ANNUAL REPORT 2023 | 24



City Hospice
Caring for Cardiff

40 YEARS

City Hospice
Caring for Cardiff

Talk to **us**

Give us a call

General Enquiries
029 2052 4150
Clinical Services
029 2052 4158

Out of Hours Clinical Service: 111

It is essential to tell the NHS call handler that you are a palliative care patient known to City Hospice so you can be prioritised appropriately.

Where to find us

City Hospice, Tŷ Hosbis,
Whitchurch Hospital
Grounds, Park Road,
Whitchurch, Cardiff,
CF14 7BF

Visit our website
www.cityhospice.org.uk

Send us an email

General enquiries
info@cityhospice.org.uk

Fundraising enquiries
fundraising@cityhospice.org.uk

Events enquiries
events@cityhospice.org.uk

Volunteer enquiries
volunteer@cityhospice.org.uk

Retail enquiries
retailadmin@cityhospice.org.uk

Corporate enquiries
corporatefundraising@cityhospice.org.uk



About **us**

City Hospice, Cardiff's local hospice, is celebrating its 40th anniversary this year. The charity was established in 1984 to provide community palliative care to the people of Cardiff. Over the four decades since its inception, City Hospice's services have expanded to meet the needs of its patients, families and the wider community.

This sense of community is stronger than ever and we can't thank everyone enough.

Our care is community-based in people's homes, and is available at our hospice in Whitchurch. We also have venues in the community and support people in care homes across our city.

From the moment we meet our patients they are never alone. We share our skills, and expertise, so they always have someone to turn to, to ask questions, receive help, or access support.

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We couldn't do all of this work without the support of:

Our Patron
His Majesty King Charles III

Our President:
Captain Sir Norman Lloyd-Edwards
KVCo, GCStJ, JP, RNR

Vice Presidents:
- Ilora Finlay, Baroness Finlay of Llandaff
- Dr Mike Bloomfield FRCGP
- Mr Robert Hodge
- Mrs Morfudd Meredith, HM Lord-Lieutenant of South Glamorgan
- The Most Reverend Dr Barry Morgan
- Mrs Margaret Pritchard MBE
- Rabbi Michoel Rose, Cardiff United Synagogue
- Councillor Graham Hinchey
- Mrs Anne Hinchey

Chair: Mr Michael Baker

Vice Chair: Mr Gerald Puttock

Company Secretary: Mr Andrew Burns

Treasurer: Mr John Dwight

Trustees:
- Dr Diana Evans
- Amy Hill
- Emma James
- Dr Clifford Jones
- Dr Elinor Kapp
- Ita McNeil-Jones
- Richard Thomas
- Dorothy Johnson
- Maurice Prendergast
- Susan Toner
- Hannah Bates

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A note from **The Chair**

As Chair of the Board of Trustees, I am pleased to present City Hospice's Annual Report for 2023/24. This year, we have successfully balanced preparing for the future with delivering exceptional end of life care for the people of Cardiff. On behalf of the Board, I want to sincerely thank our CEO, Liz Booyse and the Senior Leadership Team for their dedication and resilience during a demanding year.



Led by Dr Margred Capel, our Clinical Team has seen a significant increase in workload due to higher demand and our decision to expand our service offerings. The Board deeply appreciates their professional attitude and commitment to providing the best possible care for Cardiff's residents. I would also like to mention the amazing Welfare Rights Team, who work with our patients and their families to ensure they receive all the support and benefits to which they are entitled. This year they have secured over £2.3 million in additional support for our patients and their families.

This year saw a significant increase in the number of staff working at the Hospice. I want to welcome them all to the team and wish them every success. We have also seen many new volunteers joining our fantastic team. Welcome all and thank you for the time and skills that you bring to us, which is very much appreciated.

I would also like to introduce some new Trustees to the Board, bringing their wealth of experiences and expertise and I very much look forward to working with Sue, Ita and Hannah over the next few years. We also saw the departure of Helen, a long-serving Trustee. I would like to thank her for the years of service she has given to the Hospice.

Financially, while challenges remain, I am pleased to report that the financial position at the end of the year was significantly better than projected, thanks to our fundraisers, our supporters' generosity and the efforts of our finance team. Our CEO's lobbying for additional support from the Welsh Government for the Welsh Hospice sector has also been instrumental in bringing us to our current healthier financial position. City Hospice continues to transform.

The Board has approved a major redevelopment for Ty Hosbis and made organisational changes to our clinical and retail teams. I am confident these changes will significantly enhance our operations and services. I am looking forward to the future that we are creating and to reporting on these exciting new developments in the future.

