

There when it matters

How we made an impact
2022–23



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Hear from our staff and volunteers ▼

Sarah is a community Clinical Nurse Specialist at our hospice in Leeds. She visits patients with life-limiting conditions in their homes across the city to support them and their families, advising about symptoms and any other issues that arise. Sarah works closely with other healthcare partners, community nurses and GPs to make sure patients' care is coordinated.

Sarah said: "At Sue Ryder we have the time to meet patients' needs at the most vulnerable time of their life and it is such a privilege. And being told by a family member after someone has died that they felt supported and that we helped them to be at home with their loved one, doing things the way the patient wanted things done, is really special."



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Cover image: A Sue Ryder Nurse supporting a patient

There when it matters – thanks to your support

I am incredibly proud of the positive difference Sue Ryder has made over the past year, providing vital care and support to people going through the most difficult times of their lives. Our specialist teams have been there when it matters, from caring for those with a terminal illness or a neurological condition to helping others manage their grief. In this Impact Report, you can read about what we have achieved and hear from people who have benefitted from our care.

While we have been working hard to deliver our services, the landscape around us has been changing at pace. Challenges have included the rising cost of care, as the UK grapples with the cost-of-living crisis, and structural changes in the wider healthcare system, with Clinical Commissioning Groups becoming Integrated Care Systems. Despite this, I am pleased to say there have been many achievements to celebrate.

Supporting more people experiencing grief in the UK

Grief is something that will affect us all at some point in our lives. We believe everyone who is grieving should be able to access the support they need, when they need it. That is why growing our vital bereavement services has been high on our agenda.

Our research found 86% of people who had been bereaved felt alone in their grief. Further research with more than 8,500 people – with about half experiencing a close bereavement – showed there was a need for more face-to-face community-based support. To help meet this need, in 2023 we started opening Sue Ryder Grief Kind Spaces – local spaces where people who are grieving can access in-person, peer-to-peer support. These community drop-ins, led by teams of trained volunteers, are giving people a place to share their feelings and experiences with each other. To date, we have opened more than 10 Sue Ryder Grief Kind Spaces, with others coming soon. Turn to page 26 to read about their impact.

We also expanded our Online Bereavement Support to help more people across the UK. This included launching two innovative digital services in 2022. Our online self-help

platform, Sue Ryder Grief Guide, is providing people with expert information and tools, such as a journal and a digital memory box. The site has proved popular, and its content pages were viewed nearly 48,000 times in six months. Our text message support service, Sue Ryder Grief Coach, has also offered subscribers personalised grief support straight to their phones, as well as gentle coaching for family and friends. Feedback has been positive, with 95% of Sue Ryder Grief Coach survey respondents saying they found the messages helpful and supportive.

Demand was higher than ever for our Online Bereavement Community, which had almost 160,000 visitors and offered a supportive place to talk to others who were grieving. We also saw significant growth in our Online Bereavement Counselling Service, with close to a 150% increase in people registering compared to the previous year. You can read more about our bereavement services on pages 22 and 23.

Developing our palliative and end-of-life care services

On pages 14 and 15, you can find out how we have been developing our palliative and end-of-life care services, to meet the evolving needs of those we support. We want to give people the care they need, so they can live as well as possible in the time they have left. Over the past year, this has included offering therapies to help people remain independent, introducing new job roles delivering expert care to patients and their families, and working collaboratively with others out in the community.

A crucial part of our work has been our Health Inequalities project, which we launched in 2022 to tackle inequalities in palliative and end-of-life care and improve our understanding of the communities we serve. We

want to break down barriers and deliver services that meet everyone's needs, regardless of faith or religion, circumstance, race, ethnicity, sexual orientation or geographical location.

We reached out and built connections with different communities around our pilot location of Peterborough and invited representatives to Community Voices sessions. These were valuable opportunities where people were able to discuss what was important to them at the end-of-life and identify barriers to accessing support. We are now looking at how we can work together to shape our care for the future and roll the pilot out to other areas.

Building relationships and sharing our expertise

We want the voices of the people we support to be heard and for everyone to be able to access the care they need. An important focus has been engaging with the new Integrated Care Systems and building relationships, to share our expertise and demonstrate how important access to, and the provision of, high-quality palliative care is.

Another key development was publishing 'A better route through grief' – our in-depth research report based on thousands of people's experiences. It identified inequalities of access and availability in bereavement support across the UK and outlined our key recommendations. It also revealed 70% of respondents who had experienced a close bereavement reported they could not access the support they would have liked. We unveiled our research at a discussion panel in parliament attended by MPs, Lords, civil servants, celebrity Sue Ryder Ambassadors, and charity and healthcare representatives. Find out more on pages 28 and 29.

Raising awareness through our campaigns

We worked hard throughout the year to raise awareness of our vital care and support. On page 27 we have shone a spotlight on two of our important campaigns, including Grief Kind.

We know from our research that many people who have experienced a bereavement feel alone in their grief. We also found almost half (44%) of the public are not sure what to say when someone tells them a close relative

or friend has died. That is why we have continued to build a national movement of grief kindness through our Grief Kind campaign. We have given more people the tools and knowledge to support their friends, families and colleagues who have been bereaved. Also, to raise awareness and start conversations around grief, we released our first ever TV advert in 2022. Narrated by actor Richard E. Grant, it appeared on ITV in selected regions, bringing Sue Ryder directly into people's homes during prime time viewing periods.

Thank you for your support

A special thank you to everyone who has supported us during the year. You have played an essential role in providing people with care and compassion, during even the darkest of times. Together, we have been able to be there for those who need us.

My heartfelt thanks for your interest in our charity.

Heidi Travis

Heidi Travis
Chief Executive



Find out more about our work and how you can support us at [sueryder.org](https://www.sueryder.org)

Our year in numbers

Thanks to your incredible generosity and the efforts of our dedicated staff and volunteers, together we were there when it mattered during 2022–23. Here's our year in numbers.

We have more than 400 Sue Ryder shops across the UK selling new and donated items



Just under **£840,000**

was donated by Trusts and Foundations to support our work

Almost 9,300 new Sue Ryder Lottery players joined the weekly draw



In retail, we were thankful for the support of approximately 6,000 active volunteers

£6.4 million

was donated by people leaving a gift in their Will

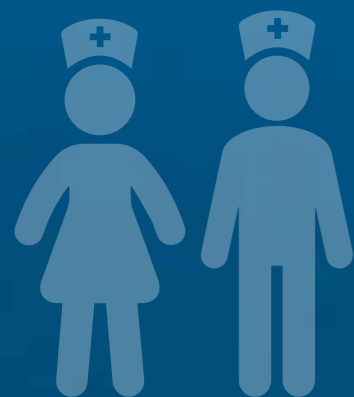


Our incredible volunteers gave **1.4 million** hours of their time to Sue Ryder

We provide almost 2 million hours of care to thousands of people every year



Over 2,100 people walked under the stars at our Starlight Hikes to celebrate the life of someone special



More than 9,300 Friends of Sue Ryder set up a regular donation to fund our work



We exhibited a dining table surrounded by 13 empty chairs in Leeds city centre as part of our thought-provoking Empty Chair campaign

We have around **670 Sue Ryder Nurses** providing palliative and end-of-life care

We published 'A better route through grief', an in-depth research report based on more than 8,500 people's experiences



More than 80 super supporters took on the TCS London Marathon



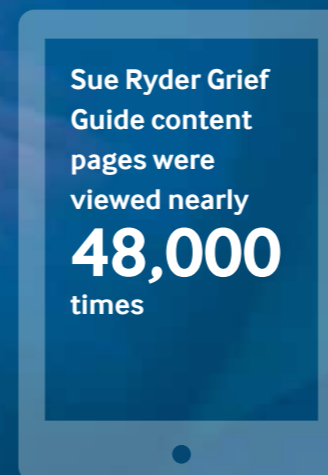
It costs us over **£54m** to run our services

We cared for over **8,700** people in our hospices and in their homes



79p in every £1 spent goes towards patient care

Sue Ryder Grief Guide content pages were viewed nearly **48,000** times



We had almost **160,000** visitors to our Online Bereavement Community



95% of Sue Ryder Grief Coach survey respondents said they found the text messages helpful and supportive



More than 250 people were supported by our neurological care centres

We provided over **1,370,000** hours of neurological care



We provided free Online Bereavement Counselling, and delivered **4,700** hours of counselling sessions and more than **1,100** hours of assessments



We started opening new Sue Ryder Grief Kind Spaces, where those who are grieving can access in-person, peer-to-peer support. At the time of publication, we had opened more than 10 spaces in six regions

▶ A Sue Ryder Nurse

Our vision and values – what we believe

At Sue Ryder, we’re passionate about giving people the quality of care they deserve.

