



ellenor.<sup>x</sup>  
hospice care in your home or ours

# IMPACT REPORT 2024/25

**We are ellenor.**

Your local hospice charity providing  
vital support for patients and their  
families facing life-limiting illnesses.

**Your Time  
Your Donations  
Your Support**



@ellenorcharity | ellenor.org | Registered charity no.1121561





An aerial photograph of a large, multi-story brick building with a dark tiled roof, identified as a hospice. The building has several dormer windows and a central entrance. In front of the building is a large, paved, semi-circular area with a central circular garden bed containing brown mulch and small plants. Two white vans are parked on the left side of the paved area. The background shows a green lawn and some trees.

WE ARE ELLENOR,  
YOUR LOCAL HOSPICE CHARITY

*ellenor.*<sup>\*</sup>  
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# 40 years of ellenor BORN IN 1985

In 2025, ellenor celebrated its  
40th birthday – and we had many  
celebrations to thank our community.

But it's important to look back over where we  
started, and so our founder Graham Perolls  
stopped by to talk us through the early days.

Find the film on our YouTube channel.

Search @ellenorcharity



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# WORKING TOGETHER WITH OUR COMMUNITY TO MEET YOUR HOSPICE CARE NEEDS



Our services cost  
**£26,300 per day**



In 2024/25, we supported  
**2,885 people**  
across all of our services



**91%** of our care was  
given in the community



We opened our new  
**Wellbeing Centre**  
in November 2024

We need  
**£9.6m**  
every year to  
provide care.



# WHERE WE PROVIDE CARE

Our services are for patients and their families across North Kent and Bexley – a growing population of...

Because of your continued loyalty, we can support our community when we're needed.



We understand the profound impact of a life-limiting condition and we are here to offer compassionate care and support throughout this time.

We rely on the wonderful generosity of our community to provide the necessary funding to continue to care.

**Today, tomorrow, always.**



# AT OUR HOSPICE... IN OUR WELLBEING CENTRE

Our new Wellbeing Centre opened in November 2024, to provide the essential holistic care that enhances our clinical services.

At ellenor,  
life is about  
e living.

4,314

sessions or appointments were given to patients and their families by our staff and volunteers

663

people were able to relax in our wellbeing or therapeutic sessions

395

people joined us for counselling sessions

210

people enjoyed complementary therapies

199

people used our wellbeing services each week

103

people joined our Bereavement Support Cuppas

\*Figures for November 2024 – March 2025



# WHAT WE'VE BEEN DOING AT THE WELLBEING CENTRE

Our Wellbeing Team offers practical, emotional, and therapeutic support to patients, carers, families, and bereaved people.

Whether they're managing an illness, caring for someone, bereaved, or facing loss.

## What we do at the Wellbeing Centre – at no cost to those who need it.

- Physical therapy
- Occupational therapy
- Complementary therapy
- Bereavement support
- Counselling
- Financial support (including help with benefits)
- Therapeutic activity groups
- Group support
- Individual support

**Holistic care is  
just as important  
as clinical care  
– for patients, carers  
and their  
families.**





# AT OUR HOSPICE... ON OUR WARD

Your kind and continuous support had a direct impact on the care we gave and the families we cared for.

Our Inpatient Ward cared for **203 patients**, with palliative and end-of-life care.

Patients stayed on our ward for an average of **10 days**.



At ellenor, life is for living – and every moment counts, which is why patients are asked what matters to them.

Our Ward Team is very well supported by other teams to provide:

- Days out
- Relaxation
- Opportunities to try something new
- A special meal
- A wish list experience
- Hair and beauty
- Celebrations (e.g. Birthdays or anniversaries)

If we can make it happen, we will.

Big or small, we know it makes a difference.



# CLINICAL CARE AND HOLISTIC CARE WENT HAND IN HAND

Weekly visits from therapy dogs Suzi, Toffee and Dixie brought joy, smiles and happiness to patients, their families, and friends.

Plus three very waggy tails...

