



How we made an impact

2024–25



**Because no one
should face death
or grief alone**

Welcome

4 Welcome from our Chief Executive

6 Our year in numbers

About us

8 Our vision and values

9 Our work

How we made a difference

10 Because no one should face death alone

16 Tracey's story

17 Richard's story

18 Because no one should face grief alone

23 Stories from our Online Bereavement Community

24 Sue and Martin's stories

25 Because no one should face death or grief alone

28 Speaking up for people who are dying or grieving

30 How our volunteers made an impact

32 Spotlight on our Sue Ryder shops

34 Making Sue Ryder welcoming for everyone

35 Sustainability at Sue Ryder

Our financial information

36 Financial summary 2024–25

Thank you

38 Thank you for your support



Thank you

Sue Ryder is a charity, and our vital work supporting people through dying and grief is only possible thanks to our amazing supporters.

A heartfelt thank you to everyone who has supported us over the past year. Thanks to your kindness and generosity, we were able to deliver more than 655,100 hours of palliative and end-of-life care, and reach the milestone of 40,000 members on our Online Bereavement Community. You can read more about our year in numbers on page 6.



Welcome from our Chief Executive

A very warm welcome to our Impact Report, where you can discover how our vital care and services have made a difference in the past year. Since I joined Sue Ryder as Chief Executive in 2024, I have felt incredibly proud to lead such a passionate and dedicated team of staff and volunteers, who support people in their most difficult moments.



Our crucial work would not be possible, though, without the kindness and generosity of our amazing supporters. I want to take this opportunity to say a special thank you to everyone who has supported Sue Ryder. Together, we make a positive difference during even the darkest of times.

Inside this Impact Report

I hope you enjoy reading about our many achievements, as well as heartfelt stories from some of the people we have helped. Turn to page 10 to find out how our specialist healthcare teams have been helping patients to live as well as possible in the time they have left. We delivered more than 655,100 hours of palliative and end-of-life care in the past year and continued to evolve our care services to meet people's needs.

On page 14 you can also read about how we want to work with the Government and NHS to fix the current challenges in palliative and end-of-life care, and create a new ecosystem to support people to live and die well.

Determined to achieve our vision

Every day at Sue Ryder, we work tirelessly towards our vision of a society that supports everyone through dying and grief. To achieve our vision, we must urgently address the challenges that we and the rest of the sector face. Across the UK, many people are unable to access the support they need at the end of their life or when experiencing grief, and demand for care is continuing to grow. We continue to campaign loudly for much-needed change, so more families can get the help they deserve and won't have to face death or grief alone.

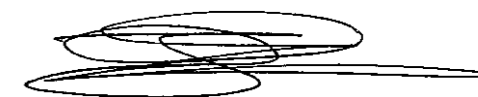
From page 18, you can discover how we have been growing our vital bereavement services to help even more people living with grief across the UK. 2025 has marked a decade of providing essential grief support through our Online Bereavement Community. We are really proud of how the community has become a lifeline to thousands of people and grown from just under 500 members to more than 41,800 at the last count.

Also high on our agenda has been our important work speaking up for people who are dying or grieving, which you can read about on page 28. Following the election of the new Government in July 2024, we have been engaging with MPs to advocate for improved palliative and end-of-life care and bereavement support. We also contributed to the Commission on Palliative and End-of-Life Care, which has been recommending solutions to the gaps in access to high-quality palliative care.

Looking ahead

There is still much more to do. We are now looking to the year ahead, ready to provide our care and services to more people who need it, use our voice to create positive change, and increase our impact even further.

With best wishes,



James Sanderson
Chief Executive

“
Every day at Sue Ryder, we work tirelessly towards our vision of a society that supports everyone through dying and grief.
”

Our year in numbers

Thanks to your incredible generosity and the efforts of our dedicated staff and volunteers, together we made a huge difference in 2024–25.



Over **2,700** supporters lit up the night skies at our Starlight Hike events, walking in memory of loved ones.



Our amazing volunteers donated over **1.4 million** hours of their time.

More than **6,000** people became Friends of Sue Ryder, supporting us with a regular donation.

Nearly **£1.1 million** was donated by trusts and grant makers.

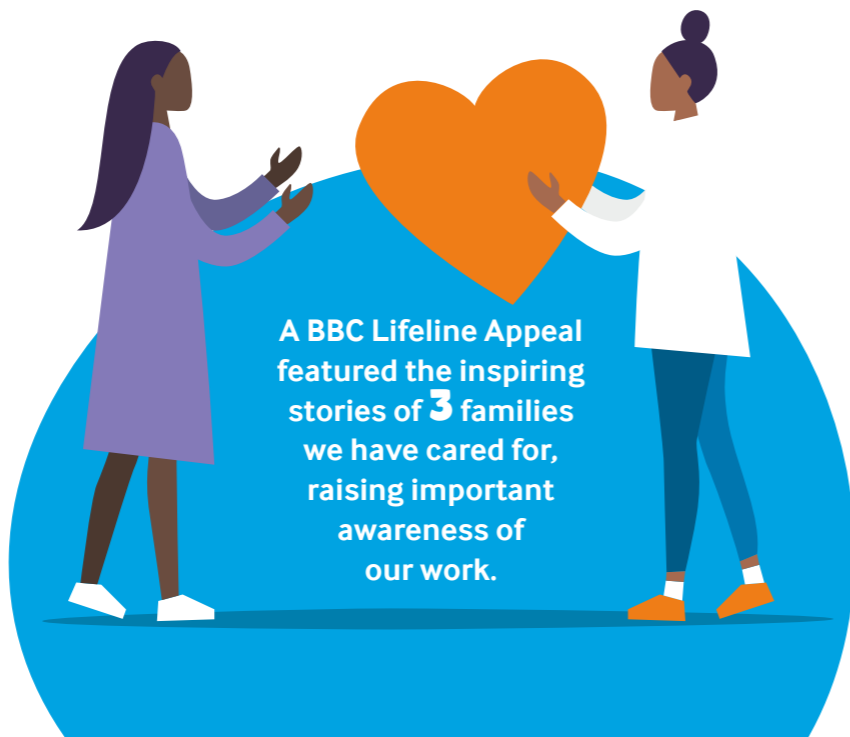


Nearly **5,000** people signed our letter to the next Government ahead of the 2024 General Election, calling on them to make support for dying and grieving people a priority.



Our Sue Ryder Lottery reached the milestone of over **18.5 million** ticket sales.

£8.2 million was donated by people leaving a gift in their Will.