To make this possible, in 2022–23 we had a clear vision of what we wanted to achieve and we operated with three organisational values, as outlined below.

Our vision

We see a future where our palliative and neurological care reaches more communities; where we can help more people begin to cope with bereavement; and where everyone can access the quality of care they deserve.



Our three values

1. Supportive

We’re here for people when it matters, and that includes each other. We encourage, inspire and help one another, and celebrate success.

2. Connected

When we work together, we can achieve so much more for the people we support. We respect that everyone at Sue Ryder plays a vital part in delivering quality care.

3. Impactful

We find new and inspiring ways to positively impact the people we support – from small gestures to big breakthroughs. This proactive attitude drives us forward to achieve our ambitions and transform lives.



Hear from our staff and volunteers ▼

Wendy is a Team Leader in our Online Bereavement Counselling Service, supporting people who are grieving.

“Often people don’t really know how to talk to or respond to someone who is grieving,” said Wendy. “Coming to counselling is an opportunity to have your grief witnessed and feelings acknowledged.”

“Counselling is about providing the space and time to explore and process the numerous feelings which emerge from within. I love my work, it’s a privilege to share time and bear witness to an individual’s grief, knowing that I’m totally present for them and that I can hold the space for them.”



“You were there to support us all emotionally and practically ... nothing prepares you for the stress and pain that radiates through a family when dealing with such an illness, but you were always calm, candid and caring. It was a relief and pleasure to see your smiling faces coming through the front door.”

Service user feedback about our care





▲ A multidisciplinary team supporting patients and their families

Putting our work in context – what we do

Sue Ryder supports people through the most difficult times of their lives. For 70 years our doctors, nurses, bereavement counsellors and carers have given people the compassion and expert care they need to help them live the best life they possibly can.

We take the time to understand what’s important to people and give them choice and control over their care. This might be providing care for someone at the end of their life, in our hospices or at home. It could be helping someone manage their grief, at a time when they need it most. In 2022–23, which was the final year of our strategy ‘More care for more people’, we also provided specialist care, rehabilitation and support to people with neurological conditions.

We want to provide more care for more people when it really matters. We see a future where our care reaches more communities; where we can help more people experiencing bereavement; and where everyone can access the quality of care they deserve.



Hear from our staff and volunteers ▼

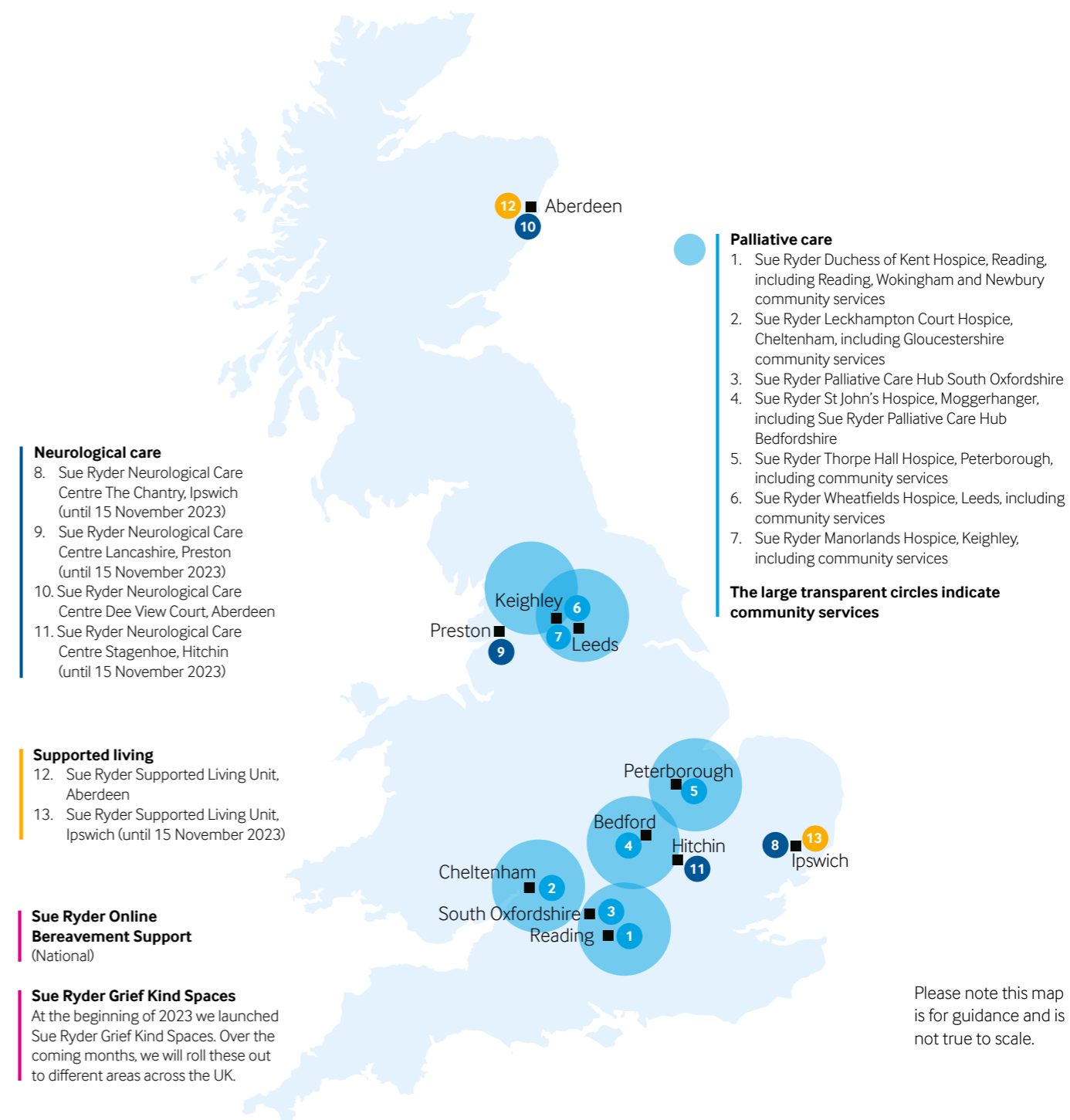
Jonathon is the Clinical Lead for the Hospice at Home service at our hospice in Cheltenham.

“Caring for people at home means they are cared for in the comfort of familiar surroundings,” said Jonathon. “They can sit and see the fireplace they decorated on birthdays or at Christmas, they can see the crack in the wall the kids might have made several years before playing ball in the house. At home, patients are blanketed by memories, and I see the comfort this brings.”



Our service map – where we work

We provide expert care from our specialist centres and in people’s homes in many areas of the UK. We offer our Online Bereavement Support services nationally.



For 70 years, Sue Ryder has supported people through the most difficult times of their lives. While we have so much to be proud of, spreading our focus across three areas – palliative, neurological and bereavement – was becoming increasingly challenging. In 2022, we undertook an in-depth review to identify where we could scale up our work to support even more people. Following the review, The Board of Trustees and Executive Leadership Team made

the decision to focus our strategic direction and growth on palliative and bereavement support, and divest our neurological services. Brainkind (previously The Disabilities Trust) took over ownership of our neurological services in England on 15 November 2023. All roles were protected and we worked closely with all affected staff, volunteers, residents and patients to ensure a smooth transition.