**"We don't just treat the symptoms – we make space for family time, conversations, or even a film night in ellenor's cinema."**

Ward Sister Nele Bohn

Suzi & Nele



Toffee & Dixie



Read the full interview with Nele on how clinical and holistic care are brought together.

[issuu.com/ellenor-charity](https://issuu.com/ellenor-charity)



# ELLENOR AT HOME

**1,181** out of hours (5pm – 9am) calls were made to our Inpatient Ward from families we were supporting at home.

Our ward phone is always answered – because sometimes at home, what's needed is trusted, caring, professional advice.

**91%** of our care was delivered in the community

**7,073** home visits were made in our community

**20,564** face-to-face telephone or virtual contacts were made by our Hospice @ Home Team

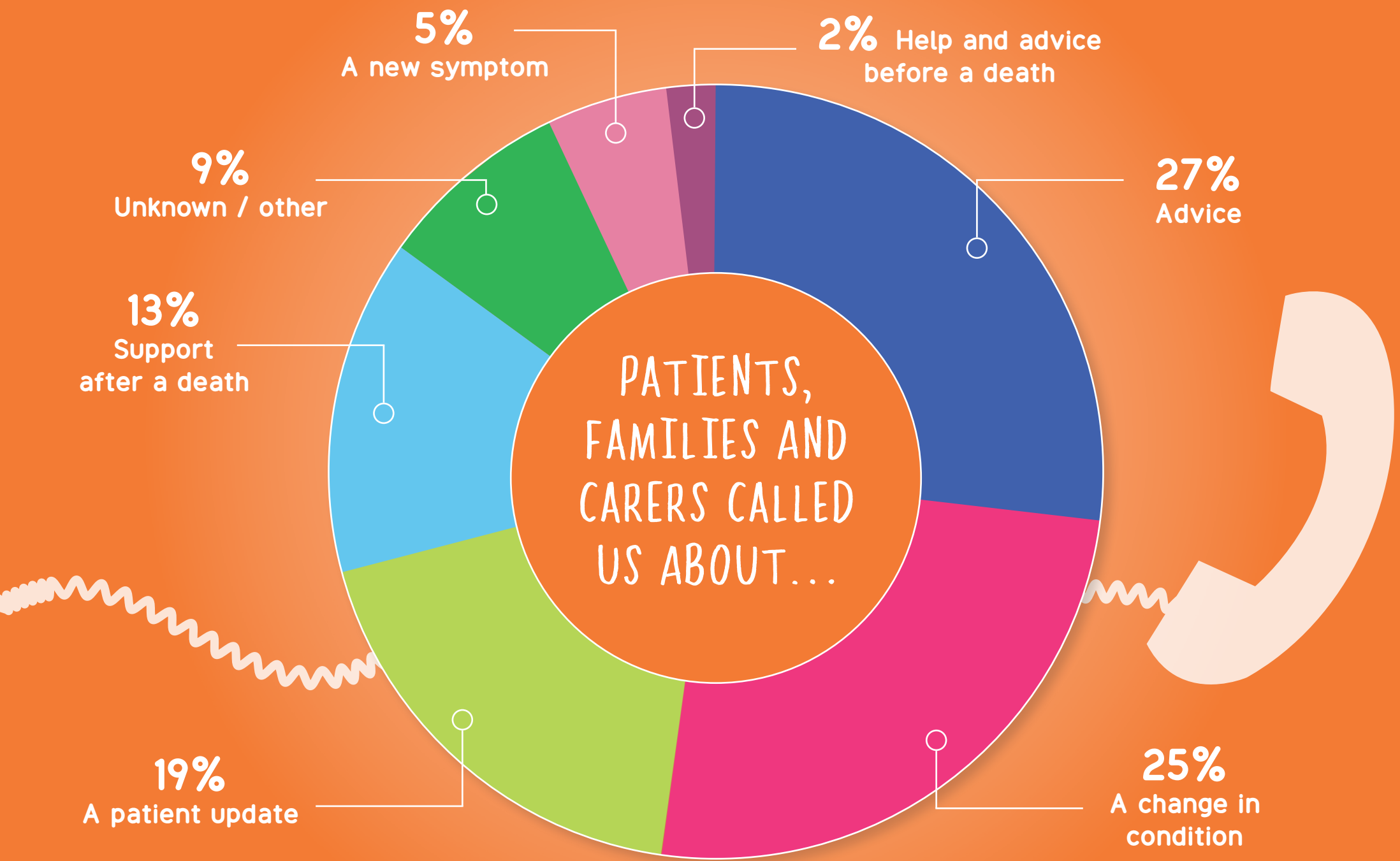
“Reassurance is so important for carers. Day or night, they called us – and we are glad they did.”