A BBC Lifeline Appeal featured the inspiring stories of **3** families we have cared for, raising important awareness of our work.



We sold an incredible **15.7 million** items in our Sue Ryder shops, raising vital funds for our care and support.



We had more than **220,000** visitors to our Online Bereavement Community.

Nearly **59,000** face-to-face visits were made by our Hospice at Home teams.



We delivered more than **655,100** hours of palliative and end-of-life care.



Over **66,000** users actively engaged with our self-help platform Grief Guide.

Approximately **600** Sue Ryder Nurses, doctors and healthcare professionals provided expert care.



Over **25** Grief Kind Spaces supported people who have been bereaved in local communities.



It cost us over **£37 million** to run our palliative and end-of-life care services.





Our vision and values

Our vision

We want a society that supports everyone through dying and grief.

A society where the voices of people who are dying or grieving are heard, where everyone gets the care and support they need and services are integrated with the wider healthcare system.

A society where everybody can have open and honest conversations with their friends and family to help them prepare for death and where people with a life-limiting diagnosis are supported to live well in the time they have left.

Where trusted resources, information and bereavement services are accessible to everybody who needs them and where communities across the country provide support and empathy to those in need so that nobody grieves alone.

Scan the QR code or visit sue Ryder.org/vision to read our vision and strategy, 'A better approach to dying and grief'.



Our values – supportive, connected and impactful – inform how we approach our work and will help us to deliver our vision.

Our work

Palliative and end-of-life care

We provide care from our specialist centres, in people's homes and out in the community in many areas of the UK.



Sue Ryder South East, providing in and out-of-hospice care from our bases at:

- Sue Ryder Duchess of Kent Hospice, Reading, and Sue Ryder, Theale.
- Sue Ryder Palliative Care Hub South Oxfordshire.

We also support patients in dedicated end-of-life care beds in West Berkshire Community Hospital and Wallingford Community Hospital.

Sue Ryder South West, providing in and out-of-hospice care from our base at:

- Sue Ryder Leckhampton Court Hospice, Cheltenham.

Sue Ryder East of England, providing in and out-of-hospice care from our bases at:

- Sue Ryder St John's Hospice and Palliative Care Hub, Moggerhanger.
- Sue Ryder Thorpe Hall Hospice, Peterborough.

North East and Yorkshire, providing in and out-of-hospice care from our bases at:

- Sue Ryder Wheatfields Hospice, Leeds.
- Sue Ryder Manorlands Hospice, Keighley.

Grief support

Our bereavement services are there for adults in the UK living with grief, as well as their families and friends. These include:



- **Sue Ryder Online Bereavement Community** – a forum for people to talk to others who are grieving, share feelings and support each other.
- **Sue Ryder Online Bereavement Counselling Service** – free video counselling sessions delivered by registered counsellors.
- **Sue Ryder Grief Guide** – self-help platform providing people with expert information, personal stories and tools to help them understand and manage their bereavement.
- **Sue Ryder Grief Kind Spaces** – we have opened more than 25 Grief Kind Spaces in local communities. The drop-in sessions, led by volunteers, give people who have been bereaved the opportunity to share their experiences in group settings.

Influencing and campaigning

To speak up for people who are dying and grieving, we work on a national and local level and collaborate with others in the healthcare sector, the Government and key stakeholders.



Find out more about our work at sue Ryder.org

Because no one should face death alone

We provide palliative and end-of-life care from our specialist centres, in people's homes and out in the community. Over the past year, our healthcare teams have helped patients to live as well as possible. They have offered tailored support and managed pain and symptoms, making more space for final days to be filled with family and love.

Did you know?

In 2024–25, we delivered more than **655,100 hours of palliative and end-of-life care, helping thousands of people in their most difficult moments.**

Making sure people get the care they need

Delivering care of the highest standard is incredibly important to us. Developing our care services to meet people's needs continued to be a priority.

One of the areas we focused on was **improving the experience for our patients who are living with dementia.** We developed an action plan to make improvements to our hospice environments and create more dementia-friendly, supportive spaces. This has included changing the colour palette of bedroom walls, adapting some bathroom mirrors and introducing new furniture, signage and lighting. We also enhanced our staff members' knowledge and skills by rolling out dementia awareness training and by introducing Dementia Champions roles in some of our hospices. Strong relationships have also been built with Dementia UK's Admiral Nurses and local Clinical Nurse Specialists, who work closely with families and people affected by dementia, to learn from their expertise.

Another focus has been **improving support for our patients with learning disabilities,** who often have additional needs when it comes to palliative and end-of-life care. We have introduced Learning Disability Nurse Champions across our services, who work closely with local disability teams to build connections and increase understanding. We want to make sure our patients with learning disabilities have access to specialised support at the end of their lives. To strengthen our staff knowledge, we have implemented Learning Disability and Autism training – and to help patients express their needs more effectively, we have introduced visual communication aids.



Service user feedback about our care

“We have been very impressed by the person-centred approach that seems to be embedded across the whole staff team. We are very grateful for the way in which our mother has been treated with respect and dignity at all times during her stay.”

“I have received outstanding support from the Lymphoedema Care team as an outpatient for the past five months, which has enabled me to manage my condition with confidence. Going forward I know they are only a phone call away if I need anything.”

“From the moment I stepped off the ambulance, I felt like I was greeted by family. Very attentive, compassionate, caring from everyone. They treated my husband with respect and spoke to him. Nothing was too much trouble and there was someone here as soon as I requested assistance.”

“Always answered a phone call around the clock. We don't know what we would have done without them.”

“As a family member my dad is being treated with dignity. All of the staff are friendly, helpful, honest and answer any questions. The Sue Ryder Nurse was responsive and caring.”

“Thank you so much for all the support, the Palliative Care Hub team are providing a 24-hour service. Everyone has been absolutely amazing and made my life a lot easier!”



This vibrant mural at our hospice in Leeds came about after our colleague Michael decided he wanted to create something uplifting for patients and their families following his experience with chemotherapy. He reached out to artist Jamie Steward, whose previous work in the local community had left a lasting impression. The result was this stunning, colourful mural, designed to spark brightness and joy.

Did you know?

In England, on average, the NHS funds around 40% of the care that a hospice provides.¹ Like the rest of the hospice sector, Sue Ryder relies on retail income, fundraising and donations to cover the remaining costs of delivering our services.

Reaching more people

We want our specialist care to reach more people from all communities. To help us break down the barriers of inequality that prevent people from accessing services, we continued our important **health inequalities** work.

