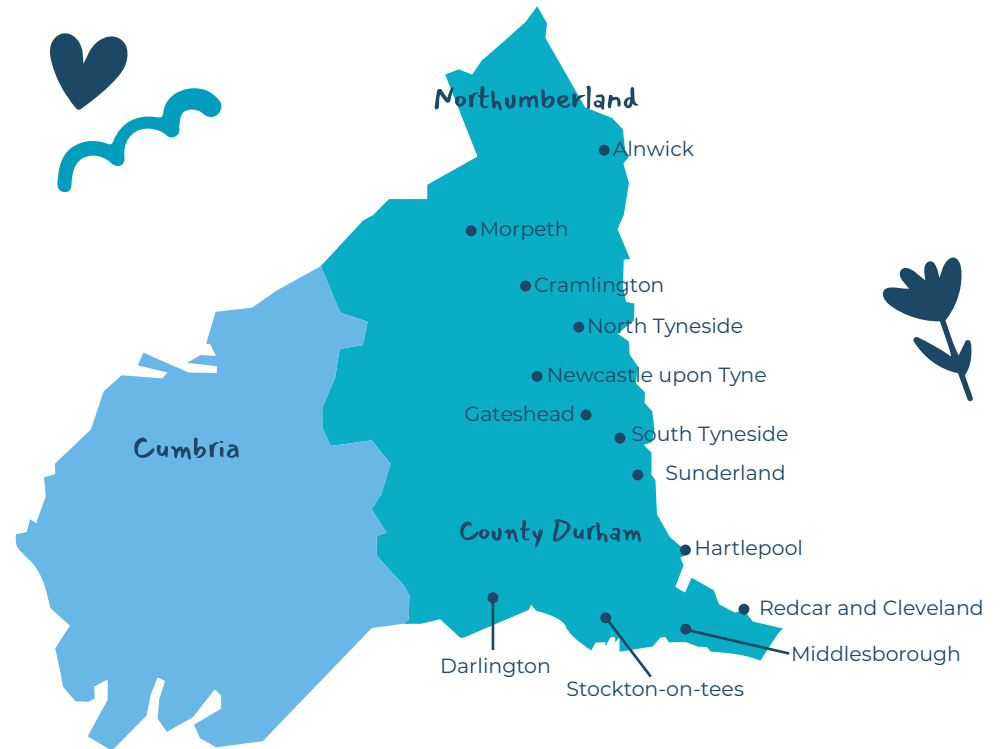
We know many think of us as 'a place for dying' and only know us for our end-of-life care – but we're much more than most people think we are.

St Oswald's Hospice aims to help everyone with a life-limiting condition, whoever they are, to make the most of the life they have, no matter how long that life may be.

We provide expert, compassionate hospice care and support for people living with a range of progressive, life-limiting conditions (not just cancer). And we support their families and loved ones too.

Providing "quality time" matters to us, whether that means easing pain or symptoms, offering emotional support, or helping families make special memories together.

St Oswald's Hospice provides care and support for those in need from across the wider North East region, which includes the areas shown on the map below:



Did you know?

As a charity, our hospice services are always **FREE to patients**, thanks to a combination of statutory funding and the kindness of our donors and supporters.



"Every day, my team reminds me why hospice care matters. We see every person as so much more than their condition and look after the whole person – their physical, emotional and spiritual needs. Supporting people and families at some of their toughest times is a real privilege."

Angela Egdell, Director of Care



Across every service we offer personalised, holistic care and support that makes a real difference.

Who do we care for and support?



For Babies, Children, Young Adults and Adults
Specialist Palliative and End of Life Care



For people who have experienced the death of a loved one
Bereavement and Family Support



For people with palliative or non-palliative lymphoedema care needs
Specialist Lymphoedema Service



Myth Buster:
Hospices are not just for older people...
40% of people referred to our services this year were age 25-64.



How you helped provide care this year..

Thanks to a combination of statutory funding and your support, this year we've been here to give free care to thousands of people across the North East when they needed it most.



3847 Bed Days –
with the average
length of stay being
25 days

Adult Inpatient Service



We cared for **152 people** (and their loved ones) who came to stay in the **Adult Inpatient Service** offering expert, compassionate palliative and end of life care in a home-from-home environment.

MAKING MEMORIES AND MOMENTS TO SHARE IF DEATH IS TO COME, WE PROVIDE DIGNITY IN END OF LIFE CARE



“As soon as we arrived and went to the room, J immediately said she felt safe, calm, loved, cared for and said she knew she was in the right place to face her death.”

Family member of an inpatient



“Your love, care and attentiveness to Dad have been outstanding... We are comforted to know that Dad was comfortable and at peace when he died and we thank you for making that possible. We'll remember the stories, the tears, the laughter, the songs and prayers which we shared together along with numerous cups of tea and biscuits! We will fondly remember special moments like Father's Day and their wedding anniversary which you went out of your way to make feel special.”

Daughter of an inpatient



Day Services



We opened our **Focus on Living Centre** doors to **298 people** who visited for a mix of medical care, holistic therapies, one-to-one and group support.