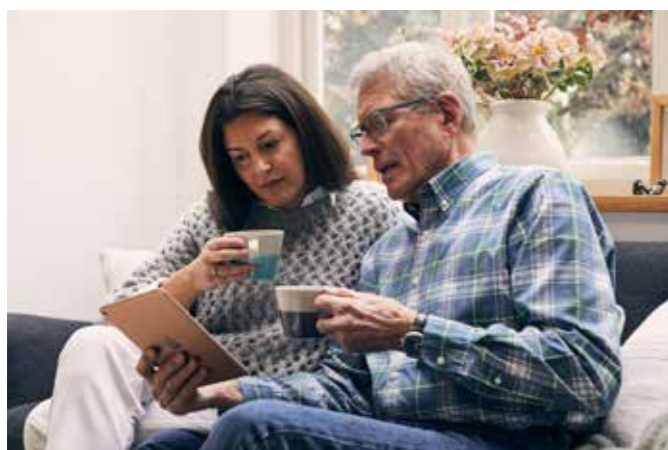
Our strategy – how we plan to achieve our goals

This was the last year of our five-year strategy, 'More care for more people'. The strategy, from 2018 to 2023, outlined our two strategic aims:

- Provide care and support for more people
- Influence new models of care across the UK.

We know that everyone, regardless of their diagnosis, wants to make their own choices about their care. They also want to know they are supported and the things that are important to them are taken into account.

We care for people with complex conditions in our specialist centres and we also provide care in people's homes, the community and online. We look to use our expertise and experience to influence commissioners and policy makers, plus partners from other health providers.



“We, with your assistance, made Mum’s final journey the way she wanted it to go – at home, comfortable and no pain.”

Service user feedback about our care

In 2022–23, our key achievements included:

- **Expanding our vital bereavement services**, so more people could get the help they needed (pages 22 and 23)
- **Tackling inequalities in palliative and end-of-life care**, by launching our Health Inequalities project to break down barriers (pages 14 and 15)
- **Engaging with the new Integrated Care Systems**, so the voices of the people we support could be heard (page 28)
- **Growing our national movement of grief kindness**, by giving more people the confidence and tools to support friends, families and colleagues (page 27).

Moving forward, from 2023–24 we will have a new vision and strategy, 'A better approach to dying and grief'. You can read more at sueyder.org/vision or scan this QR code.



▶ A Sue Ryder Nurse in one of our specialist centres

There when it matters – for people with life-limiting conditions

Our specialist teams have provided expert care to thousands of patients and their families, at our hospices, in people’s homes and out in the community.

We give people the care they need, so they can live as well as possible in the time they have left. Over the past year we continued to develop our palliative and end-of-life care services to meet the evolving needs of the people we support.

The best quality of life possible

To make every day count and help people remain independent, we offered a **range of therapies** such as occupational and complementary therapy.

The therapy service at our hospice in Cheltenham has been **growing and adapting by offering more community visits in people’s homes**. This has meant the therapies team has been able to care for more people in familiar surroundings, helping them to manage their conditions. They have also been able to identify gaps and expand their services to meet people’s needs. This has included a new breathlessness service, offering specialist education and techniques to relieve symptoms. Plus, the team has been supporting people through outpatient clinics in its Community Hub and through a variety of groups.

We also piloted a special art therapy project at our Cheltenham hospice. **The Paintings in Hospitals OASIS Project** saw patients pick up their brushes to be creative and boost self-esteem in a series of workshops, supported by volunteer befrienders.

“My life would not be like it is now if Sue Ryder wasn’t there.”

Steph, a patient who took part in art therapy



Breaking down barriers

- To tackle inequalities in palliative and end-of-life care and improve our understanding of the communities we serve, we launched our **Health Inequalities** project in 2022. We are aiming to **break down barriers** and **deliver services that meet everyone’s needs**, regardless of faith or religion, circumstance, race, ethnicity, sexual orientation or geographical location.

Our Health Inequalities project – the story so far:

- We have **built connections with different communities** around our pilot location of Peterborough, including:
 - people from different religions such as Buddhism, Christianity, Hinduism, Islam, Judaism and Sikhism
 - people who were homeless or have used hostels
 - South Asian, Eastern European, African and Caribbean communities
 - people living in rural areas
 - faith leaders and organisations supporting groups such as refugees and asylum seekers.
- We invited people to **Community Voices sessions** at our hospice in Peterborough, to start conversations around what is important to them at the end of life. Fifty representatives from different communities shared their thoughts with us.
- Some of the topics discussed included the importance of understanding and supporting people’s wishes, as well as good communication. Some of the barriers people felt could stop them accessing support included feelings of fear and worry, and differences in culture.

- We collated this valuable feedback and created themes around our learnings. Our next steps will be to develop action plans and our ideas for how we can work with communities to support them in the future. We will also expand our pilot to other areas and share our findings with wider audiences.

Did you know?

The beautiful gardens at our hospice in Reading won gold in the ‘Wellbeing Garden’ category of the Reading in Bloom 2022 awards. Our volunteer gardeners work hard to create a relaxing space for everyone to enjoy.

Expert care now and in the future

To provide the highest-quality care and meet the evolving needs of those we serve, we need to make sure our staff remain skilled and adaptable – now and in the future. This year we **developed our workforce by introducing new, innovative roles**, which have already made a positive impact in delivering expert care to patients and their families. These include:

- Advanced Clinical Practitioner:** This new role was implemented at our hospice near Keighley, West Yorkshire, to **lead on nurse-led beds** on the inpatient unit. The beds have been created to provide end-of-life care for people who do not require complex levels of symptom management. This has allowed the service to **provide care to a wider range of patients**. The Advanced Clinical Practitioner assesses people before they are admitted, to ensure safe admissions and establish escalation priorities. They also support the hospice’s clinical nurse specialists in the community with more complex patients. This year we also piloted a **Trainee Advanced Clinical Practitioner** role at our hospice in Leeds.
- Trainee Assistant Practitioner Apprenticeship:** We teamed up with the University of Central Lancashire (UCLan) to create a bespoke two-year training programme for a new **Trainee Assistant Practitioner** role in palliative and end-of-life care. This offered our staff the **opportunity to train as therapy or nursing assistant practitioners** alongside their jobs, and develop their knowledge and skills in delivering high-quality care to patients.

- Palliative Paramedic:** This new role was successfully piloted at our hospice in Peterborough, **working with the multidisciplinary team supporting patients and their families**. One qualified paramedic was the Admissions and Discharge Coordinator, doing visits and assessments to prevent unnecessary admissions and help people stay in their homes. Another worked closely with registered nurses on the inpatient unit, assessing and supporting patients.
- Registered Nursing Associate:** We also launched a new role at our hospice in Leeds, delivering care on the inpatient unit. The role is for those who have a nursing associate qualification and **bridges the gap between healthcare assistants and registered nurses**.

Around the clock compassionate care

Our palliative care hub in South Oxfordshire launched a vital new service **caring for patients in their homes at night**. A kind donation from The Anthony (Tony) Lane Foundation allowed us to recruit new members into the Hospice at Home team to work overnight.

“For families with a loved one who is dying, night-time can be an especially worrying and difficult time. Our new overnight service will ensure we can be there when it matters for our patients and their families no matter what time of day it is.”

Sylvia, Sue Ryder’s Head of Quality and Community Services in South Oxfordshire

Working collaboratively out in the community

To make sure people received the support they needed, we **shared our expertise** with others out in the community. This included supporting patients approaching the end of their lives through two **specialist palliative care inpatient beds at Wallingford Community Hospital**. We worked closely with the team at Oxford Health NHS Foundation Trust to deliver compassionate bed-based care to patients. This service has enhanced the care available to people in the local area.





“We were all absolutely amazed by the wonderful care given by everybody working there.”

Dawn

Dawn's story

Christine spent the last weeks of her life at our Sue Ryder hospice in Bedfordshire. Her family, including her son Matthew and sisters Dawn and Cathy, were able to spend precious time with her, supported by the hospice's expert team. Christine, who had a love of the natural world, spent time in the garden and with the therapy dog. On her final evening she enjoyed listening to her favourite Northern Soul music with friends.

