

Recover, Refresh, Revitalise

Impact Report
2021/22

We cared for children and adults in their home, schools, hospitals, care homes and at the hospice itself, **365** days of the year, 24 hours a day.

Our art and music therapists delivered **325** support sessions for adults, children and their loved ones.

Our social work team supported **390** patients and relatives.

97 adults cared for in our adult in-patient unit for a total of **1,354** nights.

Our Wellbeing Centre took pressure off the NHS by carrying out **389** blood transfusions and **564** blood tests.

Our Wellbeing Centre service delivered **3,873** sessions of care to patients and their families.

Our rehabilitation team delivered **866** sessions for patients.

Our play services team held **789** activity sessions for **155** children.

Our children's community service made **950** phone calls.

We cared for **71** children in our in-patient unit for a total of **358** nights.

We *never* stop caring

We cared for **2,589** people (**1,847** adults and children and **742** relatives).

Our children's community service cared for **310** children with **1,669** visits.

In the community, our My Care Co-ordination Team made

1,963 home visits, took **4,282** calls to our 24-hour advice line.

We delivered **862** bereavement support sessions for patients and their loved ones.

Our volunteers supported **50** patients in their own homes through our Hospice at Home service.

We prevented **762** hospital admissions.

We're stronger and even more determined

Throughout our 30-year history, we've strived to continue making the difference when it matters the most to the lives of thousands of children and adult patients and their families.

Despite continuous change and uncertainty, as a hospice charity, **we've shown resilience and with extraordinary strength and fantastic support from our staff, volunteers, supporters and our community. We've risen to the unprecedented challenges.**

With sadness, in January 2022 we broke the news of the death of Dennis Keech, OBE, the largest benefactor of the children's service. Without Dennis' incredible generosity and care, we wouldn't be able to support children and their families across Bedfordshire, Hertfordshire and Milton Keynes. Our children's service is Dennis' legacy and he's left the community a remarkable gift.

Every day, we continue providing free specialist care for children and adults with life-limiting illnesses and vital support for their family and friends when it matters the most.

For Keech Hospice Care, this year's been about:

Recover, Refresh, Revitalise

I'm truly proud of everyone at Keech for pulling out the stops to continue caring for those who needed us during the most challenging of times in our 30-year history.

We've delivered the best quality care, risen to the challenge with pride and, regardless of the role they hold, everyone's played an incredible part.

We've refreshed and adapted to offer our patients a choice in how they want to access

our services, whether it's through digital tools, out in the community or face-to-face at the hospice itself.

I'm proud of how the staff launched our award-winning fundraising initiative – The Big Trunk Trail – and brought a COVID isolated community back together. The beautifully hand painted, life size elephant sculptures not only helped us celebrate our thirtieth year and say thank you to our community, **they also raised £231,500 to help us to continue our work.**

We remain committed to providing development and training to all staff and volunteers. This ensures we have the skills and knowledge to stay at the cutting edge of providing excellent care to anyone facing a life-limiting illness.

We look to the future with renewed hope, and we'll continue to build on the care services we provide with a refreshed focus.

We're strong, resilient, ambitious and financially stable. The current economic climate and rising costs will prove challenging, but I'm optimistic and feel reassured we're in a great place to

face any challenges that may come our way.

Thank you for your amazing support over the last year – you've made it possible for us in uncertain times to continue supporting and empowering our patients and their families with much-needed care services.

I hope you'll join us as we go forward in this "new normal," or as I like to say, "revitalised normal", with one goal: to make sure our vital care is always there, whenever and wherever it's needed.

Thank you for helping us continue making the difference when it matters the most.



Liz Searle,
CEO, Keech Hospice Care.



We *led* the way in care

We led the way in delivering joined-up healthcare

As we recover from COVID-19, we've led from the front, and successfully helped more healthcare professionals to better understand what hospices do and the care we provide.

"We're reaching more patients earlier and helping them to access the most appropriate care from the first minute they're diagnosed. Through partnership discussions, we continue to put patients at the centre of everything we do and give them a voice."

Elaine Tolliday, Deputy CEO and Clinical Director.

We continued building strong relationships with the NHS and local councils, so we work well together to deliver excellent palliative care at home, at Keech or in hospital.

We've ensured the needs of people with life-limiting illnesses are represented and considered when designing specialist care services, such as dementia care and children transitioning to adult care.

We led the way in influencing decisions

We built a stronger voice for 'end of life' care at a local, regional and national level by connecting organisations and working in partnership. We influenced what matters for patients who

have a life-limiting illness and highlighted what works and where improvements are needed.