"The staff are all marvellous and happy – they light up my days!"

*Norman,
Ambulatory Care Patient*

We served cups of tea, chit chat and friendship to **58 people** during their **350 vital transfusions** and infusions in **Ambulatory Care**.



Did you know?

We are the largest specialist Lymphoedema service provider in the North East – and proud to be recognised as a national centre of excellence.

"You know, I'd never been to a hospice, but now that I've been, I don't see end of life. It's about living the best life that you can, with the diagnosis that you've been given. It's about focussing on living."

*Alison,
Focus on Living Patient*

OUR HOPE IS FOR EVERYONE

TO MAKE THE MOST OF THE LIFE THEY HAVE.



We helped **2,646 people** to live better with Lymphoedema through expert treatment and advice at the **Lymphoedema Service** (in the hospice and out in the community).



We eased symptoms and everyday challenges for **51 people** living with lung cancer or mesothelioma at our **Combined Supportive Care Service**.

"Since getting the right treatment and support from St Oswald's Hospice, it feels like I've been given a whole new lease of life. I feel stronger, more confident, and in control."

*Ivanna,
Lymphoedema Patient*



Children and Young Adults Service

1,945 Bed Days
= countless
care given and
memories made!

We welcomed **50 children and 13 young adults** for regular short breaks at our **Children and Young Adults Service** where they had 24/7 specialist care and lots and lots of fun!



We went out to **8 families** and supported them with care at home to make life a little easier through the new **Children's Outreach Service.**



"You feel the love as soon as you walk in."

Hayden's Mum

AMAZING

THINGS HAPPEN RIGHT HERE.

"After 17 years of caring for my son, I was reluctant to accept respite, however in January this year Kieron started going... he's settled in really well and loves every minute of his time there. The care he receives is amazing and the nurses and staff are a godsend."

Kieron's Mum



"Thank you all for the individual Love, Care, Dignity and Respect you gave to my beautiful daughter Eve... And the support, time, "listening ear", and shoulder to cry upon, for us parents and family."

*Eve's Dad,
in memory of Eve*



Watch Eve's Story Here: stoswaldsuk.org/eves-story

or scan QR code



Family support services

We supported **319 bereaved adults and children**, offering a listening ear when they needed it most from our **Bereavement Team**.



"I can't speak highly enough about her empathy, support, assistance and guidance it is invaluable..."

Family member receiving bereavement support



...and we were there for **patients, their carers and families** when they needed us most, supporting them to have **quality time together and make special memories**.



"My husband spent his last few days at the hospice in July. I couldn't have asked for a better ending for not only him but also us as a family. The children and I were given precious time with him knowing that he was receiving the best possible care. In the darkest of days, we laughed, we smiled, we made memories.

Now, you are helping us come to terms with life without him with the support of Bereavement Counselling. St Oswald's will forever hold a very special place in our hearts."

Wife of an inpatient



"...they took our whole family into their care, complete strangers and gave us compassion, love, care, tenderness, dignity and respect. They are simply amazing human beings. They wrapped their arms around us, held us up when we were exhausted. They held our hands through the end of life of one of the family who we all love the most... They turned our unbearable pain and heartache into love and peace and we are forever in their debt."

Family member of an inpatient

WHEN HEARTS ARE HEAVY, WE'RE A LISTENING EAR

Did you know?

As well as our Bereavement support team, we have **Social Workers** at the hospice who support patients and families – giving practical advice and emotional support in a range of ways. They find out 'what matters to you' – and whatever you need they'll go the extra mile to help.

What's next for the patients and families who need us most?

Our 2023 – 2027 Strategy



What we hope to achieve:
More and better palliative and end of life care, for more people of all ages, in more places.



Scan QR code
stoswaldsuk.org/strategy

At the heart of our strategy is a simple goal: to continue growing and developing high-quality clinical and support services for people in our community with progressive, life-limiting conditions - and for those who care for them.

We'll focus on three key areas of care:

- **Frailty** – helping people to live as well as possible with life-limiting conditions
- **Bereavement** – supporting bereaved people when and where they need us to
- **Transition** – developing and campaigning for services for our children as they transition to adulthood

“This year shows what's possible when strategy and compassion work hand in hand. Together, we're delivering our Vision to develop and grow our services so that everyone in our region gets expert, dignified and compassionate care when and where they need it.”

Simon Gordon,
Director of Strategy and Development



4 Strategic Aims that provide the focus for the way we work:

Partnerships We will work with new and existing partners to improve our services, engage communities, educate, share knowledge, conduct research, and ensure our services integrate with the wider care system, creating long-term mutual benefits.	Community We will provide our care and support in more accessible community locations by building trust with local groups and leaders so we can reach and support more people, and encourage open conversations about death, dying and bereavement.	Sustainable Funding We will find creative and sustainable ways to generate income, building stronger, long-term connections with supporters, making smart investments and manage risks, and ensure we are financially resilient for the future.	Education and Research We will support caregivers and those grieving, educate healthcare professionals and communities, promote a culture of continuous learning, and support research in palliative and end of life care.
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4 foundations to strengthen and support everything we do:

Our People	We will strengthen our team by investing in training, leadership and volunteer opportunities, encouraging collaboration and ensuring everyone feels valued.
Effective, Efficient, Sustainable	We will use data and technology to improve services, spend wisely, strengthen partnerships and support sustainability.
Equity, Inclusion and Diversity	We will be a welcome and accessible space to everyone, no matter their background.
Identity, Presence and Message	We will improve our communications to be culturally inclusive using clear language, collaborating with partners, and measuring the impact of our campaigns.