Christine was diagnosed with appendiceal cancer in January 2021. Dawn said: “She had been very poorly but in summer 2022 the scans showed that she was clear. Then she suddenly developed really bad back pain and in September we found out the cancer had metastasized to her spine. They were going to do more chemo and radiotherapy, but she became quite poorly so she was admitted to Bedford Hospital.”

Christine's condition deteriorated rapidly and on 31 October she was transferred to our hospice in Bedfordshire with jaundice, sepsis and pneumonia. Dawn said: “We were at the hospice virtually every day. Christine was really poorly but the care was superb, and they were really managing her pain well. The doctors were just wonderful. There were days when she felt she was getting better, and they even started to look for a nursing home place for her.

“A few weeks after Christine arrived at the hospice, we actually got her out in a wheelchair. The staff got her dressed up and we moved her outside. She was quite amazed when we took her out for that walk, because she hadn't been outside her room. We went and sat in the garden for a bit which she loved – she had a degree in environmental science – and then she sat downstairs in the common room for a while.

“Cathy frequently brought Arthur, the poochon, in with her and we all loved the hospice therapy dog, who was a golden retriever.”

Christine's family and friends were all able to spend valuable time with her and expressed their gratitude to the staff who looked after her.

“Although Christine was 69, she was always young for her age,” Dawn said. “She felt she had so much life left to live and really wanted to do that. Nothing was ever too much trouble for the staff there. There were times when Christine found it hard, but they were managing her pain and her anxiety.

“Even when they are busy, they don't seem it and they don't make you think this is just another job. Even the cooks would come in sometimes and would do something special for her if there was something she fancied. People would sit and talk to her or paint her nails. All the doctors were so kind and the cleaners there are just a special kind of person. It was the care and the time they all gave that made a lot of difference.”

Christine's condition began to go downhill at the end of November and her friends, many from her school days, were regular visitors. She died on 17 December 2022.

Dawn said: “Christine was actually at the hospice for seven weeks in the end and I think that is down to the care they gave her. There was just always somebody there. They treat you as though they have all the time in the world. It was just the little touches. When Cathy and I were bringing things in for Christmas, someone had created a little wreath for her to hang up in her room. She also had some reiki, which she found really calming.

“On the last day, she had two friends who went in that evening, and they were playing Northern Soul music to her because she loved that.”

There when it matters – for people with complex neurological conditions

We have provided specialist neurological care to people with conditions affecting their brains or nervous systems, to help them live their lives to the fullest.



Regaining independence through neurological rehabilitation

Our specialist staff have given people the expert care they have needed to achieve their goals and regain their independence. At our neurological care centres in Lancashire and Suffolk we offered short-term **intensive neurological rehabilitation services** to people with acquired conditions that resulted from a brain injury. Teams of physio, occupational, speech and language therapists, along with neuropsychologists, nurses and social workers provided programmes of intensive therapy, to help improve quality of life. This included physical rehabilitation through exercise and re-enablement using equipment, plus practical support to develop or relearn skills.

During the year we cared for just under 80 people through these rehabilitation services, and their average length of stay was between 10 and 13 weeks.

Our intensive neurological rehabilitation services in Lancashire and Suffolk: Key facts in 2022–23

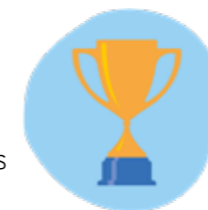
- Overall, we cared for **77 people** through these services at Sue Ryder Neurological Care Centre Lancashire in Preston and Sue Ryder Neurological Care Centre The Chantry in Ipswich.
- We helped people regain independence – **the majority of people** cared for returned home after their rehab.
- At Sue Ryder Neurological Care Centre The Chantry, the average length of stay was **70** days. It was **91** days at Sue Ryder Neurological Care Centre Lancashire.
- **Most of those** using the service at Sue Ryder Neurological Care Centre The Chantry had experienced a **stroke**. Other conditions included Guillain-Barré Syndrome.
- The average age of people using the services was **56.5** at Sue Ryder Neurological Care Centre Lancashire and **60.3** at Sue Ryder Neurological Care Centre The Chantry. Across both centres, the youngest person was **18**.

“Even just standing up was absolutely exhausting. The effort it took to get me upright would leave me wiped out, but the time with Sue Ryder has really given me my life back.”

Bill, who was supported by the rehabilitation team at our neurological care centre in Suffolk

Finalists in prestigious awards

We were thrilled to be recognised as finalists in not one but two prestigious awards this year.



Our neurological care centre in Lancashire was named as a **finalist** in the Healthcare Outcomes category of the **LaingBuisson Awards 2022**. The awards celebrate organisations that set new standards of excellence within their industries. The nomination recognised the centre’s successful combination of personalised high-quality care along with physical, music, hydro, speech and language therapy.

“I am absolutely delighted that the continued commitment and hard work of the Lancashire team has been recognised by the LaingBuisson Awards. We want to ensure that those we support are empowered to thrive in their everyday lives, therapy sessions and social activities.”

Chris, Service Director at Sue Ryder Neurological Care Centre Lancashire

The supported living service at our neurological care centre in Suffolk was a **finalist in the Housing with Care Awards**. The service has enabled people to live as independently as possible in a home that has been specifically adapted to their requirements, with a team of carers on hand. It was shortlisted for the Tenant Co-Production award for putting tenants **‘at the heart of everything they do’**.

Supporting people to live life to the full

All four of our specialist neurological centres offered a programme of **enriching and engaging activities** to support people’s health and wellbeing, and help them gain confidence and valuable skills. Over the past year this included:

- **Art therapy and crafting** – getting creative strengthened fine motor skills, dexterity and boosted mood.
- **Music** – this included special performances by a string quartet and a brass band.
- **Gardening** – activities such as planting seeds and watering plants and vegetables used coordination and fine motor skills, as well as relieving stress and improving self-esteem.
- **Cooking** – this included making delicious home-made pizzas and baking cupcakes, to encourage movement and mental stimulation.
- **Visits from therapy animals** – interacting with animals brought companionship and enhanced wellbeing.
- **Special celebrations** – from a firework-themed sensory session to a beach day, these offered chances to socialise and interact and let people have fun.

Residents at our neurological care centre in Aberdeen enjoyed a summer ‘Dee View Carnival’. They made their own traditional stall games from scratch, including hook-a-duck and tossing bean bags at cans. Everyone also enjoyed a treat from the Dee View sweet shop (pictured).



Hear from our staff and volunteers

Eve is Head Chef at our neurological care centre in Hertfordshire. Residents at the centre have benefitted from a person-centred approach to their menus and tucked into fresh produce from the vegetable garden. Believing good nutrition is important for physical and mental wellbeing, the kitchen staff, led by Eve, have taken pride in ensuring every resident has received the right meal for them. Eve said: “Mealtimes are such an important part of your day, so we want to make sure people are really enjoying their food.”



Steve's story

We take pride in putting our service users at the heart of everything we do. Meet Steve, who has played an active part in shaping and improving the environment he has lived in since moving to our neurological care centre in Lancashire in 2022.

Steve, 66, was diagnosed with Alexander Disease four years ago. A rare genetic, degenerative neurological condition, it affects cognitive ability, memory and mobility.

He said: "I noticed I had the sensation that I was leaning forward. My legs were getting heavy, and my feet were scuffing along the floor. I kept asking questions but sometimes I would then ask the same question and I was starting to fall and trip. My wife and family were very worried."

Steve has provided feedback on what it was like to enter the Sue Ryder centre as a service user via the 15 Steps Challenge, a toolkit that explores healthcare settings through the eyes of patients and relatives.

He said: "There are a lot of non-verbal people here, so I felt it was important to share my experience. You have to think of how you display information for a person who is stood up, and also bear in mind somebody who uses a wheelchair. Above the sink there is a display of all the staff, but if you are in a wheelchair, you can only read the lower section and the larger print."