**Ward Sister  
– Nele Bohn**

Our Night Sitting nurses stayed with families overnight, in their own homes.









# CATERING

**Here at ellenor, it's not just food – it's food made with love.**

Every day last year, our lovely catering team was busy making fresh food for our patients on the ward, for visitors to our café, staff, or for the public who booked our outside catering service.



## On the ward

Our catering team worked closely with the nursing team to create food for patients to enjoy but also to be able to manage.

Their creativity in presenting food in an interesting and appealing way knew no limits!

Breakfast, lunch, dinner, afternoon tea and everything in-between was enjoyed by our patients.

The catering team also made several celebration cakes to order for patients and their families to enjoy at their events here in the hospice.



## In the café

A full menu was and still is available in the café, including breakfasts, hot lunches, sandwiches, snacks, delicious homemade cakes, plus meal deals, and cake boxes to take home. Their afternoon tea was hugely popular too and the coffee machine is always on.

## Outside ellenor

Our catering team was booked for a variety of events including wakes, parties, celebrations, lunches and get-togethers at home. Their platters, buffet menu and afternoon tea choices mean there was something for everyone, and any size event.



## Catering in numbers

(Approximate numbers are given below – because it doesn't stay around long enough to be counted!)

**5,200**

delicious fruit and cheese scones were made

**6,552**

portions of cake were served (scrumptious giggle cakes, coffee and walnut or a simple Victoria sponge)

**7,200**

legendary sandwiches were enjoyed





# IN CARE HOMES

Our Care Home Team took ellenor's care out to them.

**2,727** face-to-face sessions were held by our Care Home Support Team

**2,043** patients were cared for by our Hospice @ Home and Care Home Support teams



**47%**  
had better  
balance

**12%**  
improved  
their mobility  
speed

**7%**  
gained  
more grip  
strength

**186**  
patients took  
part

## We ran a 'Frailty Project'

– offering seated exercise to care home residents to see how much it improved their strength, balance, mobility and stability.

Results even showed improvements to their mental health.

## DID YOU KNOW?

Even a small amount of exercise helps to build confidence and live a healthier, more independent life.

# CHILDREN'S SERVICES

Our specialist teams provided acute oncology care and end-of-life care to seriously ill babies, children and young people aged up to 19, in their own home.

We also supported children and their families to transition from our children's services into adult services.



Troy, 18, and Curtis, 19, who are now moving into our adult services.



**132** children were supported by our team



**137** play therapy sessions were given



**37** children had at least one respite session



**74** counselling sessions were given



**19** children were welcomed to at least one GEMS\* session

\*GEMS is our specialist child bereavement support group, **Grief Every Moment is Special**, for children aged 5-16.

Our care is given  
all day, every day.

24 hours a day,  
for 365 days  
a year.



# IN OUR SHOPS

We welcomed more shoppers into our shops this year, and you also bought more things!

Your spending directly supported our patients and their families.

