



**BECOME A
HOSPICE UK
AMBASSADOR**

WHY SUPPORT HOSPICE UK?

The chances are you know someone who needs hospice care. Perhaps they are living with a terminal illness and need help to live as well as they can, for as long as they can. Or perhaps they don't have much time left and need help to go home from hospital to die, surrounded by the people they love.

Hospice UK is committed to ensuring that everyone gets the care they need when they are ill, dying or bereaved. For over 30 years we have championed and supported the work of charitable hospices around the UK to deliver the highest quality care to people with a life-shortening or terminal illness.

Our 220 member hospices now benefit more than 200,000 people each year at the end of their life, as well as supporting thousands more families and carers.

But with over 100,000 people still not getting the care they need and deserve we have to do much, much more.

How we care for the most vulnerable people at the most difficult time of their life is a measure of our compassion as a society. Yet in Britain today one in four families are not receiving the end of life care they need. Whole sectors of society face huge barriers to accessing hospice care. And while demand is increasing, funding is decreasing.

Hospice care in the UK is at a pivotal moment – and radical change is needed.

Our commitment to the vision that everyone gets the care they need and deserve when illness can no longer be cured drives all we do. That's why Hospice UK has launched a new strategy to deliver the transformational change necessary to achieve this bold ambition.

But to make this a reality, we need your help.





“I didn’t think hospice care would be for us...it’s not something familiar in our culture. I think it’s important to raise awareness of what hospices are, to break down the taboos.”

BUILDING A FUTURE WHERE NO ONE IS LEFT BEHIND

Inequality is as harmful now as it ever was. Too many people are falling through the gaps in getting the care they need at the end of their lives.

The vast majority of those who receive hospice care have cancer. But the physical and emotional suffering and loss faced by people dying with advanced heart failure, liver disease, dementia and many other conditions is just as severe. Yet very few are being referred for palliative or hospice support by their GP or hospital team.

Too many people from diverse communities and backgrounds, or who live on the margins of society, in prison or on the street, are simply not accessing hospice care at all.

We need to widen access and open up hospice care so that all people – regardless of their illness, gender, ethnicity, disability, sexual orientation or economic situation – can get the specialist end of life care they need.

To do this Hospice UK will promote more collaborative ways of working between GPs, hospitals, local hospices and health teams, and put in place the systems and technology that will help hospices know who they are treating and where the gaps are.

We’ll develop training, resources and grant programmes to grow the best ideas, and build communities of like-minded specialists to shape new approaches. We’ll inspire and support hospice teams to understand the needs and preferences of their local communities and reach out to those being left behind.

Our ambition is to ensure that everyone in society can receive the care they need, in the way that is best for them, in the place they want to be, at the end of their life.

DEATH, DYING AND LOSS IS EVERYONE'S BUSINESS

We've all lost someone and know how painful that is. Getting the right support is crucial. But how do you know who to turn to for advice when receiving the tragic news that someone close is dying. How do you know where to access the right medical care, the right skills, the right support, when you are also grieving yourself?

If you are the parent of a child with a complex and life-shortening illness, or the family of someone with dementia or severe stroke, liver or lung disease, the chances are your life is devoted to being a carer. Over two million people in the UK are forced to give up work to care for a loved one.

Caring for someone who is dying is the toughest job of all. Carers are unpaid and many face financial hardship. They have few rights and no breaks – care is 24/7.

To combat these severe challenges Hospice UK will build recognition amongst employers of the needs of carers in the workplace, train companies to provide compassionate support for their staff and ensure the rights of those providing care are protected.

We'll develop a national resource hub to support the one million people in the UK caring for a family member who has a terminal illness; helping them to feel more confident in their caring roles and ensure they have respite and bereavement support when needed.

We'll make sure families have the practical skills and psychological support they need to sustain themselves in caring for a loved one at the end of their life. And we'll make sure they get the support they need to help them through the grief when their loved one is gone.

"I wish with all my heart that Sophie didn't have a life-threatening condition. But I couldn't think of anywhere better to support us and guide us through this emotional rollercoaster than our wonderful hospice."





“Even in the middle of the night, I know the hospice outreach team will come when I need them. Compared to being in hospital, it’s a different world.”

ENSURING HOSPICE CARE REACHES EVERYONE IN NEED

If you’re frail and living in a nursing home, but you can’t get the spiritual or emotional support you need at the end of your life – what choice do you have? If you’re terminally ill in hospital and your family live miles away – what choice do you have?