Michael Baker
Chair of the Board of Trustees

A note from **The Chief Executive**

Every person who has contributed towards the charity over the past 40 years is a part of our success. To all our past and present staff members, trustees, volunteers, and supporters – thank you for enabling this great charity to make an immeasurable difference to the lives of those affected by life limiting and terminal illness.



Over the past year, I've been fortunate to meet with some of our patients and families to learn of their experiences. People have shared the life-changing difference that City Hospice makes to them. I was humbled to chat to patients within our Day Centre Programme who told me that Day Centre may be the only time during a week where they have a meaningful conversation.

I spoke to a person who had been recently bereaved and the difficulties in clearing away their spouse's belongings, and the joy that they experienced when receiving a letter from our Retail team to say that we had raised £500 from the sale of these items.

I also spoke to one lady, who refused to be defined by her prognosis, who quite simply stated: "I'm not living to die, I'm dying to live."

The ethos of the charity has always been to provide specialist palliative care to people in their own homes, with Tŷ Hosbis providing an environment to provide further services and support for patients and families. We remain true to these principles.

The great work of the charity would not be possible without our dedicated team; they are our administration, finance, volunteering, fundraising, and retail staff and volunteers who work tirelessly alongside their clinical colleagues, all of whom are working towards our core purpose.

As we look to the future, City Hospice will continue to be the shining light that the charity has always been. We will continue to deliver exceptional care and support to families and patients. We will continue to strive and achieve new levels of patient centred care and extend our services to meet the growing needs of our community. We will honour the spirit of the charity and the promise that our original founders made to the people of Cardiff: recognise each person as being unique, to help them live full lives for as long as possible, and to provide support and compassion for their families.

Here is to the next 40 years of your charity, City Hospice.

Liz Booyse
Chief Executive Officer

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Purpose

We offer palliative care in the community for people with life-limiting conditions. We support them so they can live their life in their place of choice with dignity and in comfort and those close to them in their bereavement.

Vision

That our palliative care and bereavement counselling services are widely recognised as reflecting best practice in a centre of excellence; that the charity is embraced and supported by the people and institutions of Cardiff as their leading local charity.

Values

Passion and compassion
We work together with pride, compassion, purpose and dedication. Our charity keeps people at the heart of what we do and we recognise the vital role played by our volunteers and supporters in delivering our services to the people of Cardiff.

Sharing and empowering
We focus on shared decision-making with patients, people close to them and the wider communities to empower people with life-limiting conditions. As a team we share and celebrate success and give people tools in their job, empowering decision-making and encouraging innovation.

Knowledge and responsibility
We act with responsibility and professionalism as a team, to provide the highest care, comfort and support to our patients and people close to them.







How we helped you

City Hospice provides medical, nursing and end of life care to patients registered to GPs in Cardiff.

On average, we care for 500 patients at any one time. This is made up of existing patients and we receive an average of 98 referrals for new patients each month. In 2023/24 1251 patients were referred to us for specialist care.

Our patients and families were looked after and supported by our specialist clinical team made up of:

- Doctors
- Clinical nurse specialists
- Palliative nurses
- Day Centre staff
- Counsellors
- Social worker
- Welfare rights officers
- Occupational therapists
- Bereavement counsellors
- Complementary therapists
- Paramedics

Between them, our clinical team provides essential support to people at home and in the hospice. They work with GPs, hospitals and other care providers to ensure our patients are looked after with the care and compassion they deserve and are comfortable and safe at home.



These patients and families were looked after and supported by...

7149	**Clinical nurse specialist visits & digital consultants**
3345	**Bereavement and counselling sessions & visits**
1449	**Doctor visits and digital consultations**
1251	**New patient referrals**
838	**Social worker & welfare rights officer referrals**
494	**Occupational therapy referrals**

Supporting our patients

City Hospice provides community palliative care to all patients registered with Cardiff General Practitioners

Dr Margred Capel
Consultant in Palliative Medicine



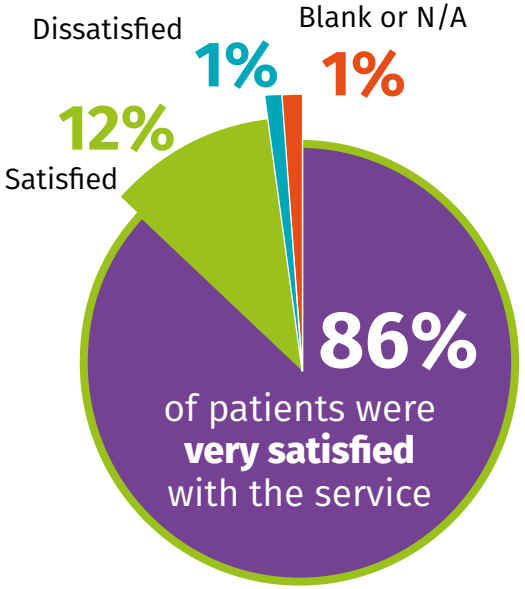
On the Ruby anniversary year, it is an opportunity to look back over the developments in the clinical service over 40 years rather than just reflect on the last year.

