

# Isabel Hospice

Together we care

ISABEL HOSPICE A YEAR IN REVIEW  
April 2024 - March 2025



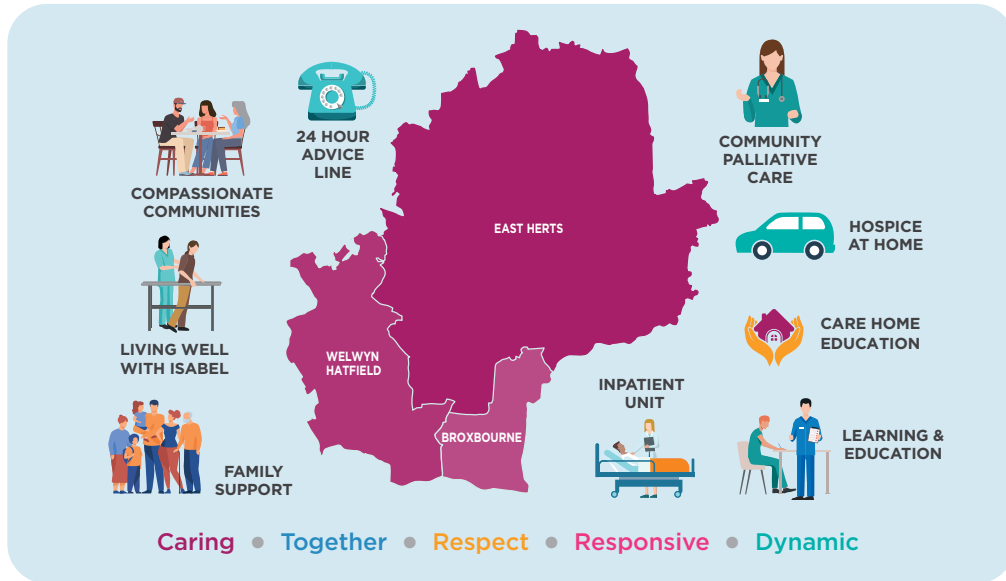
# Our Vision:

## Outstanding Palliative Care for All

Our purpose is to provide outstanding palliative and end of life care and support for those living with life-limiting illnesses, as well as support for their families and carers in the boroughs of **Welwyn Hatfield, Broxbourne and East Herts**.

# How We Care:

Isabel Hospice exists to journey alongside people during some of life's most difficult times. Offering expert compassionate care, advice and support to those living with progressive, life-limiting illnesses. We want to ensure everyone under our care is able to live well and die well.



Since 1982, we have been working in people's homes, care homes, local communities, our own Living Well with Isabel hubs and at our specialist Inpatient Unit. We aim to improve our patients' quality of life and wellbeing throughout their illness. From the moment a person receives an incurable diagnosis for their life-limiting condition, we are here to support them.

We currently serve a population of over **370,000** people. Together with local health and care providers, our teams support thousands of patients every year, along with their carers, families and loved ones.

# Sam's Story

**Your support makes an invaluable difference in the lives of families like Sam's.**

“Last November, I was lucky enough to get a place for the London Marathon, I was ecstatic. It was to be the pinnacle of my short running journey that had started a couple of years before.

However, the joy faded quickly, with my wife Sally's cancer diagnosis coming shortly after. Time from that moment on, through a series of failed treatment cycles, became a blur.

We attacked each day as it came, all the way to her peaceful end. Sally was the most amazing, beautiful, kind and thoughtful person you could meet. Put simply, she was perfect. But Sally lost her short (five month) fight with cancer at the end of March this year.



Sally spent her last two weeks at Isabel Hospice. I'd never set foot in a hospice or thought about what they're like and what they really do.

They'll describe to you with conviction, the genuine privilege they feel to care for people at the end of their journey. They are all heroes to me.

They took the time to bond with Sally, really getting to know her - in order to best manage her pain, and fears with dignity, grace and humour.

From fixing special moments during Sally's care - like pamper nights, curry nights and craft workshops to inspire and create memories that my girls will treasure forever - to the counselling that they continue to provide to our girls and me. Isabel Hospice are here for our whole family.