We built relationships with more than **290** organisations that specialise in supporting a diverse range of communities. Plus, to increase public knowledge and awareness of the palliative and end-of-life support we provide, our team attended more than **60** events over the year.

¹ Cummins L, Julian S, Georghiou T, Kumar G and Scobie S (2025) 'Public expenditure in the last year of life'. Research report, Nuffield Trust and Health Economics Unit for Marie Curie.

Looking ahead – transforming our palliative and end-of-life care

We are proud of what we have achieved together so far, but there is still much more to do. Our long-term goals include doubling the number of people we care for in five years, by growing the support we offer in people's homes and in local communities.

Another exciting development, in partnership with the NHS Buckinghamshire, Oxfordshire and Berkshire West (BOB) Integrated Care Board (ICB), will be expanding our services to residents in this region. We want to provide our care to more people who need it and build on our work supporting diverse communities. To find out more about our future plans, visit sueyder.org/vision

“The team were always so polite, welcoming, and compassionate. Mum was so happy there.”

Sophie, whose mum was cared for at our hospice in Peterborough

“The staff were marvellous. I could never repay them for everything they did for me and my father.”

Hannaan, whose father was cared for at our hospice near Keighley

We also hosted events to help us learn about how we can improve our services. Some of the communities we have engaged with include LGBTQIA+, Global Majority, neurodiverse, people with disabilities and rural and farming communities, among others. One highlight saw our hospice in Peterborough hosting 'Community Tea and Chat' sessions, where members of the community came together with our staff, volunteers and partners to share their experiences and explore cultural traditions around death and bereavement.

We also introduced **Community Engagement Coordinators** across our hospices to build strong relationships within local communities. This is helping us to be better informed and equipped to deliver culturally appropriate services, so patients can be supported in a way that is both person-centred and culturally sensitive. We want to offer the tailored guidance, emotional support, and connections to community-based services that matter most to the people we care for.

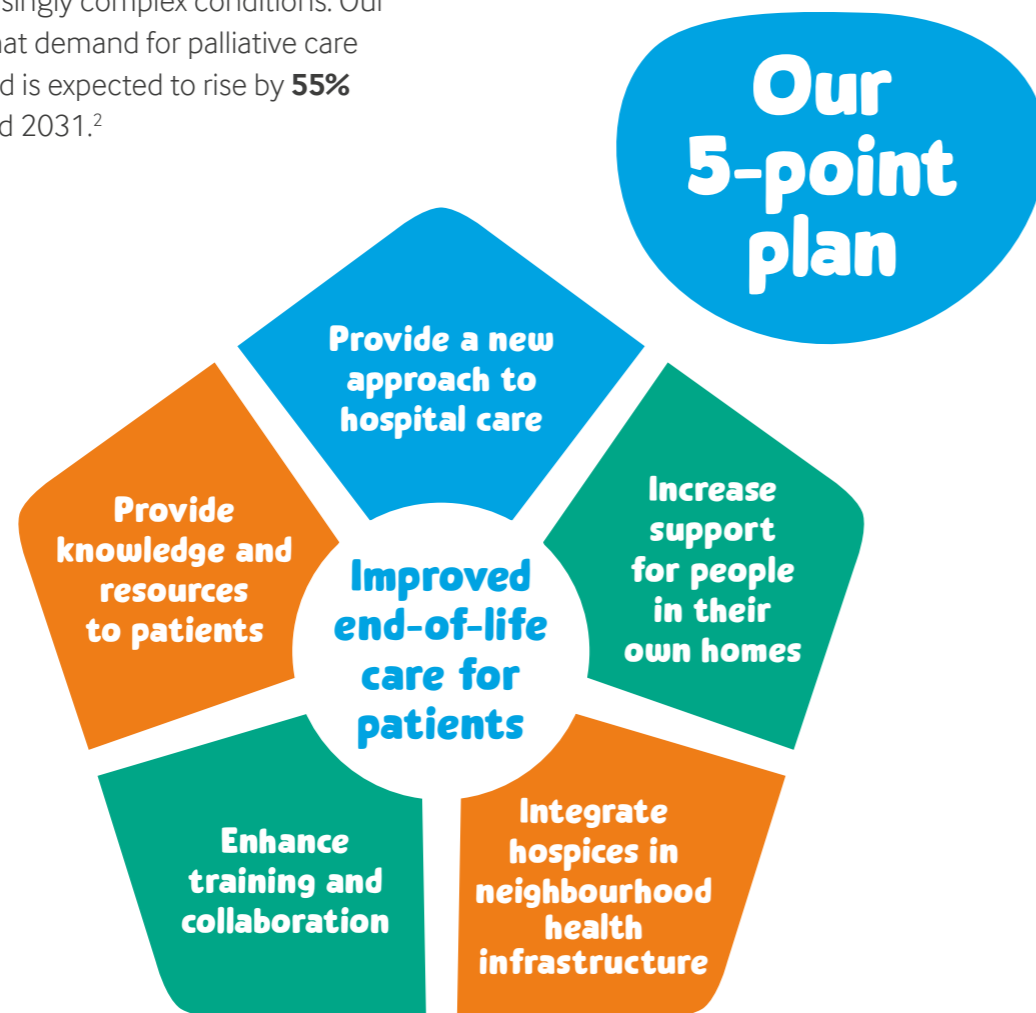
You can read about our Wellbeing Services on page 25.



Helping more people get the care and support they deserve

We want a society that supports everyone through dying and grief. However, we know many people are unable to access care and support. The UK has an ageing population and people are living longer with increasingly complex conditions. Our research shows that demand for palliative care services in England is expected to rise by **55%** between 2021 and 2031.²

We want to work with the Government and NHS to fix the current challenges in palliative and end-of-life care, and **create a new ecosystem to support people to live and die well.** We have developed a 5-point plan to help us achieve this.



Did you know?

In 2024–25, nearly 59,000 face-to-face visits were made by our Hospice at Home teams, giving our specialist care to patients.

“The Sue Ryder Hospice at Home team started to come in and they were just brilliant. I could always call them if I needed anything and they were so lovely with David.”

Mary’s husband was cared for by the team at our palliative care hub in South Oxfordshire

² 'Modelling demand and costs for palliative care services in England', Sue Ryder and London Economics report, February 2021. https://media.sue Ryder.org/documents/Modelling_Demand_and_Costs_for_Palliative_Care_Services_in_England_1.pdf



Did you know?