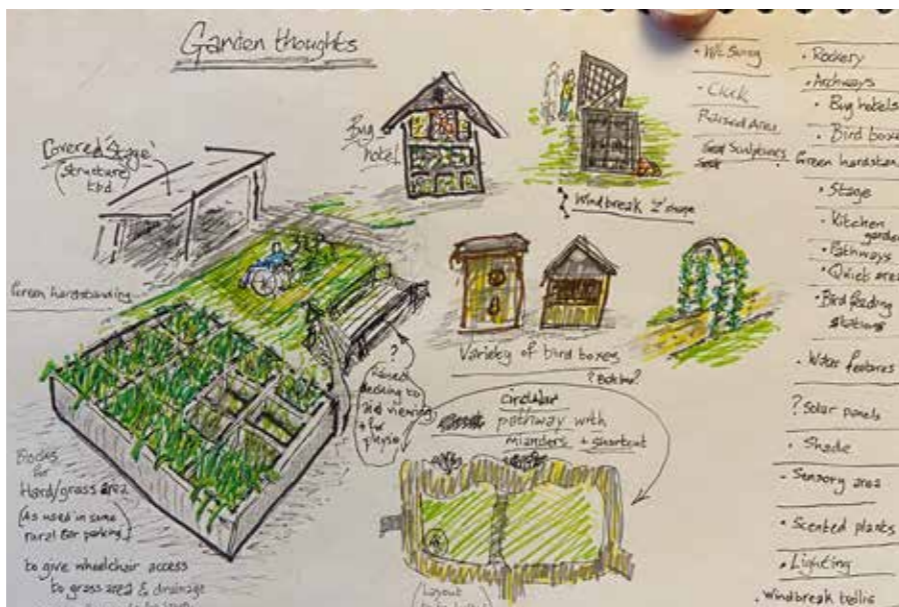
"We have circular pillars here in the reception area. I have suggested a triangular sign that would go round the pillar which could be placed at a good height for wheelchair users."

Steve, who has three grown-up daughters, has also contributed ideas to the project to improve the outdoor space at the centre.

He said: "I noticed that the garden wasn't attracting any birds because there aren't many plants here for the insects. And I thought it would be good to have a circular path, perhaps split so you can vary your route and distances. I suggested a grassed area with a special surface that would work for wheelchairs, and also a windbreak and a sensory area."

"The team here opened the garden plans up for everyone to comment on. There was a meeting with the architects, and we were given two options to look at and choose from."

"The garden is great for two reasons. When you are inside looking outside and things are changing with the seasons, that's lovely and it's good for the mind. And getting outside for fresh air and exercise benefits everybody, both the people who live here and the people who come here for rehab."



“There are a lot of non-verbal people here, so I felt it was important to share my experience.”

Steve



There when it matters – for people experiencing bereavement

Our supportive bereavement services have been there for those living with grief and their families and friends, at a time when they have needed it most.

Growing our vital bereavement services

We want everyone who is grieving to be able to reach out and access support and advice when they need it. Our **Sue Ryder Online Bereavement Support** has grown, offering more of our easy-to-access services and helping more people across the UK. This has included launching two innovative digital services in 2022.

Sue Ryder Grief Guide

Our new **online self-help platform** launched in April 2022 and is providing people with expert information, advice and tools, to help them understand their bereavement. We ask people to select how they feel and provide relevant support based on their choices. This has included helpful articles written by our experts and people sharing their bereavement experiences.

Self-help tools have proved popular, including the journal which has given people a space to put grief into words, and explore thoughts and emotions. The memory box tool has also allowed people to keep special memories about someone safe, such as treasured photos and videos.

“ I couldn’t understand why I was trying to keep busy and throw myself into my interests, but my brain just didn’t seem to be working. Your article explaining grief as a red balloon really helped me understand why. Now I can identify when my stress level (red balloon) has been aggravated and work out why and how to decrease it. ”

Grief Guide feedback



Sue Ryder Grief Guide: Key facts in 2022–23

- More than **2,000** Grief Guide accounts were created.
- The platform’s content pages were viewed nearly **48,000** times in six months.
- Almost **100** digital memory boxes were created in five months.

Sue Ryder Grief Coach

Our text message support service, **Sue Ryder Grief Coach**, began in July 2022, offering subscribers personalised grief support straight to their phones. Texts have included advice and information about grief, based on someone’s circumstances, as well as gentle coaching for family and friends who have wanted to support the person grieving.

- “ Without you I would be in a very dark place, but you helped me towards the light. ”
- “ You’ve held me up. I lost both my parents within a year. I was losing it until your text. I can’t thank you enough. ”
- “ It has been helpful for me as no-one in my family really wants to talk about my brother and it has stopped me feeling isolated. Sometimes just a text message from you is all it takes to stop me feeling totally alone in my grief. ”

Sue Ryder Grief Coach: Key facts in 2022–23

- More than **3,400** people signed up to receive personalised text messages.
- **95%** of Sue Ryder Grief Coach survey respondents said they found the text messages helpful and supportive.

Online Bereavement Community

Demand has been higher than ever for our **Online Bereavement Community**, which offers a place to talk to others who are grieving. People can join conversations, share their feelings and support one another.

Online Bereavement Community: Key facts in 2022–23

- We had almost **160,000** visitors – an increase from nearly **154,000** last year.
- We had about **565,000** page views.
- We reached the milestone of **20,000** members – people who had registered for an account and were able to access more community features.
- An average of more than **750** new registrations were gained per month – this was an increase of about 36% from last year.
- An average of just over **4,250** posts were published per month – an increase of about 20% from last year.

Insights from our Online Bereavement Community user survey 2022–23

- **80%** of people felt members of the community cared about each other.
 - **78%** of people thought the community was a place where they felt safe.
 - **More than two thirds (69%)** of people said the community helped them feel less alone.
- “ I’ve been on this site for less than a week. I’ve felt a little better and more open already. Early days yet and a long way to go. I can honestly say I didn’t think this would help. But I’ve talked to so many lovely people here and it’s making me feel less stressed out and supported. ”

Online Bereavement Community feedback

Online Bereavement Counselling Service

We saw significant growth in our **Online Bereavement Counselling Service**, which offers free sessions delivered by professional counsellors. There was almost a **150% increase in people registering for our service** compared to the previous year. We also completed more

assessments and counselling sessions. We expanded our team to respond to the demand, which included recruiting additional bereavement counsellors, a team leader and increased administrative support.

Online Bereavement Counselling Service: Key facts in 2022–23

We delivered **4,700** hours of counselling sessions.

We did more than **1,100** hours of assessments.

We used the **Adult Attitude to Grief (AAG) scale**, a tool which looked at people’s feelings and vulnerability. The majority of people reported a decrease in their score after counselling, which represented a **reduction in vulnerability**.

“ Thank you to the person who helped me with my bereavement counselling. She was an angel when I needed her. She helped me more than she will ever know. ”

Online Bereavement Counselling Service feedback

Sharing our expertise

We were proud to share our expertise throughout the year. This included:

- **Speaking on an international stage** when our Head of Bereavement, Bianca, presented at the European Association for Palliative Care 18th World Congress in Rotterdam, and at the seventh Public Health Palliative Care Conference in Bruges.
- Bianca was also invited to apply for membership of the prominent **International Work Group on Death, Dying and Bereavement**. The group supports leaders in their efforts to stimulate and enhance innovative ideas, research, and practice. Its members are renowned in the sector for their contribution and knowledge.
- **Hitting the headlines with our bereavement advice**, which was shared in national media such as ‘The Independent’ newspaper and ‘OK! Magazine’.
- **Launching our To Be Honest campaign**, encouraging openness in grief. We installed a telephone box on Brighton seafront which members of the public could use as a safe space to share how they were feeling.

sueryder.org/GriefOnline



“When I’m feeling awful and I don’t know where to turn, the forum is the place to go.”

Debbie

Debbie’s story

Amid the Covid-19 pandemic in March 2021, Debbie’s husband Doug died after a prolonged period of ill health. Just before the first anniversary of his death, Debbie, 64, discovered the Sue Ryder Online Bereavement Community and uploaded her first post. She said: “Now I go on it every day. The community has helped me a lot, especially in the early days because there were lots of emotions I was feeling. You say to yourself, ‘Is this normal?’. But reading others’ experiences lets you know that it is.”