City Hospice's clinical service has grown exponentially, become formally regulated, and is now recognised as a Consultant-led specialist service. It participates in a regular commissioning process with Cardiff and Vale UHB to be assigned the community area in which we work (currently all patients registered with a GP in Cardiff) and to receive funding and monitoring of our clinical service.

In complying with the 'Sugar Review' and developing specialist palliative medicine for the people of Cardiff, City Hospice undertakes a multidisciplinary initial assessment (a combination of doctor and nurse or paramedic) with ongoing regular medical-directed care and regular face-to-face reviews (by a CNS). We can achieve a better quality of life for a person with terminal illness by identifying and controlling the symptoms they experience as a consequence of their disease, the treatment they are receiving, or from symptoms experienced at the end of life.

City Hospice takes a holistic approach to a person's care – considering and responding to the physical, psychological, social, financial, and spiritual distress we identify in the patient and their immediate loved ones. Through building a rapport with the patient and those closest to them, we aim to find out what's important to the individual.

Our clinical multidisciplinary team has expanded to include more disciplines from that initial team 40 years ago. Now, we are an appropriately trained, skilled, and qualified team of doctors, clinical nurse specialists, palliative nurses, occupational therapists, welfare rights officers, paramedics, medical secretaries, typists, clinical admin staff, data analysts, chaplains, counsellors and psychotherapists, and volunteers – the latter support our patients at group activities and with transport to sessions taking place at Tŷ Hosbis, deliver complementary therapies, and assist with clinical administration. We work together to the same standards and goals of patient care with regular face-to-face reviews of people in their homes or at Tŷ Hosbis for those who wish to be reviewed outside of their home environment.



In 2023, 36.4% of the referrals we received were for people with non-cancer diagnoses – dementia and frailty being at the top of that list. The median length of time that a patient is known to our service is 52 days, but the average is 131 days.

The location of Tŷ Hosbis has changed, with us now being in our purpose-built building since 2005 on the old Whitchurch Hospital site. We have already outgrown the space and are thinking about the next 40 years and what the service and community may need. The site itself has changed with the closure of the old Whitchurch Hospital and the site development to accompany the new Velindre hospital build.

At City Hospice, we don't have a waiting list – urgent referrals are seen within two days, and everyone else within a week. Over the years, referrals to the service have increased - we now receive over 100 referrals a month. We have forged positive working relationships with primary care, district nursing services, social care professionals, and various other professionals allied to healthcare, enabling us to work together to achieve patient-centered care. City Hospice's nursing, medical, and paramedic staff all work on various rotas that enable care to be accessed day and night.

City Hospice accepts referrals for people with any life-threatening diagnosis. Although developed initially in response to serve the needs of people with cancer, we accept that those with terminal non-malignant diseases also have a huge unmet need. As a result, we have expanded, and in 2023, 36.4% of the referrals we received were for people with non-cancer diagnoses – dementia and frailty being at the top of that list. The median length of time that a patient is known to our service is 52 days, but the average is 131 days.

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As a service, we recognise that although the majority of people we see are aware that they are coming to the close of their lives and choose to be at home, 87% of people achieve this preference. Looking at the reasons people are admitted to the hospital and don't achieve their preference, a fall or sudden health event precipitates this admission. As a hospice, we have decided to respond to the need we have identified. Through working in partnership with WAST, we have paramedics working with us to be able to respond rapidly to our patients' needs when they are identified – this initiative was trialled in Swansea Bay, and in developing this at City Hospice, it is a first for Cardiff.

City Hospice runs a young adult palliative medicine service with Tŷ Hafan – a service we have developed in response to the need of those young people who have been known to paediatric services and, when they turn 18, can no longer access these services and transition over to our adult service.

In order to avoid duplicating services and streamline the process for our patients, our WROs are working with the council to perform a single point of wellbeing and financial assessment to allow access to care provision from the local authority. This new approach aims to strengthen the partnership working and integration between health and social care as promoted by legislative guidelines.

Our counselling service has transformed over the years – staffed by counsellors and HCPC registered art or music psychotherapists – the service has developed since its inception to deliver specialised



● ***Catriona Seed has been made City Hospice's first Queen Nurse, recognising Catriona's ongoing commitment to improving patient outcomes and services in Cardiff***

psychological support where need is identified. Currently, 250 clients are being supported – these include patients, their children, or other family members. This service also supports bereaved people of Cardiff identified by the bereavement office at UHW, GPs, or self-referrals. The service is tailored to the individual through face-to-face sessions, online sessions, group sessions, or coffee mornings.