Patients and volunteers who attend day services at our hospice in Reading have formed a 'tight-knit' group, using their creativity to knit items including blankets, bobble hats and more. They have raised hundreds of pounds by selling their fantastic knitted creations.

Tracey's story

Tracey's father, David, was cared for by the Hospice at Home team at our Cheltenham hospice during the final two weeks of his life in 2023. David had always expressed his wish to die at home, and thanks to the expert and person-centred care provided by the team, this was honoured.



“

It meant absolutely everything to us that the staff at Sue Ryder could help us fulfil Dad's wish to die at home.

”

“The staff at Sue Ryder knew that we wanted to keep doing everything we could for Dad, and they let us,” said Tracey. “They never overstepped the mark, everything was our wish, but they were there for us when we needed them. Their advice was invaluable.

“When we got to the point when we couldn't do as much for Dad anymore, Sue Ryder took over a little more. By this point, they didn't feel like strangers. It felt like they were family. As soon as they walked through the door, it was very natural. We never felt pushed out. We were all on one team.

“It was about two weeks that the angels (as Dad called them) from Sue Ryder helped us to look after him before he died on 20 July 2023. Dad was 77 years old.

“It meant absolutely everything to us that the staff at Sue Ryder could help us fulfil Dad's wish to die at home. We knew it meant the world to him too. It sounds like a strange thing to say, but he had a perfect death, and we couldn't have done it without Sue Ryder – they were our family lifeline.”



Richard's story

Richard and his Cockapoo, Jack, are dedicated volunteers at our hospice near Bedford, offering comfort to patients, families, and staff. Richard's wife, Jean, who was cared for at the hospice in the final weeks of her life, wanted Jack to take up the role as a Pets As Therapy dog to bring love and warmth to others.



“

It feels like I am giving back to the hospice for everything they did for Jean, Jack, and me.

”

Richard said: “Jean was diagnosed with Stage 3C ovarian cancer in May 2022. She wanted to stay at home to die, but although the district nurses were very good, it could take up to three hours to get her the pain relief she needed. It all became a bit too much, and the nurses suggested we look at Sue Ryder St John's Hospice.

“From the first day, I slept in the same room as Jean, and from the second day, Jack slept with us, too. We got to know the staff there, and they got to know us. The care was second to none.

“Before Jean died, she had said that she thought Jack would make a great therapy dog, so we started the procedure, but this was put on hold when Jean became unwell.

“After Jean's funeral, I decided I was going to set about getting Jack registered. He was 'interviewed' for an hour and passed the test with flying colours. We started visiting Sue Ryder St John's Hospice in August 2024.

“Volunteering with Jack is the most worthwhile thing I have ever done in my life. It can be hard, but it can also be very uplifting, and I know from the Sue Ryder Nurses that patients and relatives have said how much it has helped them. It feels like I am giving back to the hospice for everything they did for Jean, Jack, and me.”

Because no one should face grief alone



The death of someone you know or love can be devastating. We have been growing our vital bereavement services so we can help even more people living with grief across the UK, as well as their families and friends.

Did you know?

Almost every home in the UK has or will experience the loss of someone significant, but 88% of people told us that they felt alone in their grief.³

Sue Ryder Grief Kind Spaces

At Sue Ryder, we believe that no one should grieve alone. That's why we have been developing our **Grief Kind Spaces** and supporting more people in local communities. Held in venues such as cafés and garden centres, our Grief Kind Spaces are informal drop-in sessions that are led by volunteers. They give people who have been bereaved the opportunity to come together with peers, share their feelings and experiences, and support each other.

³ 88% of 1,001 bereaved UK consumers in research conducted by Censuswide and commissioned by Sue Ryder, October 2024.

We have opened **more than 25** spaces in regions including Bedfordshire, Berkshire, Cambridgeshire, Gloucestershire, Lincolnshire and Yorkshire. We have seen over **7,200** attendances and feedback has shown how they are helping people to feel less isolated and more able to talk about their grief.

In 2025, we have opened several new spaces offering more support in local communities, including in Abbeydale in Gloucestershire, Wallingford in South Oxfordshire and Cullingworth in West Yorkshire.

“When you’re grieving it’s a hard road, but you can go to the Grief Kind Space, have a coffee and a chat and it helps. I feel like the old me is coming back more.”

Tony, who has been attending a Grief Kind Space following the death of his wife of almost 50 years

Turn to page 24 to read more about the impact our spaces are making.

Sue Ryder Online Bereavement Community

2025 marked a decade of our **Online Bereavement Community** providing essential grief support. Over the past 10 years, the community has become a lifeline for thousands of people across the UK, offering comfort and connection. It is a place where people can join conversations, ask questions, share their feelings and support each other. Since it launched, the community has grown greatly in size and is helping more people than ever.

In 2024–25:

- There were more than **220,000** visitors.
- We reached the milestone of **40,000** community members – people who had registered for an account and were able to access more features. This was an increase of **25%** from the previous year.
- People shared over **88,200** posts, an increase of **13%** on the previous year. In March 2025 we reached another milestone of **10,000** posts being shared in a single month.
- There were more than **642,000** ‘sessions’ – the period of time where people interact with our site. January 2025 was the community’s busiest-ever month for sessions, with nearly **80,000** during the month.
- Insights from our user survey showed that **over two thirds** of people (**79%**) felt members of the community cared about each other, and **72%** agreed or strongly agreed that the community helped them to feel less alone.

A decade of growth:

In 2015-16 there were just under 500 community members, and people shared approximately 830 posts.

In 2024-25 there were more than 41,800 community members, and people shared over 88,200 posts.

“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.”

Debbie, who uploaded her first post to the Online Bereavement Community just before the first anniversary of her husband’s death

You can read more about the impact of the community on page 23.

Did you know?

It is estimated that for every death, five people are affected by bereavement.⁴

Sue Ryder Online Bereavement Counselling Service

We saw a significant increase in demand for our Online Bereavement Counselling Service. Our registered counsellors supported people living with grief across the UK by providing free video counselling sessions. They delivered more than 11,200 sessions and assessments, equating to more than 9,300 hours of support.

Insights from an evaluation of our counselling service, which assessed outcomes for more than 1,300 people between May 2023 and November 2024, showed that:

- 90% of people experienced a measurable emotional improvement across grief and resilience indicators, following our counselling.