We influenced policy and ensured better access for patients to appropriate and timely care by leading conversations about palliative care with health professionals for every stage of life from pre-natal to bereavement.

We led the way in education

Thanks to your continued support, our ground-breaking education programmes delivered training to 4,440 qualified health and social care professionals.

Our anniversary conference shone a light and influenced thinking on inclusive healthcare, including the homeless community, patients spiritual care needs and how parents can access children's palliative care.

"I learnt so much from the course about how I can improve my palliative care practice, along with lots of information I can pass on to colleagues and other healthcare professionals."

Healthcare professional who has attended our education and training programmes.

We led the way in helping staff build resilience

To give the best care to seriously ill children and adults, the health and wellbeing of our staff has been at the top of our agenda. We've sustained our workforce with virtual and face-to-face wellbeing support as needed.

Our Mission is to lead the way in providing excellent care, supporting children and adults with life-limiting conditions and those affected by death and dying, helping them to live well and make every day count.



We *delivered* care where it's needed the most

"The winter of 2021 was a really difficult time – we ran a lot of our care services virtually.

As we started 2022, we

Recovered, Refreshed and Revitalised our care. We understand where patients want to be cared for – whether it's at the hospice itself, in their own home, or both. We are supporting people to remain as independent as possible and stay where they want to be, while helping their families."

Elaine Tolliday, Deputy CEO
and Clinical Director.

With many patients still fearful of going out due to COVID-19, it's meant greater demand on our teams out in the community – in homes, hospitals and care homes.

Thanks to your generous donation, you enabled our community team to make 1,963 home visits and support 4,282 calls that came through to our 24-hour advice line.

"The regular at-home checks from the team at Keech meant we had expert eyes constantly assessing Monica, noticing and flagging any changes in her condition so we could adjust her care. Keech coming into our home was a friendly face and someone different to talk to, which kept me motivated through some really difficult times. Their visits were invaluable. I dread to think what would've happened without their support."

Rob, husband of Monica,
patient of Keech Hospice Care.

By supporting patients in the community, we've prevented 762 admissions to hospitals.

We've reduced the burden on hospitals and other care services by successfully piloting a Night Service for Luton and Bedfordshire. This provides four nights a week care to help and support patients in their home.

We support people in their place of choice

"I was diagnosed with an uncommon liver condition, which has affected my life badly. I get my blood tests done at Keech – it's so different from going to the hospital or my GP."

I've recently also been diagnosed with dementia and I'm not always able to look after myself now. My wife Pam takes care of me, mostly at home. Keech provides support to Pam and me through its Hospice at Home service where Richard, a volunteer at Keech, comes into our home regularly to support us.

Richard's amazing and a real godsend. He comes once a week to help me. He's easy to talk to and very patient. We have a few common interests, including sports, so we have loads to talk about and this really helps me.

Keech's Hospice at Home service allows me to be at home in familiar surroundings. But, with support from Richard, I also get to go outdoors, giving Pam a vital break to do what she likes without worrying about me.

It's made such a massive difference to me. To be able to have Richard to talk to and get his support with things like navigating my medical appointments and the healthcare system. He is a vital lifeline for me and Pam."

Bryan, patient of Keech Hospice Care and supported by Richard, Keech volunteer.

Thank you to our 1,469 volunteers who are the backbone of our hospice charity. None of what we do would be possible without them.



Bryan, patient
with Richard,
Keech volunteer.

We **help** people stay independent

"In January 2022, I received the dreaded news my breast cancer had already spread to my stomach membrane.

The first time I came to Keech, I thought it was a small hospital. I get my blood tests done here regularly and the results are shared with the hospital to monitor my progress. I've seen the same nurse at Keech for my blood tests every time. Vicky's brilliant and this continuity is really important to me to set my mind at rest.

I didn't know of all the services Keech's Wellbeing Centre provides. It's a fantastic support for the community.

Without Keech, I'd be really lost as I was quite apprehensive about a lot of things. Now, I feel really

supported with my ongoing monitoring via blood tests and Keech's physio team.

The physiotherapists are really helpful as I was struggling to know which exercises I can do safely. It's important for me to stay mobile during the treatment and for my mental wellbeing.

I've had an assessment at Keech to test my stamina levels and I was prescribed a set of exercises I could do at home. I was also offered some sessions at the Keech gym. I would not join any gym in my current situation but the gym at Keech is lovely and very private, so I feel reassured.

I've also seen Keech's complementary therapists who provide massage and other alternative therapies.

I'm supported by Keech's social care team too. Keech is not what I expected. I'm pleasantly surprised. Keech has made a huge difference in my journey.

My family and I have talked about my cancer and treatment. They understand I have a life-limiting illness but, being open with them, has helped them to come to terms with this.