Strategy in Action

How we're working on our 3 Key Areas of Care...



Focus on Frailty

Hosted The Regional Frailty Conference 2025 in January. Helping to establish us as leaders in the care of patients living with frailty.

Health and social care experts from across the region joined our team for a dynamic day focused on collaborative, holistic care for patients living with frailty and multiple long term conditions.

Strategic Aims: Partnerships / Education and Research

Focus on Bereavement

Partnering with Northumbria Primary Care (NPC), who provide care to 134,000 patients.

We secured funding to train staff across their GP practices to raise competence and confidence in supporting people who have been bereaved in their communities.

Strategic Aims: Community / Partnerships

Focus on Transition

(from child to adult services)

Construction of our new Young Adults Accommodation began.

This was made possible through generous funding by the Winifred Futter Will Trust. The new accommodation will benefit young people with a range of life-limiting conditions, giving a dedicated space for short breaks.

Strategic Aims: More and better care for people of all ages

"The new accommodation is so important because there are very few places for young adults like Edward to go. Some might end up in old people's residential homes, which is not great for them - or the other residents. This new accommodation will make such a difference to Edward's independence."

Edward's mum, Sarah



Strategy in Action

How we're working towards our Strategic Aims...

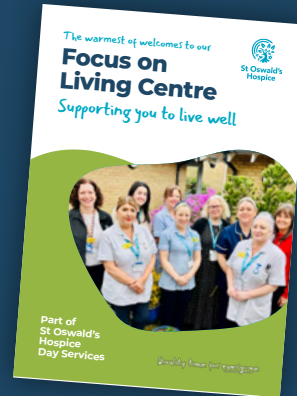


Strategic Aim: Community

Widening Access to our Focus on Living Centre

This project aimed to break down barriers and improve access to the Focus on Living Centre for NE4 and NE6 communities, where health inequalities and underrepresentation in hospice or palliative care are common.

We directly engaged with GPs, community leaders, and residents, and hosted listening sessions with current patients to understand the barriers to hospice care. As a result, we improved our presence locally, strengthened referral pathways with healthcare providers, and saw a positive change in attitudes towards hospice care among underrepresented groups. We also developed patient-led videos, new leaflets and updated our website to promote the service.



Find out more: stoswaldsuk.org/focus-on-living-centre

Children and Young Adults Outreach Service

This marked our second year of delivering outreach with **8 families** receiving personalised care at home. This brings hospice-quality support directly into homes, giving respite to parents and carers.

2 new Nursing Associates strengthened this specialist support in the community.



Strategic Aim: Partnerships

This year, we teamed up with local businesses, universities, and community groups – and drew on health experts and sector leaders to guide innovation and develop our services. These partnerships enhance our reach and support sustainable care.



Dr. Seamus O'Neill,
Managing Director
at Liverpool Health
Partners



Prof. David Jones,
OBE, Director of
the Newcastle
Health Research
Partnership



Jon Holden,
Chief Information
Security Officer, Atom
Bank and leader of
Cyber North.



Dr. Christine English,
leader and innovator
in the field of nursing

New partnership with Pitman Training

Pitman generously donated **6 training diplomas** to support our Volunteer to Career pathway.

"St Oswald's Hospice is such an important charitable organisation for the region, and it's a privilege to support the training of its volunteers. We hope this marks the beginning of a long-term partnership."

Lesley Cuthbertson,
Pitman Training



Strategy in Action

How we're working towards our Strategic Aims...

Strategic Aim: Education and Research
Some of our successes:

- ✓ **17 RESEARCH STUDIES** we've been actively involved in this year
- ✓ **2 INTERNSHIPS** via the NHS England (North-East and Yorkshire) Integrated Clinical Academic Programme for 2 of our nurses (Freya and Amelia pictured right)
- ✓ **RESEARCH VOLUNTEER PROGRAMME** successfully launched
- ✓ **DEVELOPED NEW PARTNERSHIPS AND COLLABORATIVE BIDS** - working with a range of Universities, Hospices and NHS Trusts



OVER £145,500

worth of funding for the hospice secured by research projects in 2024-25

This included **£40,000** the contingency fund of the Regional Research Delivery Network (RRDN) North East & North Cumbria (NENC)

And an additional **£20,000** funding for 'Positive Steps for Inclusive Palliative Care' Project which starts next financial year.

Did you know 94% of children and young adults who use the hospice face communication challenges?