⁴ A.M. Verdery, E. Smith-Greenaway, R. Margolis, & J. Daw, Tracking the reach of COVID-19 kin loss with a bereavement multiplier applied to the United States, Proc. Natl. Acad. Sci. U.S.A. 117 (30) 17695-17701, <https://doi.org/10.1073/pnas.2007476117> (2020). Please note: This figure is from line 1 of Table 1, looking at parent/sibling/spouse/child loss.

Impactful initiatives

We raised awareness of our grief support and started open and honest conversations.



Back for a Moment

Our ‘Back for a Moment’ brand campaign marked the start of a long-term aim to challenge the taboos about death and bereavement. We launched the campaign on television, radio and social media, as well as across our Sue Ryder shops.

For many experiencing grief, revisiting old memories, such as listening to a voice message or looking at videos and photographs, can bring the person they are missing back for a moment. Our multi-channel campaign featured Sunita (pictured) and Shireen watching and listening to treasured memories of their family members who have died, highlighting the loneliness of grief. It also included interviews on TV and social media featuring three of ITV’s Loose Women panellists opening up about their experiences of grief.



- The number of people who were ‘high-risk’, or Level 3 on the Adult Attitude to Grief (AAG) scale (a tool looking at people’s feelings and vulnerability), fell from 29.7% to just 1.5%, marking a major reduction in their grief vulnerability.
- The benefits after our counselling were consistent across all age groups and genders.

Our counsellors also provided an online counselling service to patients and families being cared for in our hospices and palliative care hubs and out in the community.

Did you know?

Our Sue Ryder experts contributed to media outlets such as Yahoo News, Hello! Magazine and lifestyle platforms, sharing advice and demystifying grief. Combined, the platforms have an estimated monthly readership of more than 25 million people.

Sue Ryder Grief Guide

We provided expert information and personal stories to help people understand and manage their grief through our self-help platform, Grief Guide. This offers access to a range of online tools, including a journal to process grief and a memory box. Over 66,000 users actively engaged with Grief Guide during the year. Insights from our annual survey showed:

- Personal stories about grief were the most popular type of content – people shared how helpful they found them. These cover a range of topics, from dealing with feelings of anger and guilt, to coping with milestones.
- Over two thirds of people (over 70%) said Grief Guide had helped them to understand their grief.

Our campaign reached **38.3 million** people across the UK and drove more people to seek our support. Highlights included:

- Over **51,000** visits to the grief support information pages on our website in a month – a **24%** uplift on the monthly average.
- Reaching our highest-ever Online Bereavement Community sign-ups and posts, and the milestone of **40,000** members.
- Increasing messages from members of the public on our social media channels by **20%**.

Sue Ryder Grief Kind Garden

We also shone a spotlight on grief by showcasing a sensory garden at the world's most famous flower show. Our Sue Ryder Grief Kind Garden came into bloom and won a prestigious gold medal at the RHS Chelsea Flower Show 2024.

Designed by Katherine Holland and sponsored by Project Giving Back, the garden explored the theme of grief and encouraged people to start conversations.

It was viewed by thousands of people during the show, and we were incredibly honoured when Her Majesty The Queen (pictured) and The Princess Royal paid visits. Other famous visitors to the garden included Sue Ryder Ambassadors Lisa Riley and Richard Arnold. Our garden was featured in the media more than **100** times, reaching millions of people. It was relocated to our hospice near Bedford after the show, offering a place of solace for staff, volunteers, patients, their families and the local community.

“My own experiences of grief and other people’s misunderstanding of it has made me want grief to be talked about more openly.”

Katherine, designer of the Sue Ryder Grief Kind Garden



Image credit: RHS/Matt Pereira

Stories from our Online Bereavement Community

In 2025, we marked an important milestone – a decade of our Online Bereavement Community. Some of the community’s members share how it has helped them to navigate the darkest moments of grief.

“After the funeral, everybody sort of melted away and went back to their own lives. You scroll down, and people are feeling the same things – it’s a release.”

“The immense sense of loss in the early days was the overpowering emotion for me. I really felt that there was a bit of me missing. I did feel that in the community there was a lot of sharing going on – that was a really uplifting part of the experience. Having been through it myself, I’d like other people’s passage through the grieving process to be as smooth and positive as you can make an experience like that.”

“I made the first post, and I remember feeling very nervous. I remember I kept checking my phone to see if anyone had answered. But with Sue Ryder, you get an answer almost every time. There’s nothing worse than being on your own at night and just being sort of stuck with your thoughts, and Sue Ryder took that away. You’re guaranteed to find somebody (if not a lot of people) feeling the same way as you. And although it won’t take the grief away, it will make it better, because you can do it together.”



Scan the QR code to watch a video about the Online Bereavement Community.

Did you know?

We want to make sure that no one faces grief alone. Supporting someone who is grieving is everyone’s responsibility. It starts by having more ‘grief literacy’ – improving our understanding about the challenges of dying and bereavement, and where we can find support and access information. We can also develop our practical skills, compassion and experience of caring for others. Ultimately, this will help to create communities that are better equipped to provide care and support around death and loss.

Sue and Martin's stories

Here, two people share their experiences of attending our Sue Ryder Grief Kind Spaces.

Sue's story

"My husband died very suddenly," said Sue. "The first time I came to the Grief Kind Space, it was like coming in to meet old friends. Everybody was so kind. They just gave me a hug. They listened to my story, and it was so uplifting to come somewhere where people know how you're feeling and what you need.

"I'm on my own quite a lot, but I know that if I've had a bad week, I can share things with people in the group. And supporting other people when they're going through a hard time helps you see that it's not you on your own, and that all these feelings of grief you have are just you going through the process."



“It was like coming in to meet old friends.”

Martin's story

Martin has found that mixing with other people who are going through similar experiences has been helpful.

"When my wife died, I was very emotional," he said. "It was a total and utter shock. I kept her body at home for an extra day so I could hold her hand and talk to her. And, yes, I still get days when I feel emotional, but it's important to be able to talk about it and the group helps with that.

"We also laugh together which is important. They know exactly what I'm talking about, because you are all in the same boat but with slightly different stories. I think we all realise that grief affects us all in different ways."



Martin and his wife Yvonne were married for 58 years.

Because no one should face death or grief alone

We have been working hard to build a society that supports everyone through dying and grief.

Helping people access the support they need

Our new **Wellbeing Services** have been helping patients, their families and the wider community access practical, emotional and spiritual support. Dedicated staff from our hospices and services based in the community have been connecting people to sources of advice and support. For example, helping them access:

- advice on topics such as financial worries and funeral planning
- local activities and social support, to bring comfort and connection
- specialist support, such as our online bereavement services.