Debbie has also started using Sue Ryder’s Grief Guide and Grief Coach services. She said: “Grief is a journey – a journey without an end. You just have to keep moving forward and take the person that’s passed away along with you. I’ve learnt so much about grief from Sue Ryder in the past few years. It’s such a fantastic charity.”

Debbie and Doug lived together in Northamptonshire, and Debbie explained that Doug had been ill for several years before he died. “He had refractory anaemia, sleep apnoea, type 2 diabetes and asthma. I had been his carer for some time. We had a great day the day before he died. He told me he loved me. The next day, he couldn’t get out of bed and couldn’t talk. I realised afterwards he was in the process of dying. Me and my daughter got to the hospital just in time to see him go. He just drifted off. It was a good way to die.”

Doug’s funeral was restricted by Covid-19 regulations. Debbie explained: “We could only invite 26 people because of Covid, but we live streamed it as well. We did memory bags at the funeral because we couldn’t meet up afterwards. We had cake and tea bags and sugar so people could have a drink with us in spirit.”

Debbie explained how she has used Sue Ryder’s Online Bereavement Support to help her navigate her grief. “The first year was a blur. There were lots of tears. Just before Christmas last year, I saw lots of posts coming up on Facebook about the Sue Ryder Online Bereavement Community and decided to join.

“I can tell people things on the forum I would never dream of sharing, even with my own children. When I’m feeling awful and I don’t know where to turn, the forum is the place to go. If you’re having a down day, you can go on and say how you’re feeling, and someone always responds almost straight away.

“Then I got to learn about Grief Guide. I’m journaling on there and doing the online memory box. I post photos of special things like our wedding. When I’m struggling, I often go on Grief Guide and read the articles that fit that emotion I’m experiencing.

“Then someone on the forum mentioned Grief Coach, so I’ve signed up for that and started getting the text messages. I had a message recently saying, ‘The reason you miss them is because you loved them,’ which really resonated with me. Grief Coach sends me videos and links to articles and podcasts, and I read and listen to those. I wanted to compare how I was feeling to how everyone else was feeling, and I’ve realised that there’s no right or wrong way, everyone’s different.”

As Debbie learns to live with her bereavement, she has found ways to support herself. “I’ve found the second year harder than the first. I’ve had Covid twice since Doug died, and you think ‘What if something happens to me? There’s no-one here to look after me and make me a cup of tea!’

“It’s interesting how people approach grief differently. Some people don’t like having photos around, but I love them and have them everywhere. I have a shrine in the garden where I scattered his ashes and talk to him every night before bed. Sometimes I swear at him for leaving me. I keep some special clothes in the wardrobe and often go to just feel them and touch them. I still send him birthday and Christmas cards and buy him something to put in the garden.

“He’s centrally part of my life. He may not be here physically, but he’s here in my heart.”

Spotlight on... Sue Ryder Grief Kind Spaces

Tackling grief loneliness

Almost every home in the UK has or will experience the death of someone. Despite this, we found 86% of people who had been bereaved felt alone in their grief. Further research, with more than 8,500 people who had been bereaved, showed there was a need for more community-based support. That is why, in 2023, we started opening our new Sue Ryder Grief Kind Spaces across the country, giving people access to in-person, peer-to-peer support.

Grief Kind Spaces are informal community drop-ins, providing an opportunity for people to share their feelings and experiences with each other. The spaces are led by teams of friendly, trained volunteers who are there to listen, guide conversations and signpost to relevant support.

At the time of publication, we had opened more than 10 Sue Ryder Grief Kind Spaces. Locations include Bedfordshire, Berkshire, Gloucestershire, Lincolnshire and Yorkshire, with others due to open soon.

We have found our new Grief Kind Spaces are already having a positive impact. Importantly, they are giving people permission to grieve, and feel heard and less alone. Some of the comments from attendees have included:

“Several people have said they don’t have other people to talk to like this.”



Helen added: “I enjoy chatting with people and seeing how they are making friendships and how they are relaxing. Several people have said they don’t have other people to talk to like this and it has been really good to see them open up to each other – many are sharing the same issues.”

“There are lots of people at all stages of bereavement. Everybody who has come has said how challenging it was to walk up to the group and several people walked around the first time, but by the end they feel satisfied they have done it and are also keen to come back the following week.”

“Many people have said they are on long waiting lists for counselling from different organisations. This really helps to fill a gap in the meantime.”

“I had not expected to see it work so well so quickly. That felt really satisfying. It has exceeded my expectations.”

sueryder.org/spaces

“Being able to open up.”

“Talking to someone who’s prepared to listen and been through the same/similar.”

“Knowing there’s something available when you need it.”

Helen is a volunteer at Grief Kind Spaces in Milton Ernest and Moggerhanger in Bedfordshire.

“We have a group of eight to 10 and some of them are coming back each week,” said Helen, who was previously a nurse.

“There is a nice mixture of chit-chat and general talk about grief, the experiences they have had and what they have found difficult. Conversations can cover anything from tips on how to sleep at night to swapping menus and meal ideas.”

Spotlight on... Our awareness campaigns

We worked hard throughout the year to raise awareness of our vital care and support. Here, we have shone a spotlight on two of our important campaigns.



Grief Kind

In 2021 we launched our **Grief Kind campaign** to give people the confidence and tools to support their friends, families and colleagues who are grieving. Since then, we have reached millions of people across the UK and seen our national movement of grief kindness pick up pace. Here are four ways you can get involved:



We Are Sue Ryder

Our **We Are Sue Ryder campaign** helped to raise awareness of the critical recruitment need for palliative care nurses across the UK. It also celebrated the lasting impact our Sue Ryder Nurses can have at the end of life.

As part of the campaign, we shared a heartfelt spoken word poem written by author and poet Kitty Dimbleby. The poem was read by our patients, family members and friends of those we have cared for, Sue Ryder Nurses and celebrity supporters such as World Cup winner Sir Geoff Hurst MBE.

Here is an extract of the tribute to our nurses:

You are: The one at my side Or on the phone, With thoughtful words So I’m never alone.	They are: The nurses who face Every single stage. Who hold with strength, Until the final page.
They are: Part of our family When days are rough, Comforting and calm When it gets tough.	

1. Listen to the second series of our Grief Kind podcast. Hosted by author, journalist and Sue Ryder Ambassador, Clover Stroud, the series features celebrity guests Richard Arnold, Lottie Tomlinson and Dr Amir Khan sharing their experiences of bereavement. Listen now by searching Sue Ryder Grief Kind on your favourite podcast app.

2. Watch our Grief Kind TV advert. We released our first ever TV advert in 2022 to start conversations about grief. Narrated by actor Richard E. Grant, it appeared on ITV in selected regions. You might have also spotted a second version on screens nationwide on ITV1 and Channel 4 in the summer of 2023, highlighting how Sue Ryder can help people learn to live with grief. Scan this QR code to watch the ad on Facebook.



3. Watch our Grief Kind classes. In this series of short video tutorials, our Sue Ryder bereavement experts talk you through what grief is like and how you can support others who are grieving.

4. Sign up for our Grief Kind emails. You can receive expert advice straight to your inbox, from understanding how long grief lasts to learning about what not to say.

sueryder.org/GriefKind2023

Scan this QR code to watch a video of the We Are Sue Ryder poem.



Using our voice to speak up for people

We have been working collaboratively with others in the wider healthcare sector, government and key stakeholders to address issues that impact our patients and their families.

Integrated Care Systems

Building relationships

An important focus has been **engaging with the new Integrated Care Systems**. These are partnerships of organisations that come together to plan and deliver joined-up health and care services. They provide an opportunity to transform our health and care system and have a duty to deliver palliative and end-of-life care and bereavement support at a local level.

We have been building relationships with key partners, sharing our expertise, and demonstrating how important access to, and the provision of, high-quality care is. This has included meeting with the chairs and chief executives of Integrated Care Boards in areas where we have services.