City Hospice has developed its education provision with City Hospice becoming a formal education placement for medical students with Cardiff University, 2nd and 3rd-year nursing students, occupational therapy students, trainee GPs, doctors training to be specialists in palliative medicine, paramedic students, counselling, and art and music psychotherapy students. We have also developed our teaching sessions to upskill the non-specialist or generalist staff we work alongside – respecting the strength in spreading good practice and care.



● *Dr James Davies*

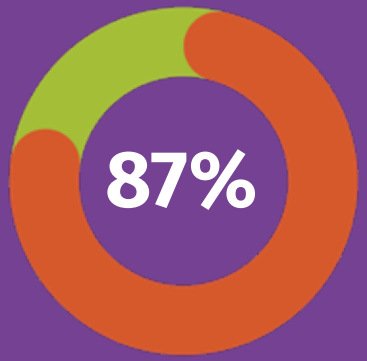
Over the last 17 years, City Hospice has developed a worldwide reach – with doctors from all over the world who are studying their Master's degrees in palliative medicine at Cardiff University with Professor Rawlinson coming to shadow our team at City Hospice to learn how we deliver palliative care in Cardiff and to take back ideas to their own services.

Some of our CNS and doctors collaborate with Cardiff University to deliver training sessions. We support the Cancer Relief Centre team in Gibraltar through regular online MDT meetings and peer support.

Some of the research generated through the clinical team has contributed to national guidelines, abstracts, or poster presentations at conferences.

In reflecting on 40 years of service, City Hospice was and still is a hive of clinical activity. I can only imagine the next 40 years becoming busier as the population and needs of the people of Cardiff grow.

Last year...



of patients who expressed a wish about their preferred place of death were able to achieve their preference



of patients who wanted to die in their own home were able to achieve this



of patients who wanted to die as an inpatient in the local hospice were able to achieve this

What you say matters...

● *Comments received from our Patient Satisfaction Surveys from patients and families of loved ones*

The care and dedication we received from everyone at City Hospice was exceptional. We were treated with kindness, respect, and dignity during such a difficult time, and the medical care was second to none.

City Hospice is outstanding, and their standards never slip. We will be grateful to you forever.

City Hospice was an island of trust in a sea of anxiety and despair. The palliative care team checked in daily, and I found them reassuring and helpful.

The help and kindness shown by the nurses is incredible. Without the help of one of them last year, I would not be here today.

I haven't found any other organisations as helpful and dedicated as City Hospice. I don't know where I would be without their help and support. They are a significant asset to the community.

I cannot express enough the care and commitment given by all the staff. They have gone above and beyond to help me and give me confidence to manage my condition. Before your involvement, I had lost the will to live, but you have helped me in more ways than ever.

City Hospice meant that my husband was able to die at home, surrounded and cared for by his family. It meant he had a good death. That may seem like an odd way to describe it, but it's true.

My mum passed away in her own home, as she wished, with minimal medical intervention. Your support ensured I could be with her in her final days as her daughter, which was the most precious gift.

Patient story

Phil Evans



A family man and popular colleague, Philip Evans was diagnosed with a brain tumour in March 2020. Following a series of treatments, Phil was referred to City Hospice and received specialist palliative care until he passed away aged 45 in March 2022.

A former junior cycling champion who raced for Wales to an accomplished music producer and DJ who built his own modular synthesiser, Phil was good at anything he put his hand to. His wife Louisa said: "Phil had a great attitude towards his condition.

"He took the news on the chin, was never frightened, and was determined to give everything his best shot. And, being Phil, he was interested to learn all about the surgery and chemotherapy treatments.

"He wanted to survive but, after a point, we had to be realistic about the outcome and we focused on his quality of life; making sure we could enjoy his favourite things together as a family."

In August 2021, Phil fell in the garden and a subsequent scan revealed his brain tumour had grown. Following further chemotherapy, he was transferred into the care of City Hospice.

"City Hospice worked incredibly quickly to organise a hospital bed and medication so that Phil would be comfortable at home, which was where he wanted to be. Everyone, from his consultant Dr James Davies to Clinical Nurse Specialist Lynne, was so kind and caring, and we benefitted massively from their joined-up care."

Louisa was also supported by City Hospice, receiving counselling prior to and following Phil's death.

Louisa said: "I think that beginning counselling before Phil passed away helped me to prepare for the moment and be better equipped to cope after he had gone. I can't thank City Hospice enough for all they have done."

City Hospice Caring for Cardiff 40 YEARS

Bereavement and counselling service



In 2023-2024, our bereavement and counselling services have continued to develop further. Over the past year, we have been able to see more children in schools, welcome people to our outreach clinics, and establish more bereavement cafes throughout Cardiff.