We have also been supporting people's spiritual needs, for example by connecting patients and their families with their local religious and faith leaders.



Spotlight on... volunteer befriending

Sue Ryder's volunteer befrienders have been making a real difference, offering vital companionship and emotional support to patients in the community.

Sylvia was first diagnosed with cancer 17 years ago and faced a second diagnosis in 2018. She was paired with Jenny, a Sue Ryder volunteer befriender. Their friendship quickly blossomed, bringing positivity and support to both of their lives.

Sylvia said: "I look forward to Jenny's visit. It's made such a difference to have her in my life. I have friends, but although I have known them for years, I don't feel I can confide in them as much as I can with Jenny. I suppose I don't want to burden them."

Jenny said their friendship is two-way, and she gets just as much out of it as Sylvia does.

"It's an absolute pleasure to visit Sylvia, and I always feel so much better after seeing her," said Jenny. "I go away from our visit feeling just as uplifted as I hope she does. We put the world to rights every week, and the time runs away with us. It's friendship for me as well as for her."

Sylvia was paired with Jenny, a volunteer befriender.



Keeping people safe and warm

Our Safe and Warm partnership with energy network **SGN** is having a positive impact on local communities. We have been giving support and information to customers in our shops, and people who are approaching the end of their life or living with grief, about **keeping safe and warm in their homes**. We want to help people who might be struggling to stay warm through life's most difficult moments.

Our staff have received training on how to recognise the signs of energy hardship so they can offer advice on reducing bills and managing debt. We have also been helping people stay safe by providing free carbon monoxide alarms and by promoting the Priority Services Register, which supports people with additional needs during power cuts and loss of gas supplies.

Since launching the partnership in early 2025, we have so far:

- trained more than **90** of our staff and volunteers on how to identify energy hardship and provide energy safeguarding support
- given in-depth energy advice to over **1,600** households
- provided carbon monoxide safety advice to more than **930** households
- given over **950** people advice about the Priority Services Register (find out if you are eligible at sueryder.org/priority).

Our partnership with SGN runs until 2026 and there is much more we want to achieve.

Sue Ryder's International Learning Academy

We were really proud to launch our Sue Ryder International Learning Academy in 2025 and share our expertise with others. The Academy offers specialist training in palliative and end-of-life care, and grief support, for healthcare professionals. We want to raise standards across society, and make sure more people get the best possible care and support.

Some of the courses on offer include 'Bereavement, grief and loss awareness', and 'What is palliative and end-of-life care?'. To find out more, visit sueryder.org/learningacademy



Scan the QR code or visit sueryder.org/safeandwarm to find out more.



Speaking up for people who are dying or grieving

A key priority is increasing public and political understanding of our work and of the important issues affecting people who are dying or grieving. We have been collaborating with partners in the healthcare sector, the Government and key stakeholders to influence positive change.

Improving palliative and end-of-life care

The **topic of assisted dying** has been in the headlines, and while Sue Ryder takes a neutral stance, we have used the spotlight on palliative and end-of-life care to stress the urgent need for change. We believe everyone should be supported through dying and grief, and we know many people are unable to access the help they need.

The introduction of the **Private Members' Bill – Terminally Ill Adults (End of Life) Bill** by Kim Leadbeater MP gave us the opportunity to raise awareness of the importance of strengthening palliative and end-of-life care. Our Policy and Public Affairs team has been shining a light on the changes we believe are needed, including by collating evidence and distributing briefings to MPs as the Bill has progressed.

In January 2025, our Chief Executive, James Sanderson, was invited to give **evidence to the Public Bill Committee**, where he spoke about the provision of palliative and end-of-life care in the UK and how many people miss out on accessing the care they need. James also represented Sue Ryder on the **Commission on Palliative and End-of-Life Care**, helping to recommend solutions to the gaps in access to high-quality care. This has helped us to grow our influence and raise vital awareness of the challenges that people who are dying face.

Taking part in interviews on BBC Radio 5 Live, CNN, Sky News and LBC News, and securing coverage in the Sunday Telegraph, gave us further opportunities to raise awareness and amplify our voice.

General Election and working with others



Ahead of the 2024 General Election, nearly **5,000** people signed our **letter to the next Government**, calling on them to make support for dying and grieving people a priority. A new Labour Government was formed, and Party Conferences (Labour, Conservatives and Liberal Democrats) in the autumn presented good opportunities to **engage and build relationships with MPs**. Collaborating with Hospice UK and Marie Curie, we held panel events at each conference to talk about the importance of palliative and end-of-life care in the context of the growing debate on assisted dying.

During the year, we also worked with Hospice UK and Marie Curie to coordinate the **All-Party Parliamentary Group (APPG) on Hospice and End of Life Care**, campaigning for high-quality and accessible care for all.

We have also been setting out **our recommendations** on how the new **10-Year Health Plan for the NHS** can best support terminally ill people, while also improving NHS productivity. This included hosting a roundtable between representatives from our sector, NHS England and the Department of Health and Social Care (DHSC). We produced a shared statement of intent to highlight priority areas we believe the Government should focus on within the Plan.



Dying Matters Awareness Week

Family members whose relatives received end-of-life care from Sue Ryder attended a **Parliamentary Reception to mark Dying Matters Awareness Week**. The event was hosted by Sue Ryder, Hospice UK, Marie Curie, Together for Short Lives and the National Bereavement Alliance, and aimed to tackle the taboo of talking about death and dying.

How our volunteers made an impact

We are very grateful to have been supported by more than 11,600 volunteers over the past year, who donated over 1.4 million hours of their time. The number of volunteers increased by 6.4%, compared to the year before.

Celebrating long service milestones

Nearly **3 in 10** of our volunteers (**28%**) have been volunteering for Sue Ryder for over **5 years** or more. Some of our most longstanding volunteers have notched up a remarkable **30 years** of service.

Volunteering in retail

- More than **10,500** people volunteered in our shops during the year.
- As well as being rewarding, volunteering can open doors to new possibilities – we supported **68** volunteers moving into paid roles at Sue Ryder, and a further **372** went onto paid roles elsewhere.
- Over **1,160** volunteers supported us through **Community Payback**. The scheme involves people who are on probation doing placements to improve their community and support their rehabilitation.