Hearing I needed chemo was shocking and the side effects are severe. However, the support I am getting from Keech is fantastic. At Keech, I feel totally at ease. It's really good that I don't have to explain my illness to anyone. Everyone at Keech understands.

Keech's support has made my cancer journey easier and taken a lot of stress away. I really look forward to coming here every fortnight. It's a strange thing to say but I am coming to Keech to help me live a good, full life with the time I have."

Syeda, patient of Keech's Wellbeing Centre.

Your support means we can continue to put patients at the centre of everything we do. Thank you.



Syeda with Nicola, Rehabilitation Assistant.

We **bring** specialist care services together

We put patients at the centre of everything we do. By bringing our specialist care teams together, we can respond quickly to patients' needs and help them live as independently as possible for as long as possible.

"During the pandemic, we continued to care for patients with the most urgent needs. It's been great to end the year having Keech's Wellbeing Centre fully open and providing individualised, in-person care to patients.

*I'm so proud that as a hospice we're able to give patients and their families time when taking care of them. As a nurse, it means everything. **Giving time and supporting patients and their families in a relaxed and calm environment means they get the best experience.** It helps to build trust and enables us to*

better understand people's needs and provide tailored support with things like social care, physio and complementary therapy.

Our rehabilitation team is busier than ever. We've re-opened our gym and hydrotherapy pool, and our physiotherapists are supporting patients to get their strength and mobility back. It wasn't long ago we turned the Wellbeing Centre into a large hub for the whole of the East of England. We stored boxes of vital PPE equipment to keep us all safe as we cared 24/7 throughout the pandemic.

Our specialist walking, circuits, stretch and balance groups have returned, and it's great to see patients building relationships with each other, exchanging contact details and meeting outside of Keech too. This reduces isolation and helps their mental health.

We've increased our blood transfusion service at Keech. (These were a lifeline for some patients during the pandemic.) It means patients don't have to wait at the hospital anymore but just drop into Keech, taking the pressure off our NHS, and reducing waiting times.

Patients come to us not knowing what to expect - but once at the Wellbeing Centre, they don't want to return to the hospital. They know they have a team they can call 24/7 that they trust."

Julia Matthews, Palliative Care Clinical Nurse Specialist.

By reducing hospital admissions, we saved the NHS over £6.5m

(Source: Cranfield University School of Management, Social Return on Investment Report)

Our art therapists provided

61

sessions.

We delivered

112

sessions of music therapy.

We delivered

711

1.1 assessments and physiotherapy sessions.