"Finding Lost Voices", a research project led by Senior Sister Diane Nicholson highlights the importance of using personalised Augmentative and Alternative Communication (AAC) techniques, such as Makaton, sign language and Eye Gazer technology, to improve care. Thanks to this research, we've worked with families and trained staff to provide more personalised, inclusive care.

Diane says: "This has given children and young people a way to express themselves – many for the first time."

Read the Finding Lost Voices research here: stoswaldsuk.org/finding-lost-voices



Strategy in Action

How we're working towards our Strategic Aims...

Strategic Aim: Sustainable Funding



Where the money came from

37% Public Authority Income – £6.526m

Including income from our local ICB, local authorities and partnerships with the NHS.

30% Donations and Legacies – £5.193m

From trusts and foundations, individual giving, corporate giving and Gifts in Wills – all generous acts of support.

32% Trading activity – £5.664m

Raised through fundraising events, our lottery and all retail activity (thank you for every bargain found or item donated!)

1% Investment income – £182k



Total income = £17.565m

Total spend = £18.134m

How the money was spent

66% Delivery of free care (charitable activities) – £12.011m

Most of our spending goes exactly where it's needed – to allow us to provide care, comfort and support. The majority of this is spent on our clinical staff who deliver the care.

34% Cost of raising funds – £6.123m

Money spent to generate income via fundraising and retail activity (including staff costs). These activities not only raise money, making our work possible – but also raise awareness and bring our message to the public.

Statutory funding increased by 9.2% compared to previous year

Costs rose by 10.2%

driven by inflation and employment costs (including increases to national living wage and employer national insurance increases).

"This means your support of our fundraising and retail operations generated an income of over **£10 MILLION!** Thank you so much to everyone who supported us! Keep reading to see how we achieved this, together."

Anita Ball, Director of Income Generation

"While 2024/25 closed with a **£479k deficit** after years of surpluses, this was better than planned and reflects our commitment to maintaining services during a tough economic climate with rising costs."

Kathryn Maclaren, Financial Director

Strategy in Action

Fundraising Focus – how your generosity keeps us going...

Behind every hand held, every pain eased, every shared moment made more special – there's a community of people making it possible for every patient and family we care for. From those individuals and businesses who donate or fundraise, to those who leave a gift in their Will – every act of kindness adds up.

Here's some of the ways you supported us in 2024-2025...



23,026 of you donated
in support of our patients
and their families.
(And that really means the world to us.)

A fantastic
465 companies donated
– and that kind of support makes
a huge difference to hospice care.
(Absolute legends!)



Your monthly donations
provided **nearly £350,000** –
add to that the funds raised
by you lovely **Lottery** players
and that adds up to
over £1 Million.
(You've helped a lot of patients this year.)



Legacies = a remarkable £2.7million.
That means, Gifts left in
people's Wills helped us to provide
outstanding care and quality time
for everyone who needed us.

In fact, those generous
Gifts in Wills funded all
of our charitable hospice
services for **a day a week**
across the year.
*(That kindness will never
be forgotten ♥)*



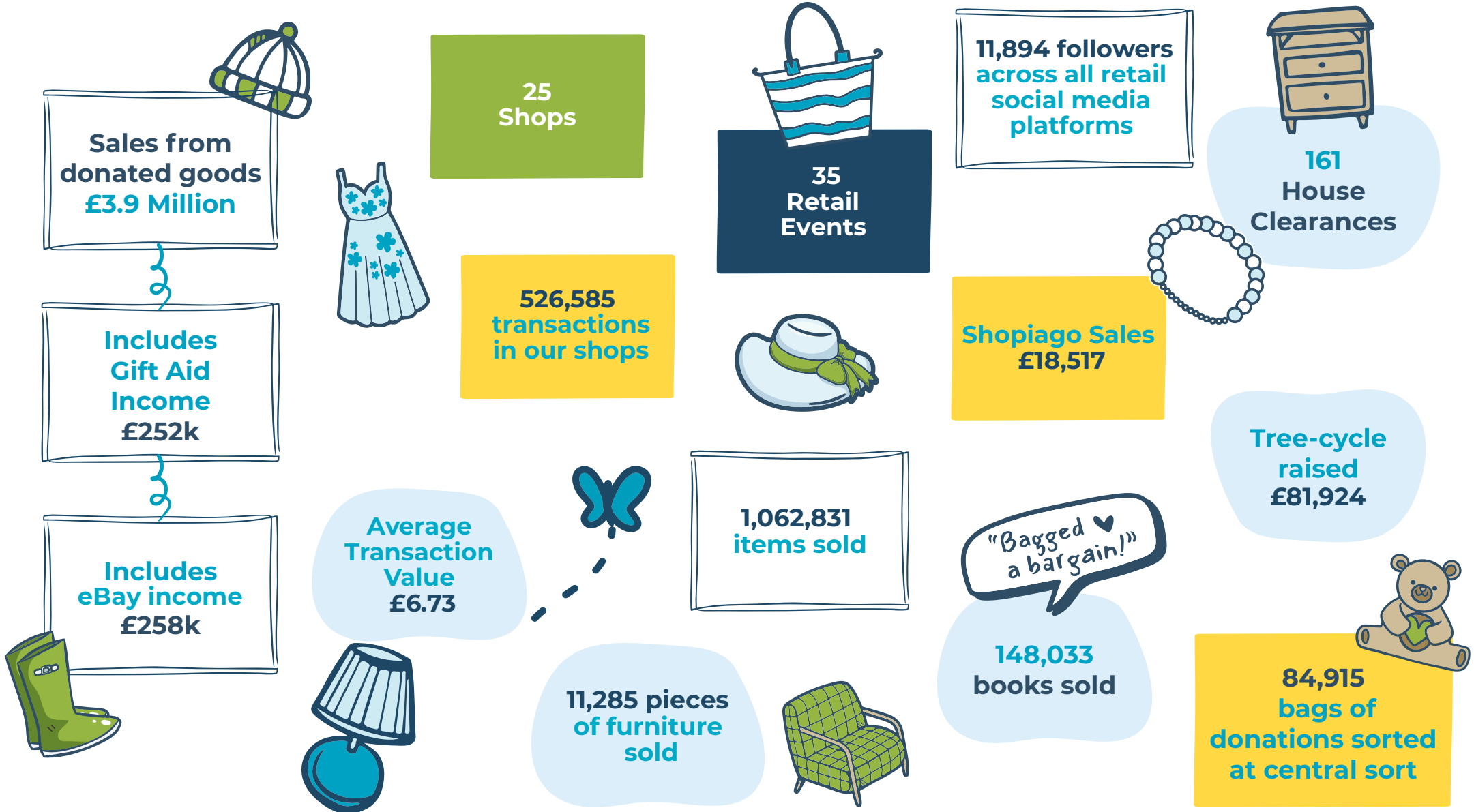
474 of you put on your running
shoes and ran the
Great North Run delivering
nearly **£140,000** for care
(£175,000 gross).
(What an achievement!)