Volunteering in healthcare and fundraising

- In 2025, the **volunteer befriending** services at our hospices in Cheltenham and Reading celebrated their **10-year** anniversaries. Volunteer befrienders support patients in the community, providing companionship and a friendly face when it is needed most. During 2024–25, they made over **1,000** visits to patients.
- Volunteers supported many of our **fundraising events**, helping to raise thousands of pounds. One highlight was our **Christmas Treecycle** scheme, which involved volunteers collecting and recycling trees from homes close to our hospices and hubs. We recycled more than **9,700** real Christmas trees, preventing them from being sent to landfill.



Volunteering benefits

- In our annual **Volunteer Voice** survey, one of the highest-scoring statements (**9 out of 10**) was 'I would recommend Sue Ryder as a place to volunteer.'
- Volunteers also shared insights into what they felt the benefits of volunteering are. Over **80%** said 'I have met new people and made new friends', and over **70%** said 'I feel like I am helping people.'

Chandra's story

When Chandra was made redundant from his job as a Systems Controller, he decided to embrace early retirement and looked for a way to give back to his local community. He started volunteering at our hospice in Cheltenham once a week.

"It's been such an excellent experience," he said. "I serve lunch and talk to patients and their families, offer drinks to people visiting and make sure they're comfortable. It is definitely challenging at times, but I've managed to cope with it so far. The amazing thing about being on the ward is that people think it's all doom and gloom, but all the families are so positive. They want to make the most of the time they have together."

Chandra has also started volunteering in other areas of Sue Ryder, including the hospice's gardening team, as well as his local Sue Ryder shop. "I've never worked in a shop before, so I'm learning lots of new skills. It's lovely to see how the local community is so supportive of Sue Ryder," he added.

Did you know?

We've developed an ambitious new five-year volunteering strategy. We want to become a leading volunteering organisation, celebrated for our inclusive and progressive approach.

“
It gives me great satisfaction being a part of such a strong community.
”



Chandra has also helped to raise vital funds for Sue Ryder – he organised an event which saw a group of ten volunteers walk 15km and raise over £1,600.

"Volunteering at Sue Ryder has been so beneficial to me from a mental health point of view. I've met so many new people, it keeps me active, and makes me feel valued."



Did you know?
 In our shops, last year we...
 • sold 15.7 million items
 • made 7.8 million transactions
 • sold more than 121,000 items of donated furniture
 • had 2.8 million bags donated.

Spotlight on our Sue Ryder shops

Across the UK, the tills have been ringing at our 400 shops, raising vital funds towards our care and support.

A more caring way to shop

Our shops sell an amazing array of donated and pre-loved items, from clothing and furniture to toys and bric-a-brac. Each time you visit, you never know what treasure you might find! We offer an affordable and sustainable way to shop, that helps to reduce landfill.

We promote a circular economy, which involves repairing, reusing and recycling materials and products for as long as possible. We have several **upcycling workshops**, where creative staff and volunteers bring new life to older items and transform them into bespoke pieces to sell. In 2025, we also launched our **'Perfectly Imperfect'** range, offering items that need a little love and attention – such as a broken zip or a hole in the pocket – at a discounted price. Since it launched we have kept over **40,000** items out of landfill, helping to reduce waste and raise funds.

At the heart of local communities

We are really proud of how our shops make **a positive impact on communities**, offering rewarding volunteer placements and paid work and sharing important information about our services. Last year, more than **10,500** people volunteered with us, helping customers and sorting donations. We also supported **68** volunteers to move into paid roles at Sue Ryder, and a further **372** went onto paid roles elsewhere.

We place a strong focus on social responsibility and partner with the Ministry of Justice on several initiatives. We take part in the **Community Payback scheme**, offering placements in our shops to support the rehabilitation of people within the justice system. We also work with HM Prison Service on our **Sue Ryder Bicycle Workshops**. In **five** prison workshops, prisoners are trained by prison staff to carry out refurbishments and minor repairs on donated bikes, which are then sold in our shops to raise funds.

Visit sueryder.org/FindShop to find your local high street shop. We also have a Sue Ryder Online Shop at shop.sueryder.org





Making Sue Ryder welcoming for everyone

High on our agenda has been our ongoing Equity, Diversity and Inclusion (ED&I) work. We want Sue Ryder to be a welcoming place where everyone feels comfortable and can be their whole selves.

Rainbow Badge and Disability Ally

Two important initiatives – the Rainbow Badge and Disability Ally training – have been helping to build an inclusive culture across our charity. Since our **Rainbow Badge** initiative launched in 2023 to promote a message of LGBTQ+ inclusion, more than **1,600** staff and volunteers have completed training to wear the badges at work. They are a strong visual symbol to show patients, service users, volunteers, customers and supporters that 'I am a good person to talk to about LGBTQ+ issues.'

We also launched the **Disability Ally** initiative across Sue Ryder in 2025. This is helping to create a welcoming culture where neurodiverse people and people with disabilities can thrive across our organisation. Staff and volunteers can take part in training to deepen their understanding and wear badges to show they are a Disability Ally.

Did you know?

We were proud to be listed in the **Top 100 Employers in the Financial Times' new survey of the UK's Best Employers 2025.**

LGBTQ+ Pride Month

In June 2024 we celebrated **LGBTQ+ Pride Month** across Sue Ryder, with activities including our staff and volunteers attending Pride Marches and creating colourful displays in our shop windows. By having a visible presence in local communities, we want to show that Sue Ryder is a place where everyone will be welcomed.

ED&I networks

We have been growing our **four Equity, Diversity and Inclusion (ED&I) networks**, which bring together communities with shared lived experiences and identities, plus allies. The networks – Global Cultures, LGBTQ+, People with Disabilities and Women and Non-Binary Individuals – are set up to create a safe space for our staff and to better understand the needs of our workforce. We want everyone to feel a sense of belonging and that they can bring their whole selves to work.



Sustainability at Sue Ryder



We have been taking action to reduce our carbon emissions and promote sustainability across Sue Ryder.

We are at the beginning of our journey and know there is more we can do to reduce our impact. In 2025 we launched our first five-year **Sustainability Strategy**, outlining our key environmental goals and how we can achieve them. For example, using resources more efficiently in our offices, shops and care services.

We are committed to transitioning to net zero on our Scope 1 and Scope 2 emissions by 2035, and Scope 3 emissions by 2050.

We are also committed to supporting the **United Nations Sustainable Development Goals**, which are a 'call for action by all countries' to 'promote prosperity while protecting the planet'. Find out about our progress at sue Ryder.org/AnnualReport

Sustainability in healthcare

- Several of our hospices have **sustainability groups** of staff and volunteers implementing positive changes. The group at our hospice in Cheltenham was highly commended for a 'Green Award' by BBC Radio Gloucestershire.
- Many of our hospices **have kitchen gardens and vegetable plots** to grow their own produce. This is used in the kitchens to prepare meals, helping to reduce food miles.

