



Annual Review

January 2023
– July 2024



www.greenfingerscharity.org.uk

Registered charity number 1076640

Greenfingers is a national charity dedicated to supporting life-limited children and their families who spend time in hospices around the UK.

Established in 1999, the charity has created almost 70 inspiring gardens in children's hospices around the country and has a further waiting list of hospices that need help now.

Thanks to the efforts of those we work with, Greenfingers Charity continued to support children's hospices across the UK, enabling more life-limited children to enjoy time with their families and carers in well-designed gardens, whether through play and fun or therapeutic rest and relaxation.

In my third year as Chairman, I was pleased to attend the official openings of two new Greenfingers gardens and to see them being enjoyed by so many. It has been a great privilege to visit those hospices and to see and hear about the difference our gardens make, not only to children but to all those involved, who benefit from spending time outside and being close to nature.

I must thank our Gardens Committee, the Director of Finance and Resources and the Garden Project Manager along with the designers and landscapers who continue to innovate and inspire us all, thus ensuring the gardens are sustainable, safe and fit for purpose.

Following the launch of our Silver Anniversary Appeal in 2022, this year saw our income exceed £647k, bringing us closer to our target of £2,000,025 by the summer of 2025. In the current challenging fundraising climate, we recognise the need for innovation and imagination, not only in raising awareness of the charity but also in increasing those vital donations. I am grateful to our Fundraising and Communications Director who continued to find ways to develop our income streams and identify new PR opportunities.

I would like to thank our Fundraising Committee for their support in this and their commitment and enthusiasm throughout the year. My thanks also go to our Patrons - Jim Carter, Dame Imelda Staunton, Adam Frost, Ann-Marie Powell and David Domoney and our loyal Ambassadors and supporters, who all give their time and energy in raising funds and helping the charity in so many ways. They all play such an integral part in ensuring Greenfingers continues to grow and fulfil its key role within the Children's Hospice movement.

It is reassuring to know that the Treasurer and Finance Committee keep a watchful eye on all our activities, ensuring that we adhere to the necessary budgetary controls and the statutory and accounting requirements of a charity.

I must recognise the Board of Trustees, all of whom are also members of the committees already mentioned. I personally value their enthusiastic support in everything we do.

Finally my thanks goes to our staff who work tirelessly and efficiently for the good of the charity.

We are immensely proud of all that we have achieved in 2023 and look forward to our celebratory year in 2024 that will see more projects completed and being developed, and with our beautiful gardens being enjoyed by hospice communities across the UK.

**Sue Allen
Voluntary
Chairman**



Our People

Founder President

Richard Jackson

Board of Trustees

Sue Allen (Chairman)

Richard Capewell
(Treasurer)

Richard Claxton

Boyd Douglas-Davies

Rob Jones

Alastair Peat

Heidi Towse

Colin Wetherley-Mein

Adam Wigglesworth

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Adam Frost

Ann-Marie Powell

Honorary Members

John Ashley

Roger Head

John Little

Jane Livesey

Caroline Owen

Warren Haskins

Andy McIndoe

Chris Webb

Staff Team

Linda Petrons

Neil Sewell

Beverly Clark

Kyla Sansbury

The specific aims and achievements for 2023 were:

- 1 Review the Garden Strategy, to ensure the charity can offer appropriate and timely support to children's hospices.**

This has been reviewed by the Board of Trustees and continues to be a working document.



- 2 Introduce more regular volunteering days in completed Greenfingers gardens to support the hospices with the maintenance to ensure the longevity of gardens.**

We continued to work successfully with our corporate partners to provide regular garden-focused volunteering opportunities throughout the year.



- 3 Continue to build new corporate partnerships, from within and outside the garden industry and introduce a legacy campaign.**



We continue to build new corporate partnerships through the Silver Anniversary Appeal, and are working to introduce a legacy campaign.

- 4 Supported by volunteers, introduce a new fundraising walk in the north of England to enable those in that area to take part in our flagship event, Garden Re-Leaf Day.**

We were pleased to introduce a North Walk with the help of Volunteer Ambassadors in the Peak District.



- 5 Look at streamlining the Finance and Fundraising administration processes to enhance productivity and efficiency.**

Efficiencies have been made via automated ledger entry and the introduction of a monthly finance checklist. This work continues.