**DID YOU KNOW?** We're now online – find us on Vinted & ebay.

Vinted  
ebay

277,829

shoppers  
visited an  
ellenor shop

ellenor.<sup>+</sup>  
hospice care in your home or ours

553,516

items were  
sold in our  
shops

ellenor.<sup>+</sup>  
hospice care in your home or ours

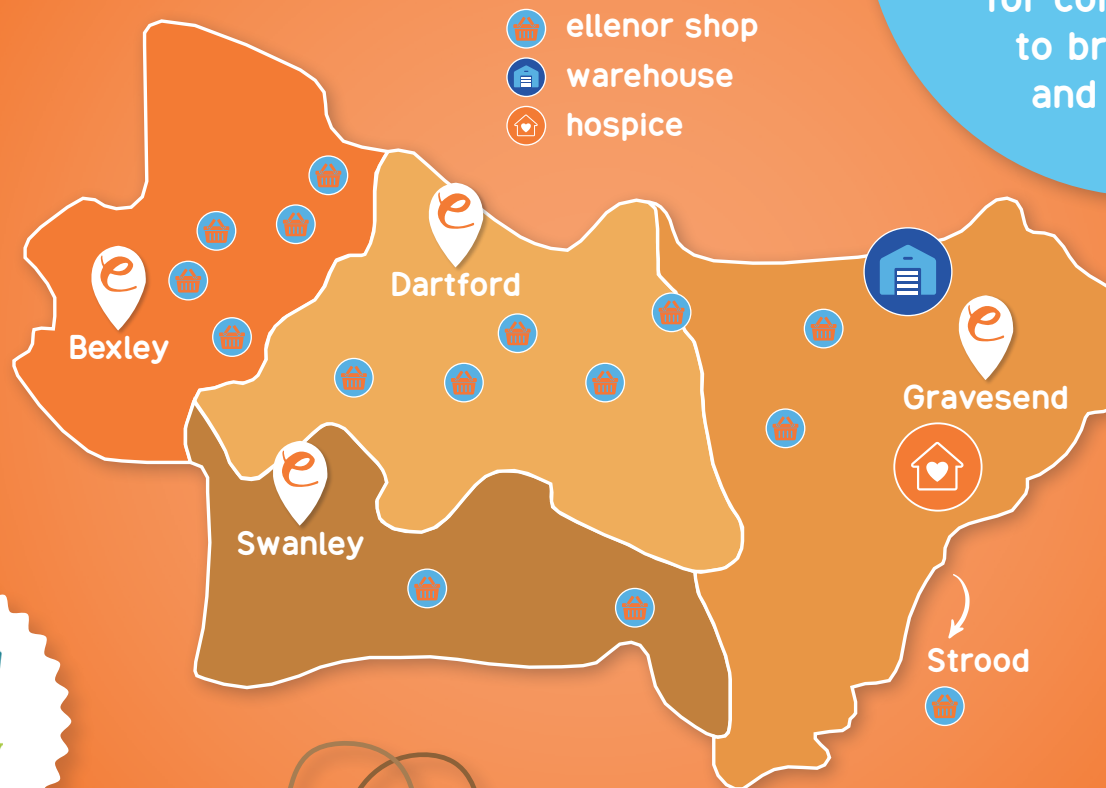
Our new  
warehouse  
opened in  
**Gravesend**  
to store and  
sort donations

ellenor.<sup>+</sup>  
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4 new shops

opened in Swanley,  
New Ash Green, Strood  
and Northumberland Heath

ellenor.<sup>+</sup>  
hospice care in your home or ours



THANK YOU  
for coming in  
to browse  
and buy!

2,885

people were supported across all of our services



103

people came to our Bereavement Support Cuppas

2,043

patients were cared for by our Hospice @ Home and Care Home Support teams



553,516

items were sold in our shops



35%

of people who accessed our services were 85+

277,829

shoppers visited an ellenor shop



2,573

contacts were made by our Children's Team

7,073

home visits were made by our Hospice @ Home Team

2,727

face-to-face contacts were made by our Care Home Support Team



203

patients were supported on our ward with palliative and end-of-life care

91%

of our care was delivered in our community



210

people were supported with complementary therapies



10 days

was the average length of a stay in our Inpatient Ward



20,564

face-to-face telephone or virtual contacts were made by our Hospice @ Home Team





FUNDRAISING

# £4,848,727

was raised by our local community!

**Every year, our supporters never fail to amaze us, with their wonderful fundraising that goes above and beyond.**

**They raise money for us by:**

- Coming to our events
- Hosting their own events
- Taking on challenges
- Playing our lottery
- Remembering us in their will
- Donating from their business
- Opening their gardens
- Responding to our appeals



74%

of the money we needed  
to provide our services  
came from voluntary  
donations including  
fundraising,  
lottery, legacies  
and shops.