Strategy in Action

Retail Roundup – thanks for shopping with us!

Whether you donated goods, picked-up a pre-loved piece in one of our shops, won a bid on eBay, bagged bargains at a Kilo Sale, booked a house clearance or had your Christmas tree collected – we're truly grateful you thought of us and supported the hospice too.

Here's just some of the things you helped us achieve in 2024-2025...



Strategy in Action

How we're strengthening our Foundations...

Strategic Foundation: Our People

"To deliver our Strategy, we're bringing in and developing the right people, and making sure everyone feels supported through our wellbeing approach. When our staff and volunteers feel healthy, connected and valued, they can give their best and that's what helps us meet the needs of our patients, families and communities – now and into the future."

Sarah Peart, Director of People



Investing in Wellbeing



20 trained Mental Health First Aiders



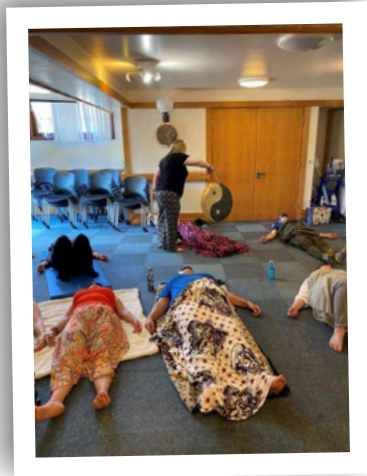
2 Freedom to Speak Up Guardians



Bronze Award for Better Health at Work

Plus...

In-House Listening Support Service • wellbeing days • bereavement support • counselling support • menopause support • financial wellbeing initiatives



"It was lovely to switch off and relax for a while!"
Fiona, staff member who enjoyed a sound bath experience during World Mental Health Week 2024

Refocusing our Team

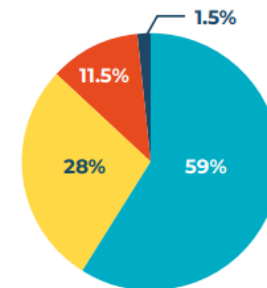
Four staff roles refocused to drive strategy delivery – including Community Projects Lead, Community Projects Lead - Bereavement, Strategy and Development Administrator, and Service Transformation Lead - Bereavement.

"Part of my role will be to build stronger relationships with community leaders and organisations, especially for groups who haven't always been well represented when it comes to accessing hospice care. We need to understand their needs, the barriers they face, and open up hospice care for everyone."

Davina Radford, Spiritual Care and Community Projects Lead



I am enthusiastic about my job / volunteer role



● Always
● Often
● Sometimes
● Rarely, never and prefer not to say

"I joined the staff after my brother died on the Unit in 2021... I now work on the Unit with the greatest pride imaginable."

Staff Nurse, Adult Inpatient Unit

Strategy in Action

How we're strengthening our Foundations...

Strategic Foundation: Our People

"Our Volunteers give up their time and make a huge impact supporting across every area of the hospice. From caring for patients, to sorting donations and serving customers in our shops, making our gardens bloom, peeling potatoes in our kitchen, helping with admin and tasks in some of our behind-the-scenes teams and bringing smiles and helping hands at hospice, fundraising and retail events."