Although 82 per cent of people say they would prefer to die at home, the majority still die in hospital even though there isn’t any medical reason for them to be there. Too many people do not have a choice about where or how they spend their last months and weeks.

The answer is not more buildings or more beds – it is a radical re-think in the way hospice care is delivered in every community in Britain.

Almost one million home visits are made by community hospice care teams a year, but 100,000 people are still dying without the care they need.

To combat this Hospice UK will build new networks and new ways of working with GPs and other care providers for those who are very frail or living with a deteriorating health condition, so that more people can leave hospital towards the end of their life and spend their last days in comfort in the place of their choice.

We’ll lead the way to transform how we care for those at the end of life, helping local groups and communities to design and produce their own methods of supporting each other through death, dying and loss.

By drawing on a global body of evidence of ‘what works’ and translating it into direct action, Hospice UK can and will transform end of life care for every community.

CHAMPIONING END OF LIFE CARE WITH ONE NATIONAL VOICE

The next decade will be very different from the previous one in terms of end of life care. There is an anticipated explosion in the next ten years of people living longer with complex conditions like heart failure and dementia.

Yet society has become more fragmented. Families are separated by geography or breakdown and communities no longer provide the social support they once did.

The crisis we face in social care plus a serious lack of funding is threatening the very existence of the charitable hospice movement.

How do we ensure long term sustainability so that free hospice care will remain available for all of us in the future?

That's where Hospice UK can make a significant difference. We will support hospices to cope with the severe challenges of the current financial landscape, develop the skills of those who lead and work in our hospices and train specialist nurses and healthcare staff to be the best they can be.

We'll invest in innovative technology so that experts in the field of palliative care can share their knowledge with staff looking after people in nursing homes and hospitals. This will ensure that more people experience a better quality of remaining life, have fewer hospital emergencies and more choice in their final days.

We'll champion end of life care at the national level and influence locally to deliver much needed change to social and community care. Our research will drive innovation and help form the best partnerships, identify the best practices and share the best solutions to sustain free hospice care for future generations.



"I take real pride in saying that I'm a hospice nurse. It's an absolute privilege what people share with us and trust us to do. Everyone should have access to the care that hospices offer."

BECOME A HOSPICE UK AMBASSADOR

For the past 30 years Hospice UK has played a pivotal role in transforming the way society cares for the dying and those around them.



Our 220 member hospices care for over 200,000 people every year.



Hospice UK trains 2,000 nurses, health professionals, hospice leaders and staff each year.



We provide around £1.5 million annually to hospices in improvement and project grants.

By becoming a Hospice UK Ambassador your support will ensure that everyone who needs hospice care, gets hospice care.

£1,500

could enable families to receive the advice, information and support they need to cope with a loved one's terminal diagnosis.

£5,000

could help to run Hospice IQ, our unique online network where palliative care staff can share information and support each other in confidence.

£7,500

could fund professional support, advice and resources for senior nurses to help them deliver better hospice care in hospitals and for people at home.

"Becoming an Ambassador of Hospice UK is such a rewarding experience....it's my chance to make a significant difference so the brilliant care hospices offer can be available for everyone."





“Despite the massive, awful things that happened inside my dad’s head, the hospice managed to keep some fragment of him in there. The nurses kept my dad not just alive, they kept his mind alive too.”

JOIN US!



**£3.6
million**

is what it costs hospices every day to provide free outstanding end of life care. The vast majority of this is funded by donations from the public.

Hospice UK Ambassadors are a group of like-minded individuals who believe in outstanding hospice care for every person in need.

By becoming a Hospice UK Ambassador and making an annual gift to support our work you will receive the following benefits:

- a twice yearly progress report on the work you are supporting
- invitations to briefings led by our senior team
- a dedicated programme manager to handle all your enquiries
- opportunities to attend private hospice visits to see our work in person
- advance notice of exclusive and special events and peer-networking opportunities
- your name, or the name of your loved one, inscribed on our Tree of Life at Hospice House in London.

You can join the Hospice UK Ambassadors programme by making an annual donation of £1,500 or over.

To find out more please contact **Catherine Bosworth** or **Catherine Longton** on **020 7520 8200** or email **ambassadors@hospiceuk.org**

Or visit our website: **www.hospiceuk.org/ambassadors**

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If you are a UK taxpayer, you can make your donation to Hospice UK worth more by making a Gift Aid declaration.

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