Throughout the year, we have actively provided home visits to patients unable to access our services otherwise.

Additionally, we have established a presence in over 30 schools, offering support to children in families receiving palliative care and those who have experienced bereavement. We are deeply grateful to these schools for accommodating us and providing space despite their busy schedules. Their cooperation has been invaluable. We are delighted that schools are becoming familiar with our work and trust us enough to make referrals directly.

It is very important that children receive timely support in a manner that allows them to benefit from therapy in an accessible and safe environment. Bereaved children often face educational challenges, which is why we prioritise providing support without disrupting their school attendance. By seeing children and young people in school, we can adapt to their needs and offer support in a familiar and secure setting. This approach also alleviates pressure on families during difficult times.

Additionally, it's been a busy year not only for counselling but also for groups, teaching and awareness courses. Our dedicated counsellors have been out to teach in schools, businesses and communities to raise awareness of grief and to get everyone thinking about the impact on themselves and others around them.

We continue to offer outreach clinics, focusing on areas with the greatest need. Our clinics in Llanrumney, Ely and Butetown have become integral parts of our service.

Additionally, we provide bereavement counselling at Cardiff prison to ensure that people in prison receive the support they need following the loss of a loved one.

Last year there were...

607 adult referrals

127 referrals for children and young people aged four to 18 years old

At the end of 2022-2023, we were excited to hear the news that the National Lottery Community Fund had awarded us a four-year Large People and Places grant to support our work with bereaved people in the community. In year one, we have expanded our work in Ely, Llanrumney, Canton, and the City Centre, and provided counselling support, bereavement groups, and bereavement coffee mornings for more people.

Accessing our care closer to home has made it easier for people to say yes to the help and support they need, and reduced waiting time. Working together, we are achieving better outcomes.

We are always open to trying new venues, and with the support of the lottery, we can work within the community and provide free, accessible counselling, children's services, and bereavement services.

CRONFA GYMUNEDOL COMMUNITY FUND











- *Harlequin Printing supporting Forever Flowers*
- *Ambassadors Chris Macnamara and Spiro Borg at Beaujolais Day*

How you helped us:

Corporate and Ambassador support

We are thrilled by the unwavering support from our City Hospice Ambassadors and corporate partners. Quite simply, we couldn't achieve our mission without the generosity of businesses from across the capital and surrounding areas.

Ambassadors, Chris Macnamara and Spiro Borg hosted their ninth annual Beaujolais Day, raising an impressive £26,000. Their dedication is inspiring and invaluable to our cause.

Golf continues to play a pivotal role in our fundraising efforts. Our two corporate golf days garnered significant contributions, with Cardiff and Cottrell Park Golf Clubs naming us their Charity of the Year. A special thank you to Heatforce, Jellyfish, and Premier Automotive Solutions for hosting their own golf days in support of City Hospice.

Alastair Milburn once again organised a fantastic band night at the Earl Haig Club in Whitchurch. Featuring the popular local band Skalet, the event raised £2,995. The band's effort to deliver an unforgettable night is deeply appreciated.

Fundraising is all about fun, and our corporate supporters certainly embraced that spirit! From spinathons and skydives to half marathons, cycle rides, bake-offs, coffee mornings, and festive jumper days, the creative ways employees raised funds were nothing short of amazing.

We also saw tremendous support through event sponsorships. This partnership not only helps us plan and promote events, ensuring greater success, but also provides businesses with valuable press and social media exposure. It's a win-win for everyone involved.

Beyond fundraising, many companies generously volunteered their time at our shops, events, and hospice centre. We are profoundly grateful for this support and look forward to forging new partnerships in the coming year. Thank you for being a vital part of our journey. We are excited about what we can achieve together in the future!

Our ambassadors are:

Chris Macnamara, Alastair Milburn, Andrew Walker, Ben Rogers Jones, Clive Thomas, Kim Bird, Neil Carter, Sara Nurse, Sarah Clifford, Sarah Lister-Sims, Sian Lloyd, Terry Edgell, Spiro Borg, Ellis Jenkins, Roy Noble, Gareth Rhys-Davies, Phill Steele and Nigel Walker.

- *Christmas with City Hospice hosted by Ambassador Sian Lloyd, Joe Cordina at a Golf Day, the NP James Williams and Premier Commercial team, and Cardiff Half Marathon runners.*

Thank you to those that sponsored events

to our Charities of the Year

and our Platinum Pledges



thewaterloofoundation

- *Sparkle Walk*



- *Rebel Mams at the Charity Raft Race*

How you helped us:
Fundraising and events

This year, we saw the community come together more than ever during our events, with ongoing and new supporters.