We carried out

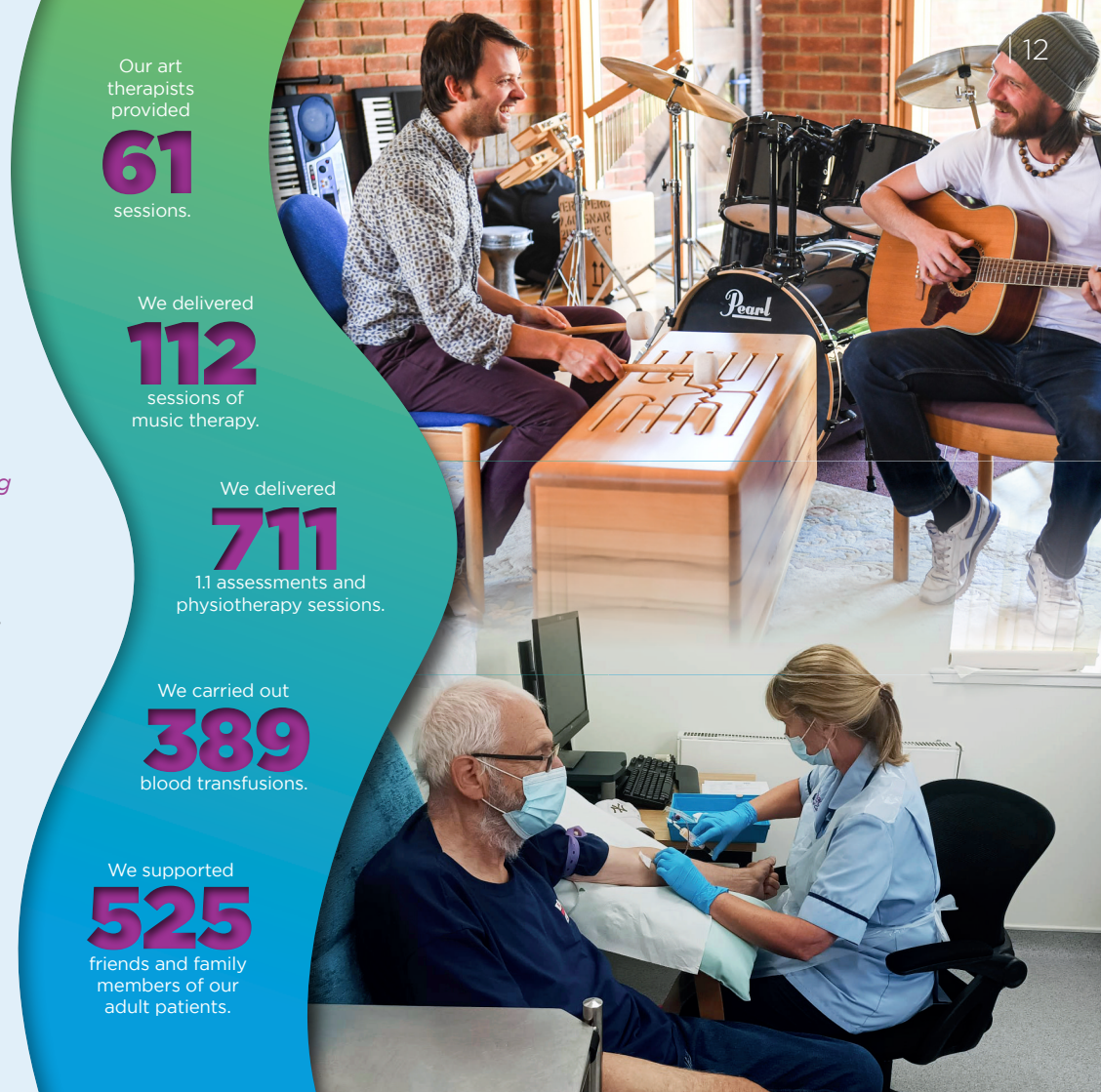
389

blood transfusions.

We supported

525

friends and family members of our adult patients.



Our Wellbeing Centre service delivered

3,873

sessions of care to patients and their families.

Rehabilitation team

- Physiotherapy
- Gym
- Hydrotherapy pool
- 1:1 support – virtually or in-person
- Occupational therapy
- Walking groups
- Stretch and balance
- Circuit training

Social work service

- Support with future planning, including financial, housing and care plans
- Carers' groups and support
- Benefits advice and support

keech.org.uk/wellbeing

We put patients at the centre of everything we do

Emotional support

- Pre-bereavement support for family and friends
- Art therapy
- Music therapy
- Spiritual support

Special clinical care

- End-stage liver failure clinic
- Symptom management, including pain relief
- Pain management
- Blood transfusions
- Blood tests

Complementary therapy

- Reiki
- Massage
- Reflexology
- Mindfulness

"As soon as we came to Keech's Wellbeing Centre, the care team put additional support in place. My parents were contacted by the occupational therapy team, falls team, district nurses and adaptations department at the local authority. It was like we'd pressed a magic button, literally we felt like royalty."

Terri, daughter of a patient.

"From counselling to emotional, practical and medical support, to helping me to plan support for my family, it was all there, and it was free."

Pam, patient.

We **support** patients and their loved ones

The emotional support we provide has been key at this challenging time when many patients received a life-limiting diagnosis in the middle of the pandemic. We've helped patients to manage emotional stress, lifting a weight off their shoulders, while allowing families to spend precious time with loved ones without being their 'carer' as well.

Our adult in-patient unit cared for **97** adults for **1,354** nights

"Every patient we support leaves behind memories, but I remember a couple of them particularly.

We looked after a lovely lady from the Bengali community in her early thirties who had initially used Keech's Wellbeing Centre for blood tests and treatments for her cancer. But she was then admitted to our adult in-patient unit for complex symptom management and then end of life care.

She and her husband were struggling with her care at home and looking after their 8-year-old daughter. Even though there were still some restrictions due to the pandemic, we were allowed flexible

visiting and overnight stays for them. This was important to them as a family, especially knowing that their remaining time together was likely to be short.

The youngster was curious about what was happening to her mum. We looked after the little girl and answered her questions with sensitivity and appropriately for her age. We helped her with arts and crafts and provided play therapy too. After the patient died, we supported her husband with the funeral arrangements, with their culture and Muslim faith fully respected."

Julia Matthews, Palliative Care Clinical Nurse Specialist.

Our support contributed **£5.228m** of value to our community

(Source: Cranfield University School of Management, Social Return on Investment Report)

Julia Matthews, Palliative Care Clinical Nurse Specialist.