Susan Freeman,
Head of Volunteering

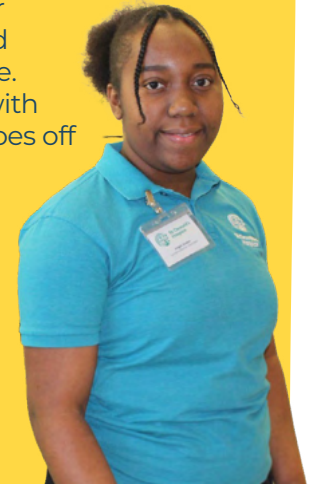


Volunteer to Career

We partnered with Healthforce to deliver support for volunteers, like Angie, with clinical career aspirations.

Angie, did Volunteer to Career in our Lymphoedema Service and received her National Volunteering Certificate. The "practical experience working with patients" will be invaluable as she goes off to University to study nursing.

"I really enjoyed volunteering with the Lymphoedema Service – it has given me so much self-confidence. I love to know that I'm making a difference and helping patients with Lymphoedema improve their quality of life."



Did you know?

Our volunteer ward helpers served 146,000 ounces of tea and coffee this year! That's enough to fill 22 bathtubs!



WE ARE THE WARMEST OF WELCOMES.

Long Service Awards make a comeback...

Staff and Volunteers celebrate milestones from 5 to 37 years of service!



Peter Wood receives Order of Mercy Volunteering Award from Lord Lingfield

Peter is 81 and has volunteered as a Ward Helper since 1995!
(Thanks, Peter!)

Vital Stats

390 Staff

800+ Volunteers

Strategy in Action

How we're strengthening our Foundations...



Strategic
Foundation:
Effective, Efficient,
Sustainable

Digital Innovations

1. Strengthened digital defences with a new Cyber Resilience Group.
2. Streamlined retail volunteer recruitment, removing barriers and helping more volunteers complete onboarding.
3. Rolled out e-prescribing in the Adult Inpatient Service, improving safety and efficiency.

Helping us work smarter, support people more effectively, and create even better experiences for those who rely on us.

Strategic
Foundation:
Effective, Efficient,
Sustainable

Sustainability Wins

1. Submitted energy action plan to the Environment Agency.
2. Upgraded inpatient unit with energy-saving LED lighting and installed motion activated lighting.
3. New cardboard shredder used to recycle/shred boxes into protective packaging for our eBay parcels.

Helping us reduce waste, lower our environmental impact, and build a more sustainable hospice for the future.

Strategic
Foundation:
Equity, Diversity,
Inclusion

1. Relationship building with community and faith groups, making sure everyone feels welcome and understood.
2. Focus on Living Centre reached more diverse communities, offering culturally sensitive support and helping shift perceptions around hospice care.
3. We proudly achieved the **ENEI TIDE Silver Award**, recognising our commitment to diversity and inclusion.
4. Joined Northern Pride UK march, celebrating inclusion and showing solidarity with LGBTQ+ communities.

Helping us break down barriers, reach more people, and ensure every member of our community feels seen, respected and supported.



Strategy in Action

How we're strengthening our Foundations...

Strategic Foundation: Identity, Presence and Message

How we get our message out there...

We communicate across a range of digital and print platforms to a wide range of people – the public, our supporters, patients and families, healthcare professionals, staff and volunteers.



Click Me!

2.3 million views of our Facebook posts in just 6 months! *(Wow!)*

People liked, commented on or shared our posts **45,367** times over the year – a huge increase of **412%** on the previous year! *(Thanks for all the love!)*

16,181 of you were following us by the end of the year! That's an increase of **35.4%** on last year. *(Hello to our 1,200 new Facebook followers!)*



Our Instagram posts reached **79.4k** users across the year and we picked up **106 new followers** to share our message with.



Click the insta icon to check out our grid!



Over on LinkedIn we continued building and strengthening connections with a range of people and businesses.



Getting Social!



Increased Tik Tok activity in 2024 with the aim of reaching a new, younger audience...
Grew too **374** followers by the end of the year.
(Our Director of Care even joined in with a viral trend with some GenZ speak!)



We featured in **373** press and web articles

= **£3.29 Million worth**

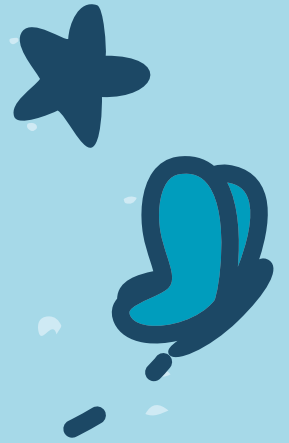
of **FREE** publicity for the year.

Our stories were also picked up by local tv and radio stations, including Tyne Tees, BBC Look North, BBC Radio Newcastle and more.

NEWS



Thank you
for supporting
a Year of...



A year of care...



April 2024 – Spring is in the air!

Easter crafts, garden adventures and sensory fun brought joy to our Children and Young Adults, while the Easter Bunny visited our Adult Inpatients.