We welcomed back our fourth Sparkle Walk, where over 300 supporters lit up the streets of Llandaff in memory of a loved one. With the generosity from The Waterloo Foundation once again, the event was a tremendous success, raising over £30,000.Participants provided phenomenal feedback, calling it a 'fabulous event' and vowing to 'glitter up' again this year.

As we stepped into summer, our Charity Raft Race made a splash at Llandaff Rowing Club. Businesses from across Cardiff built rafts and raced up the river Taff from Llandaff Rowing Club, covering over a mile and then back down to the clubhouse. The event was another success, raising over £9,680. A special thank you to Dario Security and Llandaff Rowing Club for making this event possible.

During our Light Up a Life appeal, we held a festive event at the Royal Welsh College of Music & Drama, featuring sing-alongs to Christmas music, and a light show, thanks to our partner Christmas at Bute Park.

This event united over 300 community members to remember loved ones and enjoy the beautiful light trail in the city.

Stay tuned for exciting new campaigns and events this year!



- *Christmas with City Hospice*

Whichever way you decide to support City Hospice, we are truly grateful





- *Our Big Christmas Wrap*
- *Bucket collections in Cardiff Castle*

How you helped us:
Community fundraising

Throughout 2023-2024, we have been active in our local community, raising vital funds and awareness for City Hospice.

We introduced our Community Volunteering Coffee Mornings to engage with our fantastic volunteers who enable us to expand our reach in Cardiff.

This was done through our various bucket collections, awareness stands, community group talks and collection pods throughout the city.

The return of our Hospice Heroes campaign saw some amazing individual fundraisers.

Hospice Hero, Beth Steiner, took on the Via Francigena challenge in Italy, totaling 1004km and raised £1,085. Meanwhile, Charlotte Dix walked the 870 mile Welsh Coastal Path Challenge, in memory of her dad, which raised over £4,000 for City Hospice.

DEPOT chose City Hospice as their Charity of the Year and we had the opportunity to host bucket collections in Cardiff Castle for a variety of concerts, raising over £1,300.

During the summer we attended Pride Cymru to show our allyship to the LGBTQ+ community and raise awareness that our services are for everyone who needs our support in Cardiff.

Sophia Gardens hosted their annual 'SophiaWorks' display in the Glamorgan Cricket Grounds where we joined them to glitter the guests and collect donations, which raised over £600.

The Ukulele Wolves chose City Hospice as their Charity of the Year and hosted two music festivals that brought together ukulele musicians, fundraising a total of £1,500.

We were thrilled to be chosen by St David's Dewi Sant as their Charity of the Year and started our partnership off with our 'Big Christmas Wrap', which brought together several choirs, musicians and a Christmas wrapping service that raised over £6,700 for the charity.

We introduced a similar event to celebrate St David's Day as a proud Welsh charity and raised over £1,700. We have been overwhelmed with the support we have seen from our local community and we can't thank our supporters enough for their contributions over the year. We look forward to continuing raising vital funds for the charity during our 40th year.





FOREVER
Flowers
AT
CARDIFF CASTLE
CASTELL CAERDYDD





Remembering loved ones

Forever Flowers returned for a third consecutive year, offering support to hundreds of grieving families and raising thousands of pounds. The campaign featured a unique limited edition daisy crafted by the British Ironwork Centre, allowing the community to pay tribute to their cherished family members, friends, and loved ones.

Over a thousand daisies, each representing a loved one's life, formed a striking display designed by our counselling team.

The display, which lasted nine days, attracted hundreds of visitors from Cardiff and beyond. During the display, we hosted our annual Celebration of Life event within the grounds of Cardiff Castle. This evening provided an opportunity for both those who purchased a flower and the wider community to come together in remembrance.

This year's Celebration of Life was our largest event to date, with over 600 people uniting to honour their loved ones. We were joined by members of the Rock Choir from across Wales, forming a super choir specifically for our event. A choir member remarked: "It was an unforgettable evening. The beautiful venue and perfect weather set the stage, and the daisy display was simply gorgeous. We were deeply honoured to participate."

Liz Booyse, CEO of City Hospice, highlighted the significance of the Forever Flowers campaign: "At City Hospice, we recognise the profound impact of losing a loved one. Providing a way for people to honour, remember, and celebrate the lives of those they've lost remains a vital part of our mission.

"Forever Flowers is open to everyone, not just those who were cared for by City Hospice. It offers a meaningful way for individuals to express their grief, reflect on cherished memories, and celebrate lives with a lasting tribute.

"The need for our services is growing exponentially, making it even more crucial for us to support our community. Seeing so many people from all over Cardiff come together for Forever Flowers was truly remarkable."

40 YEARS
City Hospice
Caring for Cardiff

Forever Flowers 2023 raised over £50,000 for City Hospice.