- 6 Continue to review all the charity's policies particularly Risk Management to ensure continued good Governance.**

The process of reviewing policies on rotation is documented and ongoing.

“

Speaking about the Sensory Courtyard Garden, Catherine Randall, Chief Nurse at Derian House said: *This isn't just any garden; it is a sanctuary for the 400 families we care for here at Derian. Here, they can relax and spend time together – making precious memories. Not only that, but research has shown that spending time outdoors can help with symptoms, reduce stress, and improve mood in people with life-limiting illnesses. Greenfingers' generosity has created a garden that our families will enjoy for years to come. On behalf of all of us here at Derian House – thank you.*

”

Accounts

After some years of unavoidable disruption to the charity's work, 2023 was a year of consolidation and development.

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

for year ended 31st December 2023

	Unrestricted funds £	Restricted funds £	Total 2023 £	Total 2022 £
INCOME FROM:				
Donations and legacies	126,330	200,361	326,691	363,531
Charitable activities	175,798	-	175,798	110,534
Other fundraising activities	131,282	-	131,282	126,138
Investments	13,464	-	13,464	6,424
Total income	446,874	200,361	647,235	606,627
EXPENDITURE:				
Raising Funds	138,376	-	138,376	98,132
Charitable activities	74,134	451,977	526,111	364,921
Total expenditure	212,510	451,977	664,487	463,053
Net income/(expenditure) for the year	234,364	(251,616)	(17,252)	143,574
Gross transfers between funds	(63,606)	63,606	-	-
Net movement in funds	170,758	(188,010)	(17,252)	143,574
Fund balances at 1 January 2023	918,212	373,890	1,292,102	1,148,528
Fund balances at 31 December 2023	1,088,970	185,880	1,274,850	1,292,102

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

CONSOLIDATED BALANCE SHEET

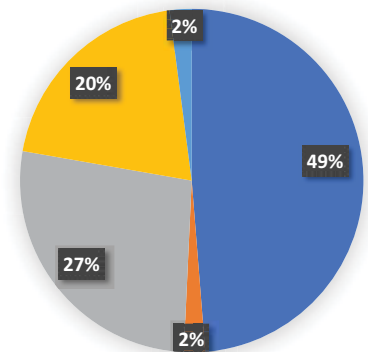
at 31st December 2023

	2023 £	2022 £
FIXED ASSETS		
Tangible assets	3,504	4,727
Total Fixed Assets	3,504	4,727
CURRENT ASSETS		
Debtors	47,762	38,014
Cash at bank and in hand	1,292,425	1,293,251
Total Current Assets	1,340,187	1,331,265
CURRENT LIABILITIES		
Creditor amounts falling due within one year	68,841	43,890
Net Current Assets	1,271,346	1,287,375
Total assets less current liabilities	1,274,850	1,292,102
Net Assets	1,274,850	1,292,102
THE FUNDS OF THE CHARITY:		
Restricted funds	185,880	373,890
Unrestricted funds:		
General Reserves	220,693	189,375
Operational Contingency Reserves	262,282	242,997
Designated Funds	605,995	485,840
Total Charity Funds	1,274,850	1,292,102

2023 Income

Total Raised:

£647,235

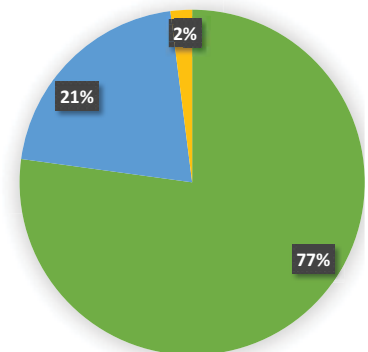


- Donations & Grants-
£313,734
- Donations In Kind-
£12,957
- Charitable Activities-
£175,798
- Fundraising Activities-
£131,282
- Interest Earned-
£13,464

2023 Expenditure

Total Expenditure:

£664,487



- Charitable Activities-
£512,708
- Raising Funds-
£138,376
- Governance-
£13,403

2023 Financial Review

The charity had another good year with income received amounting to £647,235, this is an increase of £40,608 (7%) on the previous year (2022: £606,627). This was achieved by the continued hard work of the Fundraising team and our many supporters.