May 2024 – Dying Matters Week

Launched during Dying Matters Week in collaboration with artist Leanne Pearce, this exhibition featured 12 bereaved and pre-bereaved hospice families. It opened up conversations about death and grief while challenging perceptions of hospice care.

Find out more: stoswaldsuk.org/pwp-video



June 2024 – “Being part of St Oswald’s Hospice is the best thing to have happened to my family.”

Ellie-Mai’s mam shares her story for Children’s Hospice Week – read it here stoswaldsuk.org/Ellie-Mai-Story



July 2024 – A big birthday milestone

Our Children and Young Adults Service turned 21!

August 2024 – Conversations that matter

Bereavement Café sessions continued to provide comfort and space to feel supported.



September 2024 – A new cuddle bed

Inpatients can now snuggle up with loved ones in the new cuddle bed which has room for two.





October 2024 – Standing up for hospice care

MPs and regional leaders visited during Hospice Care Week as we championed the need for sustainable funding and better access to care.



November 2024 – Learning and growing

Our Lymphoedema Service relaunched its 'Living Well with Lymphoedema and Lipoedema' programme, giving patients confidence and tools to self manage their condition.



December 2024 – Christmas magic in the Hospice

Our chapel came alive with a sensory Christingle, music and festive fun!



January 2025 – Focus on Living goes behind the scenes

Patients became the stars of our new Focus on Living video, showcasing the everyday moments of care and community that help people live well.

Watch the video here stoswaldsuk.org/focus-on-living or scan the QR code.



February 2025 – Junior Sister shares her story

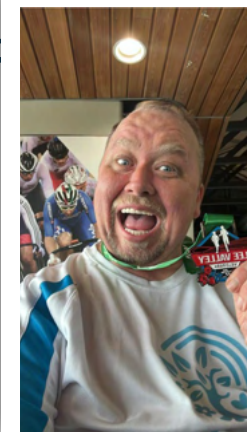
"I know what we do at the Hospice is worthwhile but when you're on the other side of it and you see how your own family is responding, it's just amazing."

Sarah works on our Adult Inpatient Unit, but saw the other side of hospice care when her dad, Mike, was cared for.



March 2025 – Malcolm up and running for Lymphoedema Awareness Week!

From barely being able to walk to completing ten 10K runs after receiving life changing Lymphoedema treatment, Malcolm shared his story. Read it here stoswldsuk.org/Malcolms-Story or scan QR Code



A year of Fantastic Fundraising

April 2024 – Community Spirit Awards, Grand Hotel Gosforth

Celebrated our supporters' incredible generosity, recognising those who've gone above and beyond for St Oswald's Hospice.



135 medals and certificates

9 Special Awards



May 2024 – Corporate Golf Day, Newcastle City Golf Club

Teams from businesses across the region dug out their clubs and competitive spirit for our annual golf competition, raising £10,000 to support our vital services.

June 2024 – New Free Wills Partnerships Announced

Partnered with local solicitors to offer free Wills to our supporters, helping to highlight the lasting impact leaving a gift in your Will can make. Find out more here stoswaldsuk.org/gifts-in-wills or scan the QR code.



July 2024 – Major Fundraising Appeal Launched

With building underway on our new Young Adults Accommodation, we appealed to raise £45,000 to help kit it out, making a space fit for our young adults.



August 2024 – Hosting at the Hospice

Tea Around the Tree for families who hold Tribute Funds – with time spent in our In Memory Garden to see their loved one's leaf on our Tribute Tree sculptures.



September 2024 – We ❤️ The Great North Run

A true highlight! More than 400 adults and children proudly ran for Team St Oswald's. Together, they raised a massive £120,000.





October 2024 – Vietnam Bound

We wished *chúc may mắn* (good luck) to 30 trekkers who tackled a 10 day Hill Tribe Trek & Community Project in Vietnam – an unforgettable challenge that raised £84,000 in support of the hospice.



November 2024 – Raising the Roof at The Glasshouse International Centre for Music

200 healthcare workers from across Europe performed in a landmark classical music concert. Their talent and generosity raised almost £15,000 for St Oswald's Hospice.



December 2024 – Ending the Year on a High!

Our Young Adults Appeal surpassed its £45,000 target! And we launched our Alternative Christmas List Appeal, raising funds to improve and upgrade essential equipment and facilities across the hospice.



January 2025 – Thankathon!

Staff, volunteers, and corporate supporters picked up the phones to thank 1,502 donors for the difference they make to our patients and families. (Back in June we thanked 3,840 – so that's 5,342 personal thank you calls!)

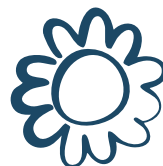
February 2025 – Going National with Hospice UK

Took part in Hospice UK's Gifts in Wills campaign – a national TV advert showcased this special way of giving, and we shared inspiring stories of supporters who've left a legacy of care to us. Watch the advert here stoswaldsuk.org/gifts-in-wills or scan QR code.

March 2025 – Exciting Plans Ahead!

Supporter focus groups held to shape our new Donate Monthly programme, making sure it reflects what matters most to our community.