We're here with you every step of the way

"A patient with prostate cancer came to Keech for emotional support and end of life care following the death of his father. His father had previously been a patient of Keech's Wellbeing Centre and we'd supported him with blood tests and treatment. It was a huge emotional struggle for the family knowing their son was also going to die soon too.

It was very sad for him to attend his father's funeral remotely from his hospice bed at Keech. But, despite this sadness, his mum felt supported knowing he was safe and cared for by us. We made him comfortable, gave him blood transfusions to provide added quality time together and even the family dog was able to visit him at Keech. Making the most of sunny days, the care team pushed his bed outside into the garden. I have a lovely memory of him singing Mr Blue Sky by ELO on a sunny day! Sadly, we couldn't prolong his life but gave him quality care and his mum comfort knowing he was cared for so well."

Julia Matthews, Palliative Care Clinical Nurse Specialist.

We help families make memories together

Something we started during the pandemic and have continued is to give families knitted hearts. They're given in pairs – one for the patient and one for the family. It allows them to feel connected even when they're not together. Sometimes the family might spray a scent on their heart so there's a familiar smell of their loved one close by. The hearts are especially loved by children as they're soft and cuddly too and just the right size for a pocket!



We're proud to have brought
a community together out
of lockdown to celebrate our
30th anniversary year with
our award-winning
The Big Trunk Trail.



It was fantastic to see 38 beautifully decorated
elephants trumpet around Luton and raise
£231,500 for Keech Hospice Care.

A jumbo thank you to you
for your generous support!



We **support** people every step of the way

We cared for **327** children with a life-limiting illness and gave specialist support to **217** family members.

*We've **recovered, refreshed and revitalised** our services to meet the prioritised needs of children with life-limiting illnesses. Doing this means we can take care of more children and families in a place of their choice – whether that's at the hospice itself, at home, in hospital or school.*

We've continued to support hospital teams to discharge children so they can be cared for at home with our support in the community.

"At the start of the year, the impact of COVID-19 meant we were restricted with what we could do as we began to welcome more children back to the hospice.

We've struggled with staff sickness due to the pandemic, and the death of our dear Dr Justin earlier this year, which was deeply saddening. His legacy lives on in the care we continue to provide.

We were delighted to welcome Dr Ella Aidoo to Keech. Her knowledge and expertise mean we'll continue to deliver children's specialist care safely and develop things like clinics at Keech with specialist consultants.

Being able to open more of the children's in-patient unit meant we were able to provide short stays for up to three nights – giving more families specialist and much-needed care.

Every year, children look forward to the Keech Christmas party. Christmas 2021 was different – we were not able to invite everyone together and so we

created individual experiences for children who visited Santa's grotto with their families – one at a time!

As the world opened back up, families with extremely vulnerable children started to come back out into the world once more.

Our care teams got busy, building relationships throughout Bedfordshire, Hertfordshire and Milton Keynes to deliver family-friendly activities not only at Keech, but out in our local communities. From farm days to activities in the gardens, and trips to model railways, we tried to normalise everything and give families the chance to meet with others and create great memories together."

Sonya O'Leary, Associate Director, Patient Services, Children's Care.

Our play services, music group and children's therapy sessions have all returned. As we are re-opening more services and seeing familiar faces returning to Keech, it's starting to feel like old 'but new' times. What hasn't changed though is we continue to provide individual care every day as we strive to be making the difference when it matters the most.

Before Amelia was diagnosed and before Keech Hospice Care, I was really lonely. I didn't know what to do with myself. I tried to carry on as normal as if nothing was wrong, but you can only do that for so long.

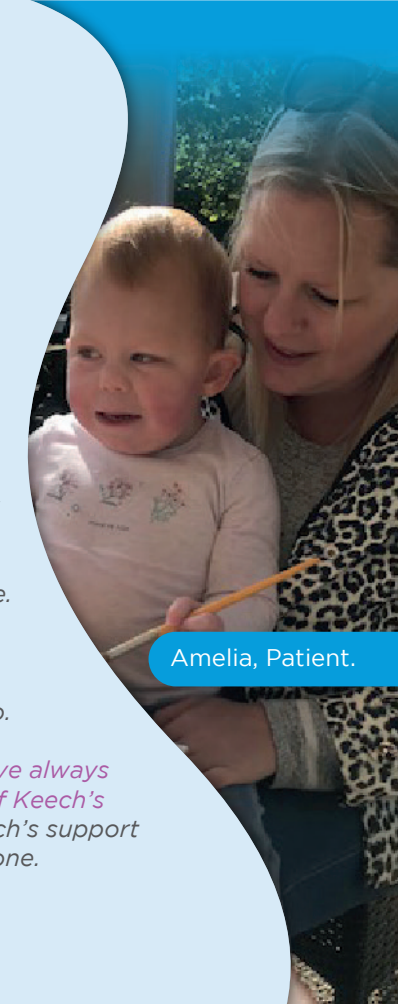
Amelia was diagnosed with Au-Kline Syndrome, a rare genetic condition, at eight months old. We had no idea of what it was. It was both confusing and devastating news. Au-Kline syndrome is a condition that affects many parts of the body. This means she has five holes in her heart and her left lung is extremely narrow. Amelia also has weak muscle tone; her speech is delayed, and it affects her being able to walk on her own; as well as lots of other problems.