"Over a thousand daisies, each representing a loved one's life, formed a striking display designed by our counselling team









Our **shops**

This year our retail outlets have experienced significant development, whilst also generating over £361,000 in revenue.

The Rhiwbina store, reopened last July as a bookstore, has become increasingly popular in the community, establishing itself as a top destination for books and collectibles. The Ely store's refurbishment has led to a rise in sales and donations, with the local community warmly welcoming its new look. The Whitchurch store's renovation to mirror our new concept has also been positively received. Meanwhile, the Barry store continues to thrive as a clearance outlet, offering exceptional value and contributing to our sustainability efforts by reducing landfill waste.

Looking forward, we plan to expand our store estate into 2025, extending our unique retail experience to more communities in Cardiff. This expansion includes opening a store outside of town with warehouse space to make the donation process easier for our donors and enhance stock distribution efficiency.

Our retail team continues to expand, with new managers and assistant managers strengthening our existing management and volunteer teams. Our dedicated volunteers are essential in supporting our managers and contributing to the growth of our stores. Behind the scenes, our exceptional van driver and warehouse teams ensure a steady flow of donated goods to our stores.

The steadfast commitment of our store teams, along with our customers' support, enables the proceeds from our retail operations to continue to fund the vital work of our charity, providing care to the people of Cardiff when they need it most.

You can find our shops in:
Whitchurch, Barry, Ely, Penarth, Llanishen and Rhiwbina



Creative ways to **volunteer**



In October, we showcased the vital work of our volunteers at a special event at the Senedd. Hosted by ambassador Sian Lloyd, the event showcased the contributions of the charity's volunteers and featured speeches from the charity's Counselling Service Manager Karen Fenna and Consultant Dr James Davies, as well as volunteers themselves.

Sam Curtis, Volunteer Development Manager, said: "It was an honour to be able to showcase and appreciate the tremendous efforts of all our volunteers on such a high-scale platform at the Senedd. At City Hospice, we couldn't do what we do without our incredible team of volunteers supporting us. Thank you!"

This year at City Hospice, we have benefitted from volunteer support more than ever with around half of our volunteering team undertaking more than one role for the charity! Volunteers tell us that they enjoy the variety along with meeting people from across the organisation who are all working together to support one great cause.



Consultant Dr James Davies

Support our stores!

Since Covid, we have found that interest in our retail volunteering positions are less in demand. This mirrors the same feedback from other charities across the country. We'd like to take this moment to encourage anyone with time to spare and skills to share to help City Hospice by continuing to raise vital funds in our stores through volunteering!

We're actively working to make these opportunities more flexible and accessible so if you're interested, please get in touch with our volunteering team at volunteer@cityhospice.org.uk.

#OneTeam







Light Up a Life

Our annual Light Up a Life appeal runs from October to December, helping people remember their loved ones during what can be a difficult time for those who are bereaved at Christmas.

The community was invited to honour their memories by placing a dedication on our Virtual Star in the Sky.

The response was overwhelming, with hundreds of heartfelt messages illuminating the virtual stars in remembrance.

This year, we held our Remembrance Service at Howell's School for the first time. The event featured performances from the Howell's School quartet, poem readings by students and staff, and a poignant reading of names. It was a truly special occasion, bringing families together to remember their loved ones.

Thanks to the unwavering support and generosity of our community, the Light Up a Life campaign raised over £150,000. We are immensely grateful to the Hodge Foundation, whose gracious match funding doubled the impact of all donations received from October 1 to December 31.

Their commitment to our charity is instrumental in making a difference in the lives of those we care for, not just at Christmas but throughout the year.





Charitable trusts and foundations

In 2023-2024, gifts from charitable trusts and foundations have played a vital role in enabling us to deliver heartfelt and easy-to-access palliative and end of life care services for people in Cardiff and their families.

This year, trusts and foundations have supported our core work, contributed to the funding of new projects, and provided match funding to boost income through our dedicated events. We couldn't be more grateful to the small, local trusts and larger national foundations who chose to support our work. Every penny received has helped us make an even bigger difference.

We are grateful for the enduring support of the Hodge Foundation who provided £100,000 of match funding during our Light Up a Life remembrance appeal, and to the Waterloo Foundation who provided match funding for our Sparkle Walk. These poignant events provide bereaved families with moments to reflect together and remember the people they love and miss.

While a priority focus has been placed on securing grants to underpin our core work, we have also focused on applications that support us in achieving our ambition that no one in need of our care is left unsupported.

Specifically, this year the Masonic Charitable Foundation has enabled us to redesign our approach to financial wellbeing, and the James Tudor Foundation and February Foundation have helped us deliver education and training to build the skills of colleagues working across Cardiff and in care homes. We are also grateful to the Linder Foundation and Inlight Trust for funding our work supporting people in Cardiff Prison.