Publishing 'Enablers for end-of-life care'

We brought together colleagues from across the palliative and end-of-life care sector for a workshop, to create a **shared vision of how Integrated Care Systems structures could successfully commission and deliver end-of-life care**. This led to the joint publication of a paper called 'Enablers for end-of-life care: Key recommendations for commissioning and delivering better end-of-life care within Integrated Care Systems (ICSs)¹'. We have been working with the Department of Health and Social Care, NHS England, Integrated Care Systems and others in the sector to see these 'enablers' adopted.

Responding to The Hewitt Review

We answered a call for evidence as part of **The Hewitt Review**, which considered the oversight and governance of Integrated Care Systems. As part of this we highlighted our key recommendations for ensuring Integrated Care Systems would be able to support and deliver high-quality palliative and end-of-life care.

Palliative care funding campaign

We continued to raise awareness of the **growing demand for palliative and end-of-life care and bereavement support**, and our **call for a sustainable funding solution** to be found for the hospice sector. The situation has become even more uncertain due to the cost-of-living crisis. Our **Cost of Dying campaign**, which launched in 2023, highlighted the rising price of care – for example, it now costs us almost 20% more to provide an hour of our care than it used to.

This year, we have focused on highlighting how important a sustainable funding solution is for:

- Integrated Care Systems, to meet people's needs and their statutory duty to deliver care
- managing the impact of the cost-of-living crisis on the end-of-life sector
- tackling health and care workforce shortages.

This involved responding to government and wider parliamentary consultations, such as the Health and Social Care Committee's inquiry into workforce, recruitment, training and retention, and raising the issue regularly with the Department of Health and Social Care, MPs and Peers.

Did you know?

Our research has shown the number of people in England expected to receive palliative care is projected to increase by up to 55% by 2030–31².



A better route through grief

In June 2022, we published an in-depth research report 'A better route through grief'³ based on more than 8,500 people's experiences of bereavement. It **identified inequalities of access and availability in bereavement support** across the UK.

We found support was not always available when needed or in the form wanted. The research revealed high levels of unmet need, with **70% of respondents who had experienced a close bereavement reporting they could not access the support they would have liked**.

The report informed our recommendations for improving access to support, which included encouraging government and healthcare decision-makers to commit to developing a bereavement specific pathway. It also showed that as a society, there was more we could do to help those who are grieving.

Our **research was unveiled at a discussion panel in parliament** with Shadow Minister for Mental Health, Dr Rosena Allin-Khan MP; 'Sunday Times' bestselling author and Sue Ryder Ambassador, Clover Stroud; Director of Compassionate Communities UK, Dr Julian Abel, and our Head of Bereavement, Bianca Neumann.

Over the last 12 months we have publicised our findings and have been working to push the recommendations forward. We have done this through presenting at the National Bereavement Alliance and the Scottish Partnership for Palliative Care Bereavement Summit. This has allowed us to further our discussions with the bereavement team at the Department of Health and Social Care and engage with stakeholders involved in the UK Commission on Bereavement's report. Our work is contributing to improving the wider bereavement support landscape.



The Empty Chair

Our research found just under three quarters (72%) of people who had experienced a bereavement skipped meals because they did not like eating alone. This insight sparked our **Empty Chair campaign which raised vital awareness around the loneliness of grief**, especially at mealtimes.

We installed a thought-provoking exhibit of a dining table set for dinner, but without any guests, in Leeds city centre. Each empty seat represented someone who had died, including patients we have cared for and family members of Sue Ryder celebrity supporters, such as Lisa Riley and Lottie Tomlinson. Accompanying each place setting was a short quote from a family member or friend in tribute. These included:

“My husband Pete was the one of nicest, funniest, bravest people and a real foodie. Mealtimes are just not the same now. The empty chair follows me wherever I am, even at restaurants.”

Heather

“My beautiful mum was a proud mother to her seven children and worked as a midwife for 14 years. She loved life, raising her children and helping others bring theirs into the world. Family meals are always hard because it reminds you that that special someone isn't there.”

Sue Ryder Ambassador Lottie Tomlinson

To build on our work with parliamentarians, we **took our Empty Chair exhibit to Westminster**. The exhibit allowed us to raise awareness of bereavement and grief in parliament. It helped create conversations with MPs and Peers around the need for a bereavement specific pathway, and provided opportunities to discuss how they could help improve support.

We also asked our supporters to play their part, by writing to their MP and encouraging them to visit our display. The exhibit had cross-party support and was sponsored by Peter Dowd MP and the Rt Hon. Tobias Ellwood MP. This allowed us to develop existing parliamentary relationships, and establish new ones, to support our work.



1 Sue Ryder et al. 'Enablers for end-of-life care: Key recommendations for commissioning and delivering better end-of-life care within Integrated Care Systems'. Sue Ryder commissioned Traverse, 2022. sueryder.org

2 'Modelling demand and costs for palliative care services in England', Sue Ryder and London Economics report, 2021. sueryder.org

3 Swords B, et al. 'A better route through grief: Support for people facing grief across the UK'. Research commissioned by Sue Ryder and conducted by ClearView Research, 2022. sueryder.org

Our volunteers are there when it matters

Incredible volunteers have given more than 1.4 million hours of their time and made a huge difference to the lives of people we have supported. From helping in our shops to supporting our healthcare teams, they have been integral to Sue Ryder.



We were very grateful to have been supported by more than 11,200 volunteers this year, who have made an extraordinary impact across our charity.

Volunteering in retail

- We have been thankful for the support of approximately **6,000 active volunteers**.
- We were supported by almost **20% more Senior Lead Volunteers** in our shops compared to the previous year. They supported day-to-day running and provided customers with the best possible experience.
- We gave **more than 2,500 long service badges and certificates** to retail volunteers for their contribution.
- As well as being rewarding, volunteering can open the door to new possibilities. **18% of our retail job vacancies** were filled by **Sue Ryder volunteers**.

Volunteering has changed my life. It's not something I'd ever thought about before, but it's about giving back and developing myself too.

Lyn, who volunteers at our shop in Chorlton

Volunteering in healthcare

- We piloted a **volunteer-led art therapy project** in partnership with **Paintings in Hospitals**, which gave patients the chance to express their creativity (page 14).

- The number of **volunteers** in our befriending services have **nearly doubled**, as have the number of hours they have spent providing companionship to patients.
- We recruited volunteers for our new **Sue Ryder Grief Kind Spaces**. They listened, guided conversations and signposted people to relevant support (page 26).

Spending time with patients is the most rewarding part of my role. I find it's the small touches that matter... just remembering how someone likes their tea can really show you care.

Lesley, who volunteers at our hospice in Peterborough

Recognising contributions

- In our annual Volunteer Voice survey, questions around respect and support from managers, feeling safe when volunteering, and people's cultures and backgrounds being valued, scored **9 out of 10**.
- **More than 120** volunteers were nominated at our Sue Ryder Values in Practice (VIP) Awards, which celebrated staff and volunteer achievements.

Offering a rewarding experience

- We launched a new online hub for our volunteers in June 2022. This had a range of useful resources, including learning and development opportunities. Towards the end of the year, the hub's homepage had received nearly **1,500 unique visits**.
- Volunteers completed **more than 2,000** training courses to develop their skills and make the most out of their time with us.
- **More than 1,500** people were members of our volunteer Facebook group, to stay connected with each other. The group's membership grew by nearly 15% this year.

Spotlight on... A more caring way to shop

"It's all done with love and care."

Sanding, priming, painting, waxing and sewing – our first upcycling and repair workshop has been a hive of activity since it launched in 2022. A talented team of staff and volunteers at our Sue Ryder shop in Maidstone have been giving donated furniture and clothes a new lease of life. They have been transforming pre-loved items that may have otherwise gone into landfill into beautiful, bespoke pieces to sell.

Some of the items that have been given a makeover at the workshop include mid-century furniture pieces expertly restored to former glories and pairs of old jeans fashioned into stylish denim handbags. These have raised crucial funds for our end-of-life care and grief support.

"We save it and make it look beautiful again."