*Amelia was around nine months when we first went to Keech for a Tots and Toys play session. **Keech has really helped us to bring Amelia out of herself and they have lots of suggestions.***

Amelia especially loves going to Keech's music events, they are a real favourite with her. Throughout COVID, Keech arranged Zoom sessions with Amelia or she joined in with the virtual Tots and Toys group sessions. It meant she had something weekly. There were lots of singing and fun activities and it made such a big difference whilst we were shielding. We were isolating for just over a year, but we had something every week thanks to Keech. We even had a socially distanced picnic in Keech's beautiful Alan Titchmarsh wildlife garden which was nice. Now we're back at the hospice enjoying a weekly swim in the hydrotherapy pool to build up her muscles as well as attending all the sessions and accessing support too.

*It's great to be back at Keech again but **I've always been able to text, ring or ask a member of Keech's amazing care team for help anytime.** Keech's support makes me feel so much better and not alone.*

Victoria, mum of patient Amelia.



Amelia, Patient.

William, Patient.

We're on a street *near you*

Our children's community team cared for **310** children and made **950** specialist clinical phone calls.

"William suffers with a Medulloblastoma (the most common type of brain tumour in children) and has not eaten food for the last two years while on treatment. Jennie from Keech's play team has been fantastic! She's been visiting us and playing with William in the garden and organising activities he enjoys doing and really getting to know him.

When Jennie learned William enjoyed cooking, she contacted a pizza company in Hatfield and asked if William could come along and make pizza. He took

pizza orders from me, his dad and his granny, who was also celebrating her 80th birthday. He then made and cooked our pizzas. William started enjoying food again about a month ago. He picked out pizza from a buffet as his first taster, so a pizza was the perfect thing to make!"

Mollie, mum to patient William.

Our play activities team ran **789** activity sessions and supported **155** children.

"We absolutely love working with children and seeing them have fun just being a child. Our play programmes help children to develop and find coping mechanisms for their feelings.

Above all, they help make memories. Parents have a safe space to see their child just be a child and be with other families who are in a similar situation. We're so proud our new ways to play have helped us reach more families and create greater choice of activities for our children."

Jennie, Hannah and Rosey, Children's Services Team.

We're *there* from the very beginning

We provided care for **3** children at Keech in the final days of their life and supported **9** children to be at home with their family in their final days. We supported **13** children who died in hospital.

"My baby was technically on end of life care before she was even born. Meeting Keech's specialist care team for the first time while pregnant, I knew I had everything I needed with them. They were always available over the phone or in-person, and they still are. Keech helped me understand exactly what was happening.

The charity's specialist care team visited us each week. They came to appointments with me and explained things in normal terms. More than that, they were someone to talk to.

One morning I didn't wake until 8am and instantly knew something was wrong. I went straight over to Macie-Ann and found she wasn't breathing but she was still warm. The Keech team were the first people I phoned.

As soon as I ended the call and started to go back upstairs, that's when I broke. I lifted Macie-Ann out of the Moses basket and just sat with her on the floor with her in my arms and cried.

Keech came over straight away and we gave Macie-Ann a bath together. To have Keech's specialist nurses there was a huge support as we'd built such a strong relationship over the weeks. They've had a huge effect on me. I literally don't know where I'd be without Keech."

Katy-Ann, mum to patient Macie-Ann.

Macie-Ann, Patient.

We're *here* as long as you need us

“We anticipated there would be people suffering multiple, complex bereavements where there were no goodbyes or visits due to the pandemic. Our free Keech Bereavement Outreach Service supported people across Bedfordshire through their worst times. The service has grown vastly and continues to support those feeling alone and unable to function. We’re here for them no matter what.”

Claire Burden, Lead Nurse, Supportive Care and Social Work

Thanks to your donations, our free Bereavement Outreach Service helped 65 people including adults, children and families with 442 support sessions in-person, virtually and by telephone.