- We carried out an 'Apron's Off' campaign to **reduce plastic waste** at our hospice in Cheltenham, which resulted in fewer plastic aprons being used and a **60% CO₂** reduction. The hospice has also been donating expired medical products to Ukraine via a local project.
- We have installed **electric vehicle (EV) charging points** at our hospices and are introducing EVs for our Hospice at Home teams, helping to reduce CO₂ emissions.

Sustainability in our shops

- We have been supporting a **circular economy** and the '**5 Rs**' – Refuse, Reduce, Reuse, Repurpose and Recycle. Our physical and online shops sell pre-loved items at lower prices than the equivalent new, reducing items sent to landfill and the need to manufacture. Our upcycling workshops have also been giving pre-loved items a new lease of life. Read more on page 33.
- We have replaced single-use plastic bags with **reusable bags** made from recycled plastic bottles.
- We have been **promoting reuse**, including a trial project in some of our shops encouraging donations of small electrical items.
- We held a **sustainable fashion** show, in partnership with Lloyds Bank and the University of the Arts London (UAL) and sponsored by CCLA, where students turned pre-loved pieces from our shops into unique designs.

Financial summary 2024–25

Overview

Sue Ryder reported a consolidated net deficit of £8.7m in 2024–25 compared to a net deficit of £8.1m in the previous year. It was a challenging year economically, with high levels of inflation and the ongoing cost of living crisis placing pressure not only on costs but also on income generation in Fundraising and Retail.

Despite this, we continued to grow our grief and bereavement support services and focus on increasing beneficiary reach within care services. We continued on our journey to increase brand awareness, improve our IT infrastructure and systems, and build a more inclusive culture across the organisation.

Summary and net calculations of the Statement of Financial Activities

	Income £000s	Expenditure £000s	2024–25 Net £000s	Restated 2023–24 Net £000s	Published 2022–23 Net £000s
Charitable activities					
Palliative, end-of-life care and Grief Kind Spaces	15,473	(32,118)	(16,645)	(15,044)	(14,653)
Neurological care	6,549	(6,956)	(407)	(5,905)	(5,903)
Bereavement support	-	(1,885)	(1,885)	(2,791)	(2,791)
Homecare Scotland	-	-	-	-	(2)
International	-	(80)	(80)	(80)	(80)
Raising funds					
Fundraising	22,118	(9,606)	12,512	9,549	14,283
Retail contribution surplus	3,476	-	3,476	11,418	8,709
Other					
Other	2,069	-	2,069	3,738	3,738
Support functions	-	(7,752)	(7,752)	(9,030)	(11,446)
CJRS and RHLGF Covid-19 support	-	-	-	-	-
Net (expenditure)	49,685	(58,397)	(8,712)	(8,145)	(8,145)

Please note: Net expenditure excludes the gain on investment assets.



Thank you for your support

Every single donor and donation makes a difference to Sue Ryder and we would like to say a heartfelt thank you to everyone who has made our work possible this year. We cannot name everyone, but we would like to recognise the following donors for their significant support.

Trusts and Foundations:

- Allan & Gill Gray Philanthropies
- Gale Family Charity Trust
- Harry Cureton Fund managed by Cambridgeshire Community Foundation
- Julia Rausing Trust
- Masonic Charitable Foundation/Hospice UK
- Mobbs Memorial Trust
- Nationwide Colleague Grants programme
- Pottton Consolidated Charity
- Robert Lucas for the Poor and for Public Purposes
- South Oxfordshire District Council
- The Albert Hunt Trust
- The Anthony (Tony) Lane Foundation
- The Christopher Laing Foundation
- The Connolly Foundation (UK)
- The Harry & Mary Foundation
- The Hudson Foundation
- The Kildare Trust
- The Liz and Terry Bramall Foundation
- The Meikle Foundation
- The Montal Charitable Trust
- The Morrisons Foundation
- The Shears Foundation
- The Simon Gibson Charitable Trust
- The Summerfield Charitable Trust
- Trusts administered by Buckles Solicitors
- The Welsh Government and WCVA
- The Wixamtree Trust

Individuals:

- In Memory of Chris Youhill
- In Memory of Deborah Jayne Paul
- Mr Adam Mardell
- Mrs Ety Mallett in Memory of Andrew Mallett
- Mrs Iris Hardcastle and Family
- Mr John Gilligan
- Mr Jonathan Rogers
- Mrs Laura Fisher
- Mr and Mrs Paul and Ann Nicholas
- Mr William Parker – In Memory of Sidsel Parker
- Mrs Zoe Gowler
- Ranvir and Thiarra Family
- Richard and Georgia Binning and the Truck Festival
- The Family of Helen Hastings-Spital
- The Family of Susan Shearer



Organisations:

- Acorn Stairlifts
- Airedale Group
- American Express
- Angel Fair Committee
- Bedford Blues RFC
- Calcot Golf Club
- Capita
- Cape Homes
- HomeServe
- Invesco
- Laithwaites
- McCain Foods GB Ltd
- Morrisons Cheltenham
- Newbury Building Society (Wokingham Branch)
- Ontic
- Procurement Hub
- QD Stores (Bedford Branch)
- Redcentric
- Retail Bulletin Events Ltd
- Rudolph Run, organised by Lothersdale Agricultural Discussions Group
- Safran Landing Systems
- SCB Holdings
- SGN
- Skipton Santa Fun Run, organised by Skipton Craven Rotary Club
- Square 4 Partners Ltd
- Space Group UK
- Stamford Striders
- St John's Hospice Supporter Group
- The Bronte Gathering Committee
- The Oxenhope Straw Race Committee
- Village Hotels

We would also like to thank all our donors who wish to be anonymous.

Sue Ryder is here to make sure everyone approaching the end of their life or living with grief can access the support they need. There is no one size fits all when it comes to how we cope and the help we need, but with our support, no one has to face dying or grief alone. We are there when it matters.

For more information about Sue Ryder

call: **0808 164 4572**
email: info@sueryder.org
visit: sueryder.org

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

Online Bereavement Support

If you'd like to find out more about receiving our bereavement support, please visit: sueryder.org/support

Get involved

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. Visit: sueryder.org/supportus

Sue Ryder, 183 Eversholt Street, London NW1 1BU

This document is available in alternative formats on request.