Our community  
is our lifeblood and we  
couldn't do it without you.  
Thank you for coming to  
events and holding  
your own!



# VOLUNTEERING

We had **340** active volunteers who worked across every department – bringing time, skills, enthusiasm, expertise and dedication.

June, one of our shop volunteers, went to Ascot Ladies' Day dressed top to toe from ellenor shops.

Our longest serving volunteer gave us  
**36 years**  
of dedication!



Businesses volunteered with us.

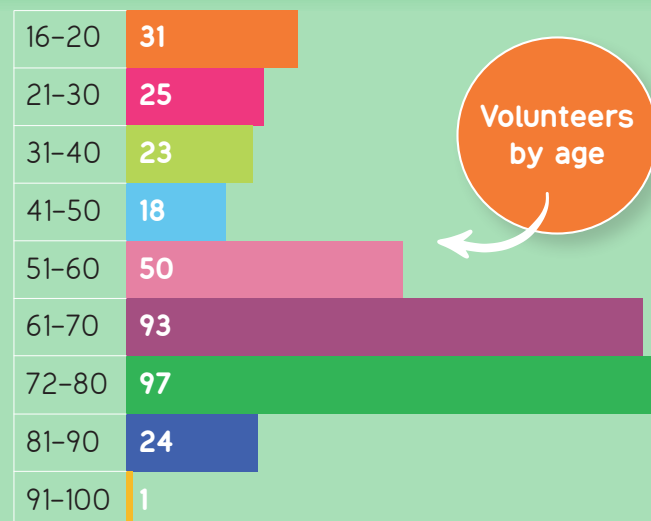
Volunteers saved us  
**£750,000!**



## VOLUNTEERS ARE EVERYWHERE!



- In our shops
- On our ward
- Serving in our café
- Giving therapy
- Driving
- Offering financial advice
- Helping at events
- Befriending
- Chatting with patients and their families
- Hosting our welcome desk
- Supporting marketing
- Helping with housekeeping
- Assisting with administration



Volunteers by age

# GIFTS IN WILLS

Gifts left in wills helped us continue to deliver compassionate care to every patient and family who we supported.

Gifts in wills of all sizes help us continue to deliver compassionate, high-quality care.

**Big or small, remembering us makes a difference.**

Kind ellenor supporters remembered us in their wills, leaving

# £2,449,540

for future patient care.

## GIFTS IN WILLS CAN INCLUDE

- Personal possessions – paintings, antiques or jewellery
- Stocks or shares
- Property
- A percentage or share of your estate
- A set amount of money

It's a  
wonderful  
legacy to  
leave.





# STRONGER TOGETHER

## OUR MISSION

To respect patients' dignity and independence, providing quality care and supporting them and their family to live with a life-limiting illness in their home or our hospice.

## OUR VISION

To enable every person we support to have a seamless and personal experience, that meets their needs and wishes.

## OUR VALUES

### WE ARE CARING

We are caring with every interaction. Our team of professionals is employed and trained to the very highest standards. It is why we care.

### WE ARE FOCUSED

We are focused on providing high quality services with compassion.

### WE ARE INCLUSIVE

We work together with you, your family and our community to ensure your care is based on what you tell us is important to your individual needs and preferences.

## STRATEGIC PILLARS

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Our Community

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Our Quality

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Our People

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Our Services

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Our Environment

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# WHERE OUR NAME CAME FROM

Our name **ellenor**, is a blend of two names; **Ellen** and **Norman** – who were the parents of our founder, Graham Perolls.

By keeping the lowercase 'e' in 'ellenor', we can honour both names equally.

Ellen

Norman



## LIFE & LIVING MAGAZINE

Our magazine is published twice a year, telling you everything that's going on about our services, supporters and how we're helping patients and their families.



Read here

[issuu.com/ellenor-charity](http://issuu.com/ellenor-charity)





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# THANK YOU

for your generosity that allows us to  
continue to care for patients and families  
facing life-limiting illness.



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