“Mum was diagnosed with a brain tumour in March 2020 in the middle of the pandemic. When she died my world fell apart. I lost my mum, my best friend and my rock. I was feeling lost and completely shattered and now had to manage our home and take care of my dad too – the responsibility was huge. It was impossible without Mum. I felt alone and completely overwhelmed by it all.

I was offered telephone counselling sessions with Julie from Keech’s Bereavement Outreach Service. She’s been fantastic. I’ve benefited enormously from talking and sharing my inner thoughts and worries. It’s really helped me on a road to managing better.

Keech’s support has been my lifesaver. Julie has made me see things differently, asking the right questions and listening without judging. This has given me some

new insights about myself, and I have been able to draw on my own strengths. I miss my mum but having Keech by my side throughout this awful time has helped enormously.”

Louise, supported by Keech Hospice Care’s Bereavement Outreach Service.



Extending our support

We continued to support patients and their families with pre- and post-bereavement needs who were already known to us.

We care for those whose loved ones have died.

Our Bereavement team cared for 528 adults, children and their relatives, gave 456 sessions of individual care and delivered 31 sessions of group therapy.

“My wife Alison died at Keech Hospice Care over 14 years ago. Nothing really mattered anymore, I lost my job and friends and most of my relationships broke down. My only friend, Jan, talked me into contacting Keech for help, which I did last year. As I now live in Cumbria and so far away from Keech, Nathan, the charity’s music

therapist, has supported me every week over the telephone. I feel so much better and more able to cope with life.

Keech’s Bereavement team has put me back on the right track and I feel more positive and the happiest I’ve been for a long time. I can’t believe a hospice would support me after so long. Keech is always there and I’m very grateful.”

John, supported by Keech Hospice Care’s bereavement team.

Our bereavement service provided a return to our community of almost £2m through improved mental health and quality of life.

(Source: Cranfield School of Management)

John, supported by Keech Hospice Care.



We're *embracing* a new future

We will meet the increasing need for our services

“Due to the pandemic and not being able to access health services, we know there are over 100,000 people across the country who’ve been told they’ve developed an illness for which there’s no cure and are feeling extremely let down. We’ll be here to support these patients, wrapping our arms around them and helping them live every day better.

We can offer these patients our excellent specialist care, helping them to live better and taking the strain off the already overburdened NHS. There’s so much Keech can do to help patients to live well – we have a vital role in helping these people and supporting them. They are not ‘lost’, and we can help them!”

Liz Searle, CEO.

We will reach more people earlier

From the first day someone is diagnosed with a life-limiting illness, we want them to reach for Keech. Through our partnership working with hospitals and other healthcare professionals, we’re seeing more adults and children with life-limiting illness earlier, but we want to help even more people much earlier on in their diagnosis.

We will help improve quality of life

Within our Wellbeing Centre, we will further develop our group support services for patients, including new walking groups and face-to-face emotional support at the hospice. Through our expanded occupational therapy team, we’ll soon launch a new Fatigue, Anxiety and Breathlessness therapy service, helping patients with heart and lung conditions to live well for as long as possible.

We will help children move through to adulthood

We’re one of the few hospices which care and support both adults and children. We’re now in a position **where more young people are living longer and we need to continue to meet the need** of these patients as they transition into adult care services.

Thanks to generous support, we’re looking forward to developing this area of work with the appointment of a Transition Lead.

We will continue to embrace the digital world

We’ll make further investments in digital technologies and continue to develop innovative ways to reach more people who need our care.

We will continue to care about our planet.

We already help to reduce CO2 emissions with reuse and recycling through our charity shops. Our longer-term goals are to adopt even more ‘green’ policies, including:

- **Saving energy we use every day**
- **Choosing green suppliers and partners**
- **Increasing recycling**
- **Encouraging walking and cycling to work**
- **Reducing unnecessary travel**
- **Buying only electric vehicles**

We will keep the conversation going

We’ll keep talking to and reaching our diverse faith communities to encourage conversations about the care we can provide for people with a life-limiting illness.

We will reach and hear the ‘seldom heard’

We’ll unlock the barriers to help more families from our diverse communities, and those who are not able to receive specialist care using the normal routes, to access vital care (for example, patients who are homeless). Our research with the University of Bedfordshire will support us with this.

We will deliver the best of care where it’s needed the most

We’ll work with our patients, families and stakeholders to develop new strategies so we can go forward caring for more children, adults and their families.

With your support, we will continue *leading the way*

“We will be bold and brave and try new things. With your help and our new strategic direction, we can build trust with communities through our work, and help people find us earlier as we reach them in their own community.”



Research

As a leading adult and children's hospice, we'll undertake more research and continue our partnership with the University of Bedfordshire. We'll find out which services work best for our patients, understand how to reach our diverse communities better and provide quality care that meets the needs of our patients.