We are excited to grow our relationships with charitable trusts and foundations - enabling them to meet their own philanthropic aims while helping us to achieve our ambitions. This includes the Albert Hunt Trust, the Jenour Foundation, the Frazer Trust, and the St James's Place Foundation. As we face into a future that includes increased demand and greater complexity of need, this has never been more important.

Gifts in Wills

Choosing to leave a gift in a will means an investment in City Hospice's future and provides people in Cardiff who face life with uncertainty following the diagnosis of a life-limiting condition with the certainty that the care they need will be available.

We are hugely grateful to the people whose gifts we have received this year – we have pledged that we will make the best possible use of their funds as we deliver services today and build services that are fit for the future.

Each gift, whether large or small, is a lasting tribute – we will do all we can to ensure that no one is left unsupported.



Ray Petre, his granddaughter Erin, and her mother Jodie

#HospiceHero
Ray Petre

> ***Nothing I can do can ever repay the care I received from City Hospice. However, I hope jumping from the skies to celebrate the life of a wonderful lady who was loved by so many helped that extra bit.***

In April 2023, Ray Petre, his granddaughter Erin, and her mother Jodie, took to the skies to celebrate the life of Ray's wife, Annie, raising over £3,000 for City Hospice.

Ray and Annie moved to Cardiff from Yorkshire in 2001, where they opened their home to thousands over the years, offering rest and restoration. Sadly, in 2019, Annie was diagnosed with triple-negative breast cancer. She received treatment at Velindre and was declared cancer-free in 2020.

However, towards the end of the year, Annie's cancer returned aggressively, and she was referred to City Hospice.

Ray expressed his gratitude, saying: "I cannot thank City Hospice enough for their care and support. They were all amazing, especially our palliative care nurse. We felt so cared for and supported, both during Annie's illness and afterwards."

To give back to the charity, Ray decided to mark his 80th birthday year with a special challenge. He, his 16-year-old granddaughter Erin, and her mother Jodie, jumped 15,000 feet in Swansea.

Ray added: "Nothing I can do can ever repay the care I received from City Hospice. However, I hope jumping from the skies to celebrate the life of a wonderful lady who was loved by so many helped that extra bit."

Annual **accounts**

Statement of financial activities for the year ended March 31, 2024

	Unrestricted Funds Undesignated	Designated	Restricted funds	Totals 2024
Donations and legacies	£498,544	-	£60,390	£558,934
Incoming from charitable activities				
Operation of Hospice care	£1,336,762	-	£93,737	£1,430,499
Incoming from other trading activities				
Other Trading Activities	£330,607	-	-	£330,607
Gross shop sales	£361,797	-	-	£361,797
Investment income	£62,942	-	-	£62,942
Other Income	£13,924	-	-	£13,924
Income total	**£2,604,576**	**-**	**£154,127**	**£2,758,701**
Expenditure on raising funds				
Costs of running shops	£316,792	£26,894	-	£343,687
Fundraising & voluntary	£449,493	5,099	-	£454,592
Total	**£766,286**	**£31,993**	**-**	**£798,279**
Expenditure on charitable activities				
Hospice care	£2,127,944	£24,536	£175,509	£2,327,990
Total	**£2,894,230**	**£56,529**	**£175,509**	**£3,126,268**
Net loss/gains on investment	£ -42,268	-	-	£ -42,268
Net loss/gains on sale of assets	-	-	-	-
Net expenditure	**£ -247,387**	**£ - 56,529**	**£ - 21,382**	**£ - 325,299**
Transfers between funds	£ 419,186	£419,186		-
Net movement in funds	£ 666,573	£362,657	£ 21,382	£ -325,299
Reconciliation of funds				
Total funds brought forward	£1,899,663	£1,170,871	£1,510,367	£4,580,901
Total carried forward	**£1,233,090**	**£1,533,528**	**£1,488,985**	**£4,255,602**

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Be a Hospice Hero

There are lots of ways to donate to City Hospice

Your generous donations enable us to continue providing the best palliative and end of life care. We are grateful for anything you can give.

Volunteer

We are always on the lookout for volunteers to join the team.

Donate a day

Sponsor a day of vital nursing care. It can be in memory of a loved one, on a date that's meaningful to you.

Regular giving

An easy, no-fuss way to support your local hospice.

Support our shops

We encourage donations at our six shops across Cardiff and the Vale to keep them full, fresh, and inviting to our customers.

Sponsor an event

Call us to find out how you can take part or sponsor one of our brilliant fundraisers.

City Hospice
Caring for Cardiff

40 YEARS

Tŷ Hosbis | Whitchurch Hospital Grounds | Park Rd | Whitchurch | Cardiff CF14 7BF

www.cityhospice.org.uk | 029 2052 4150

Registered Charity No. 1023311