Plus, announced our fourth art trail, coming in Summer 2026! (Get ready to go Peter Rabbit spotting!)



A Year of Retail Therapy

Step into
Second-hand

April 2024 – Bargain-hunting in Morpeth

Customers loved the new and improved Morpeth shop – filled with stand-out second-hand finds ready to be re-loved!



May 2024 – E-van hit the roads!

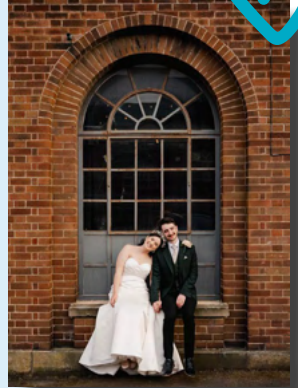
We went even greener with our newly wrapped E-van, picking up house clearances and moving donations between shops in a kinder way for the planet.



a greener
way to shop

June 2024 – Amelia said “yes!” to the dress

Amelia picked up her wedding dress at Posh Frocks and Bridal Boutique, then kindly donated it back so it could be part of another bride’s special day.



July 2024 – A new chapter began!

Our Gosforth bookshop reopened, bigger, better, and bursting with stories, vinyl and crafts.



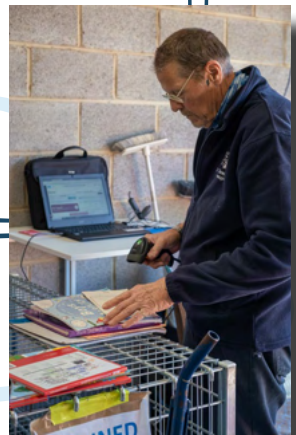
August 2024 – Another new shop...

Just a few doors down, we opened a brand-new traditional charity shop on Gosforth High Street, packed with amazing second-hand steals.



September 2024 – Books, books, books!

E-commerce volunteer, Frank, scanned and uploaded books to Shopiago, raising an incredible £1,177 in just 11 weeks.



October 2024 – Retail Hub hits Ouseburn

Our new Retail Hub in Ouseburn opened, welcoming supporters to our Donation Point and hosting a Kilo Sale in our brand-new event venue, the space. See more events here stoswaldsuk.org/the-space-by-st-oswalds-hospice or by scanning QR code.



November 2024 – Christmas comes early!

The festivities began as our Kingston Park Furniture Warehouse hosted its much-loved Christmas Extravaganza sale.



December 2024 – More Make-Overs!

Work began on the refit of our Forest Hall charity shop, teams put all hands on deck to clear the space ahead of the holidays.



January 2025 – A tree-mendous start to the year!

Wow! Record-breaking results for our Tree-cycle campaign – 4,116 trees collected and £81,924 raised to support hospice care.



February 2025 – A decade of dedication!

Glynis and Sue celebrated 10 wonderful years of volunteering in our Whitley Bay shop.



March 2025 – A milestone moment!

The 10,000th item was sold at the space, purchased by none other than our Chief Executive, Steph Edusei.



**Did you
know?**

Refitting our shops and opening new shops and the hub is all about giving shoppers a better experience and improving our presence on the high-street to get more awareness in the community – and of course, raising more funds to support hospice care!

GROWING AND LEARNING
EVERY DAY.
EXPERTS
IN CARE, WORKING TOGETHER
AND IMPROVING LIVES FOR THE
BETTER.

“It’s been an honour and a privilege to be involved at St Oswald’s Hospice.”

With thanks to Dr Christine English who stepped down this year, after three impactful years as Chair of Trustees. Her unwavering support and passion have made a lasting impact during her time with us.



A Sustainable Future: The Chair’s Perspective

Stepping into this role part way through the year has given me a unique perspective: I have witnessed both the pressures we face and the extraordinary commitment that keeps this organisation moving forward. Despite a difficult financial landscape, we have continued to deliver essential care thanks to the dedication of our staff, volunteers, supporters and partners. Their passion ensures that, even in challenging times, we remain a place where people matter.

That truth is best reflected in the countless moments of care and support we’ve offered this year. We’ve walked alongside 3,276 people and their loved ones across our services, each carrying their own story, hopes and challenges. Each number represents a life touched – a reminder of why sustaining our services matters so deeply.

Our financial position reflects the reality of rising costs and the increasing need to generate significant new income to sustain services that public funding does not cover. Yet there is much to feel positive about. The progress across our services, our strengthened partnerships and the

energy behind new initiatives show what is possible when we work together with purpose and creativity.

Looking ahead, we know the road will not be easy. As our strategy sets out, we are working towards sustainably balancing our recurring income and costs, while also honouring our ambition to provide ‘more and better care for more people in more places’. Next year will be equally demanding, as we balance this ambition with the prudence and good management needed to deliver a challenging budget during difficult times. This will require discipline, innovation and collective resilience at every step – but I am confident we have the right people to succeed.

With your support, we will keep moving forward, guided by our promise to deliver quality time for everyone who needs us.

Thank you for being on this journey with us,

Steve James
Chair of the Board
of Trustees