Starting the conversation

We want to inspire and encourage more communities to talk more openly about death and how to live well with a life-limiting illness. Our Compassionate Communities work will support these conversations through creating more partnerships with faith groups and community organisations.



Partnership working with hospitals

With our experience of providing care to both children and adults with life-limiting illnesses, we want to work with hospitals to ensure appropriate palliative care is available to pre-natal (pre-born), children and adult patients like Macie-Ann. (See page 22.) This work will ensure we can support even more people, even earlier.



At the heart of our communities with support where it is needed

We want our services to reach even more diverse communities so we can offer better access to our excellent specialist care right in the heart of our communities.



Hearing the unheard

We'd like to strengthen our partnerships locally and regionally to find ways of caring for people who currently don't have access to our palliative services via the normal health channels, for example, people who are homeless and may have a life-limiting illness.



Extending volunteering into the community

We'll explore how our volunteers can befriend and support even more patients with life-limiting illnesses in their own homes. Through this work, we'll extend our vital non-clinical support to help reduce isolation and loneliness.

We want to say *thank you*

As a charity, we need to raise over **£6.3 million** every year. That's **£17,000** every day to continue our specialist care for children, adults and their families.

Our work is only made possible thanks to the incredible generosity of supporters and our inspirational volunteers.

Donations come from a variety of sources, but whether from individuals, including gifts from wills, trust and grant donations, regular monthly donations, corporate support or inspirational challenges, your support really does make a huge difference.

Words can't express how grateful we are for this financial support as we **recover, refresh and revitalise** our services to ensure we're here for everyone who needs us when it matters the most.

Did you know?

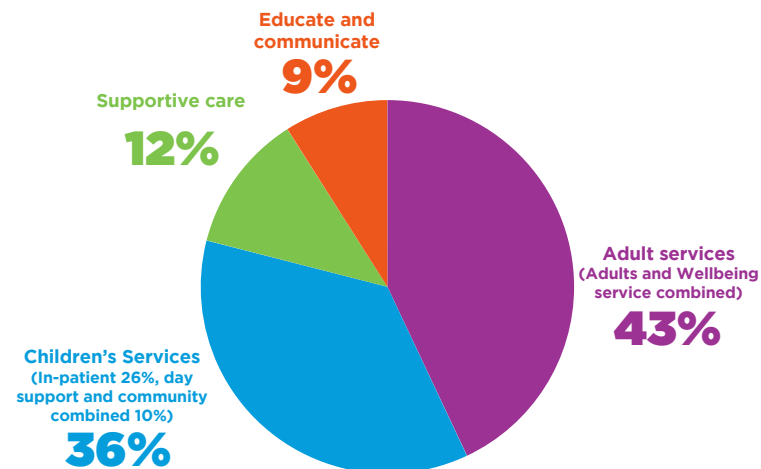


Your £1 donation delivered £4.95 of value to our community and helped:

- Our adult in-patient unit contribute £5.228m to our community
- Our teams reduce hospital admissions and saved the NHS £6.5m
- Our bereavement service provides a financial return to our community of almost £2m

(Source: Cranfield University School of Management Social Return on Investment Report)

Allocation of spend on services:



We received four minor complaints about our fundraising activity, all of which we quickly resolved.

We know there's so much more we could do... with your help, we *can* do it

Keech Hospice Care is the children's hospice for Bedfordshire, Hertfordshire and Milton Keynes, and the adult hospice care for Luton and south Bedfordshire.

We're proud to be one of the few hospice charities in the UK that supports and cares for both children and adults, and their families.

It might surprise you to hear, only one-third of our care is provided at the hospice itself. Every day, our excellent specialist care teams are in family homes, hospitals, schools and care homes – wherever our support is needed the most and makes the biggest difference.

We also rely on over 1,400 volunteers, including around 900 retail volunteers.

A huge 'thank you' to all our truly wonderful supporters and volunteers. We honestly cannot do what we do without you.

Whether you provide your time, funding or both, we're really grateful for everything you give.

www.keech.org.uk/donate



- @KeechHospiceCare
- @KeechHospiceCare
- @KeechHospice
- youtube.com/keechhospicecare

If you have any questions or would like to find out more about getting involved, email us at: letmehelp@keech.org.uk.

Visit our website www.keech.org.uk

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OUTSTANDING

(Source: Keech Hospice Care: Stakeholder Engagement Survey 2021).

Keech Hospice Care, Great Bramingham Lane, Luton LU3 3NT.



Registered Charity No. 1035089



Tel: 01582 707940
letmehelp@keech.org.uk
www.keech.org.uk