Before Sally died, she told me I still needed to run in the marathon to raise money for Isabel. I thought, with no time to train, it's going to hurt, but I didn't care. All that mattered to me is her memory - honouring it and raising money for Isabel. With just a fraction of Sally's incredible courage and bravery I knew I'd be fine.

I completed the marathon in just over four hours and was able to fundraise over £52,000 for Isabel Hospice. It's impossible to convey how much I owe them but I hope that gives you a small sense.”

**It's an incredible place. A kinder, warmer, more positive and uplifting team you won't find anywhere.**

# Our Year in Numbers

# 2,103

people using our services



# 1,640

patients cared for 3% ▲

# 44%

of patients have a non-cancer diagnosis

# 91%

preferred place of death achieved

# 1,706



calls to out of hours advice line 11% ▲

# 130

average number of days spent in our care

# 1,492

patients supported by Clinical Specialists 15% ▲



# 7,569

remote clinical specialist consultations



# 235

patients cared for at the Inpatient Unit



# 527

patients supported by Hospice at Home 24% ▲



# 2,308

visits from our Hospice at Home team, out in the community 41% ▲



# 31%

of patients returning home following complex pain and symptom management



# 717

people were cared for by our Family Support service, including 115 children

# 335

patients were supported by Living Well with Isabel



# 920

sessions of Complementary Therapy provided

# 257

people supported by Compassionate Communities

# 1,497

drop ins to our Compassionate Cafes across eastern Hertfordshire



Specialist Heart Failure nurse supported



# 137

patients

Care home educator delivered

# 222

sessions to care homes across North and East Hertfordshire 70% ▲

# Highlights of the year

Over 2024-2025, we worked tirelessly to support more patients and families, raise the quality of our care, and find new, more agile and efficient ways of working. Reflecting a year of innovation, collaboration, and continued dedication to delivering outstanding palliative care.

- ★ The Community Specialist Team strengthened continuity of care by sustaining the Health Care Assistant Wellbeing Caseload and launched 'Welcome to Isabel' sessions to improve access and signposting to services.
- ★ The Family Support Team expanded therapeutic support with new art therapy and mindfulness sessions for both patients and staff. We celebrated occasions like Pride, Ramadan and Chinese New Year within our IPU, helping patients and families feel recognised and included. 
- ★ Living Well with Isabel introduced a support group for carers alongside a specialised 'Carers Course', the Ageing Well education series, and secured funding to develop a neurological care pathway.
- ★ In the Inpatient Unit, the team introduced electronic prescribing and medication administration which improved patient safety. With additional funding from the Integrated Care Board, we temporarily expanded to 10 beds, reducing waiting times.
- ★ Guided by the Compassionate Communities team, the Frailty Project achieved national recognition at the Hospice UK conference and through a short film highlighting its impact, featuring our service user Brian. 

## Fundraising

Fundraising raised a total of **£2,376,146** **22%** ▲

Together at Christmas campaign achieved a total of **£175,000**



Team Isabel London Marathon runners raised a huge collective **£97,000** an all-time record



Launch of the Rudolph run saw 5000 children have festive fun to raise over **£20,000** for Isabel Hospice



Raised **£184,867.70** in fundraising gift aid **26%** ▲



**£150,000** given in corporate donations

Increase of income from general donations by **50%**



For every **£1** we spent on fundraising, we generated nearly **£5** in donations, grants, legacies, events and lottery income.



## Retail

Isabel Hospice Trading Limited contributed **£165,106** to Isabel Hospice

Raised **£162,405** in gift aid **18%** ▲

Opened two new shops in Bishop's Stortford and Hoddesdon, totalling **17** shops across our patch

We received **188,000** bags of donations



Our eBay store sold a rare vinyl album to the highest bid of **£2627**



Combined eBay and warehouse operations under one roof at 99 Bridge Road East

## IHL Services

IHL services was created to diversify and grow new income streams for Isabel Hospice to help ensure the future of our care Launched Total Clean Franchise business and signed seven contracts with a value of **£66,185.57**

\*All percentage increases are compared to previous financial year

## Our People

Our organisation is made up of

**206** staff



**598** volunteers



11 trustees guide our ambitions and oversee the governance of Isabel Hospice, helping us to provide outstanding palliative care for all.