Buster, Upcycling Manager, explained: "It's donated furniture that comes in marked or slightly damaged and unsaleable, though mainly just stained or scratched and can be restored and given a fresh look. It's not good enough to sell in the shop, so we give it a lick of paint and finish it off nicely. It stops the furniture from going to landfill and gives it a second lease of life, and most importantly raises extra funds for Sue Ryder.

"I've been a lover of furniture design for many years. I'm particularly into mid-century and antique furniture and I hate to see it going to waste. We save it and make it look beautiful again and that gives it another life. It's really good quality furniture that's lasted decades and decades. Some furniture we've worked on has been 200 or 300 years old.

"I've got a great team. We've got artists, pantomime set designers, former art teachers and other creatives, some with loads of experience, and some with no experience. They all come with different ideas, love working together and are really creative."

"Our upcycled furniture is unique, it's all given a new lease of life."

Ania, one of our upcycling volunteers, said: "I love charity shops and pop in when I am in town. When I came in here, I saw Buster and I saw what they did and I thought, wow, that's fantastic, and I wanted to be part of it. So, I asked and he said, 'We're looking for volunteers, here's the form,' and the rest is history.



"I love sanding and painting because it makes things much better and brings them back to life, and we all deserve a second chance. The shop is full of surprises and things you can find for next to nothing, which is brilliant especially with times like these. It's all done with love and care, and you can see the pieces are well-loved."

"All this material would just go into landfill."

Chris, a volunteer seamstress, added: "I was a maths teacher for 38 years. The way I used to relax was making things at home. I take any material, anything they can't sell, and make something out of it. Upcycling is important to me in two ways – all this material would just go into landfill, and I am also very committed to Sue Ryder. It's the charity shop that I donated to before I gave up work. I'd love everyone to come and visit their local Sue Ryder shop, just to see what is there and what they can do to help."

Scan this QR code to see our incredible upcycling volunteers in action on our Sue Ryder TikTok



Spotlight on... Equity, Diversity and Inclusion

We want Sue Ryder to be welcoming for everyone and for our staff and volunteers to reflect the diversity of the communities we support. Our Equity, Diversity and Inclusion (ED&I) work has been building a more inclusive culture across our charity.

Rainbow Badge

We completed a successful pilot of our **Rainbow Badge** initiative, promoting a message of LGBTQ+ inclusion. This was then rolled out more widely in 2023, giving our staff and volunteers the opportunity to complete training to wear rainbow badges at work. The badges are a strong visual symbol that 'I am a good person to talk to about LGBTQ+ issues, and I will do my best to help you if you need it'. So far, more than 1,100 Sue Ryder staff have completed Rainbow Badge training. Some have shared why it was important to them:



- “ I treat people in a way I would like to be treated. ”
- “ I'm Ace and it's still so rare to see people in the community talking about us and be represented. ”
- “ As a part of the LGBTQ+ community, I am thrilled to see Sue Ryder taking this matter seriously. ”

Encouraging open conversations

We introduced two new tools:

- Our **Inclusion Passport** has helped staff talk to their line managers about the support they may need, so they can be their best at work.
- An anonymous platform, **InChorus**, has allowed staff and volunteers to flag any non-inclusive behaviours.

Working together

Our four **ED&I networks** of staff and volunteers are bringing together communities with shared lived experiences and identities, plus allies. The networks, which help us to improve our understanding of the communities we serve, are Women and Non-Binary Individuals, People with Disabilities, LGBTQ+ and Ethnic Diversity and Equity.

At Sue Ryder we are proud to celebrate diversity. In June 2022 our shops up and down the country marked **LGBTQ+ Pride Month** with creative window displays (pictured).

Continuing our learning

We offered a programme of **masterclasses** to give staff and volunteers the opportunity to learn more about topics such as faith at work; the menopause; Black British history; hidden disabilities; and inclusive leadership.

Talking openly about the menopause

We want to offer support to our staff who are experiencing the **menopause**. In 2022, we introduced a new menopause hub on our intranet that included our menopause policy and helpful resources with guidance and advice.

Mental health

A priority has been offering **mental health and wellbeing opportunities** for our staff and volunteers. As the cost-of-living rose, we launched a financial wellbeing resource hub on our intranet. We also held our first-ever men's mental health session during Men's Health Week.

Race Equity

We launched our first **Race Equity Programme**, led by behaviour change experts New Ways. It began with a piece of research that included interviews with senior leaders and Global Majority colleagues, and an all-staff survey. We are now developing a meaningful action plan, setting out new initiatives to deliver better outcomes for Global Majority colleagues.

Financial summary 2022–23

Overview

Sue Ryder reported a consolidated net deficit of £11.0m in 2022–23 compared to a consolidated restated net surplus of £5.3m in the previous year (which included £6m of Covid-19 pandemic related government support). Significant investment has been made during the year to

grow our bereavement support services and increase beneficiary reach; ensure pay structures keep pace with market rates; and focus on our retail and fundraising strategies.

Summary and net calculations of the Statement of Financial Activities

	Income £000s	Expenditure £000s	2022–23 Net £000s	2021–22 Net restated £000s
Charitable activities				
Palliative and end-of-life care	13,495	(26,635)	(13,140)	(7,445)
Neurological care	20,477	(25,653)	(5,176)	(459)
Bereavement support		(2,407)	(2,407)	(1,367)
Homecare Scotland	(2)	(82)	(84)	158
International	-	(80)	(80)	(80)
Raising funds				
Fundraising	17,450	(5,001)	12,449	14,727
Retail contribution surplus	4,995	-	4,995	3,788
Other				
Other	2,111	-	2,111	1,646
Support functions	-	(9,359)	(9,359)	(7,252)
CJRS and RHLGF Covid-19 support	(294)	-	(294)	1,575
Net (expenditure)/income	58,232	(69,219)	(10,987)	5,291

Unaudited accounts for the year ended 31 March 2023.



Thank you for your support

A heartfelt thank you to everyone who has made our work possible this year for your kindness and generosity.

Your incredible support means that together we are helping people through the most difficult times of their lives.

It is thanks to your donations, unwavering efforts to raise funds and time spent volunteering that we are able to be there when it matters. We really couldn't do this without you.

We have been blown away by your efforts to support us this year. There were too many highlights to name them all, but they included going the extra mile in events such as the London Marathon, December Daily Dash and Starlight Hike, playing the Sue Ryder Lottery, and supporting our appeals and Friends of Sue Ryder programme. Whatever part you played, you have made a difference.

“I would like to say thank you to every one of you for showing such love and kindness towards...my wife of over 40 years. Her last days with you were as comfortable and content as she had wished for.”

Service user feedback about our care

Did you know?

If you are inspired to do even more, there are lots of ways you can support our work. You could take part in an event, donate, fundraise, shop with us, or volunteer your time.

Find out more on our website at sueryder.org/SupportOurCare or scan this QR code



Hear from our staff and volunteers ▼

Gareth and his partner **Adrian** volunteer at our Halifax shop every week. Gareth, who is a Senior Lead Volunteer, said: “I just came in one day and asked if they were looking for volunteers. I had a taster session and I've been here ever since! I suffer from epilepsy, which means I can't work. I feel close to Sue Ryder and that my time is better spent here than anywhere else.”

Adrian added: “End-of-life care was a big interest of mine when I was working as a nurse, so it's a cause I'm passionate about. When I came out of nursing, I wasn't sure what I was going to look to do. It's been really good in terms of opening up opportunities in another line of work that I never thought I'd be doing.”

Gareth said: “If you're thinking about volunteering, I'd say just give it a go! You've got nothing to lose, and everything to gain. I don't see myself going anywhere soon – I love it too much.”



► A doctor caring for a patient

There when it matters

Sue Ryder supports people through the most difficult times of their lives. For 70 years our doctors, nurses, bereavement counsellors and carers have given people the compassion and expert care they need to help them live the best life they possibly can.

For more information about Sue Ryder

call: **0808 164 4572**

email: **info@sueryder.org**

visit: **www.sueryder.org**

 **[/SueRyderNational](https://www.facebook.com/SueRyderNational)**

 **[@suerydercharity](https://www.instagram.com/suerydercharity)**

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