**“Volunteering gives me something extra. It gets me out of the house, keeps me busy, and most importantly, it lets me give something back to the hospice that cared for my wife.”**



# Strength in Numbers

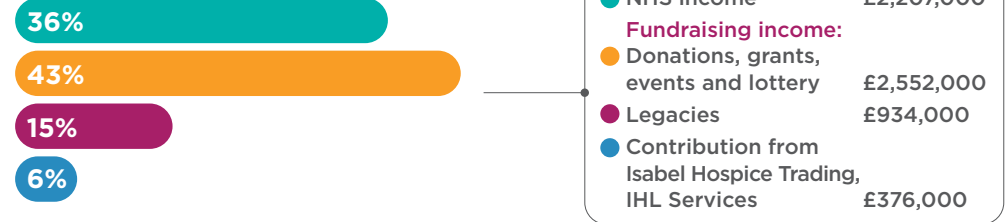
In 2024-2025, the total annual cost of providing our specialist care services, which are free to the people of eastern Hertfordshire, was **£10 million**. Isabel Hospice received £2.2 million towards our annual costs through our contract with the NHS. Which meant we had to rely on the support of our community to raise the remaining **£8 million** needed to provide our vital care and services.



## Overview

Income	£8,949,000
Expenditure	£10,042,000
Profit on sale of freehold property	£1,501,000
Losses on investments	£-3,000
Surplus	£405,000

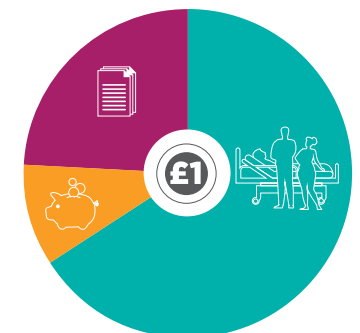
### Distribution of Income



### Distribution of Expenditure



For every £1 we spent, **66p** was spent directly on care for patients and their families, **10p** was spent on fundraising and **24p** was invested in essential support and administration.



# Because of you

The vast majority of our funding at Isabel comes from the generosity of the local community. Whether it's donations; sponsored runs, bake sales or skydives; partnerships with local businesses; or loose change in collection tins, we are so grateful.

Your support today can help us to deliver our vision of outstanding palliative care for all, creating precious memories, protecting dignity, and giving comfort when it's needed most.

**Want to get involved? Find a way that suits you!**



**Fundraise Your Way:** Whether it's a bake sale, coffee morning, quiz night, or live music event, you can turn something you love into something life-changing.



**Take on a Challenge:** Run a marathon, trek mountains, cycle across counties, or even take on a skydive, all while raising vital funds for Isabel Hospice.



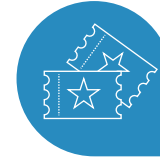
**Corporate Partnerships:** From sponsorship and partnership opportunities to payroll giving and staff fundraising - your business can become a figurehead of care in your community.



**Give in Memory:** Celebrate the life of a loved one by raising funds or making a donation in their name, ensuring their memory helps others in need.



**Legacy Giving:** A gift in your Will can help future generations receive outstanding hospice care when it matters most.



**Raffles & Lottery:** Play our raffles or lottery for chance to win big while making an even bigger impact on your community.



**Regular Giving:** Sign up to make a monthly gift that provides us with reliable income enabling us to provide vital care now, and plan for the future.



**Shop:** Shop preloved in any one of our 17 shops or online via our eBay shop [www.ebay.co.uk/str/isabelhospice](http://www.ebay.co.uk/str/isabelhospice)



**Donate Goods:** We want your quality unwanted items, drop them to any of our shops, our Donation Centre or through any of our mobile donation points. Full information can be found on our website.

**Find out about all these options and more at:**  
[isabelhospice.org.uk/supporting-us/](http://isabelhospice.org.uk/supporting-us/)





**Isabel** Hospice  
Together we care

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