Neil Sewell
Director of
Operations



The main sources of income in 2023 were from donations £326,691 (2022: £363,531), charitable activities £175,798 (2022: £110,534) and other fundraising activities £131,282 (2022: £126,138). Further information on the income for 2023 is detailed in the fundraising report.

The charity had a total expenditure of £664,487 (2022: £463,053), of which £526,111 was spent on charitable activities (2022: £364,921) and £138,376 (2022: £98,132) spent on raising funds. There was a total expenditure of £452k on garden projects. Two children's hospice gardens were opened during the year and two others completed (£367k). Two projects were at the design stage (£36k). There were further garden projects in the planning stage including a planned Garden Maintenance initiative and Garden Makeover programme for 2024.

Fundraising expenditure of £138,376 (2022: £98,132) was 41% higher than 2022 due to more in-person events held in 2023, inflationary increases in venue, marketing costs and fundraising salaries increased due to the employment of an Events and Digital Fundraiser during the year.

Overhead costs increased by 2% at £59,283 (2022: £58,107) due to inflationary increases in office overheads and higher bank charges with more funds under management, this was offset by lower salary and legal costs. It should be noted that a conscious effort continues to be made by the Directors and Trustees to keep expenditure low. Cash flow management continues to be a priority.

The Charity ended the financial year in a strong position. For the year ending 31 December 2023 the total Fund balances were £1,274,850 (2022: £1,292,102) of which £185,880 (2022: £373,890) are restricted funds for completion of the 2024/25 garden projects, including Acorns, Walsall (£93,959), Chestnut Tree House, Arundel (£43,750), continuing with the Garden Makeover initiative (£19,933) and the launch of the Greenfingers Garden Maintenance program (£22,532).

The unrestricted reserves of £1,088,970 (2022: £918,212) are split into Designated Funds of £605,995 (2022: £485,840) for future garden projects where a firm commitment has been made to the Hospice, an Operational Contingency Fund of £262,282

(2022: £242,997), which is calculated as 9 months running costs. (It is no longer considered necessary to include an allowance for the impact of inflation on the cost of future gardens as the rate of inflation has reduced and the outlook is favourable).

The remaining balance of £220,693 (2022: £189,375) will enable the charity to continue its charitable activities during 2024/5 and beyond knowing the reserves are robust.





Our Gardens

We create beautiful, well-designed outdoor spaces for children to enjoy with their family, friends and siblings, whether through play and fun, or therapeutic relaxation.

Greenfingers Charity is driven by the belief that time spent outdoors, away from the bedside, can offer children and families under considerable stress a vital opportunity to embrace the benefits of being in the fresh air and engaging with the natural environment.

For the past 25 years, the charity has been committed to creating specially designed, stimulating garden spaces that benefit children with life-limiting conditions. Whilst many people may take for granted the simple pleasure of a garden, the chance to spend time together outdoors and away from the bedside is precious.

We were delighted to see the great progress made on Greenfingers garden projects during 2023. We officially opened two new gardens, and throughout the year we engaged with hospice teams, designers and landscapers to ensure more gardens will come to life in 2024/5 and beyond.

At **Haven House** (Woodford Green), the garden was opened on 19th April, officiated by the designer, Tom Hoblyn. Once an unused woodland at the rear of the hospice, the space is now home to a series of boardwalk-style pathways which lead to secluded and private refuges where children, families and staff can come together for therapies or peaceful solace. The garden is a haven for wildlife and the new planting is such that each season will provide something new for all visitors to enjoy.

Together with the hospice team, we and our corporate partners have provided ongoing support through volunteering days.

At **Jigsaw, Cumbria's Children's Hospice** (Carlisle), children, young people and families celebrated the official opening of the new sensory and play gardens. Bruce Walker, the garden designer, drawing inspiration from the hospice's logo, created new interactive spaces, including a 'Green Jungle Garden', a 'Yellow Wildlife Garden' and an 'Indigo Sensory Area' for relaxation. There is also a play area, mini racetrack, and a garden for growing herbs and experimenting with seeds. The official garden opening was held on 15th June 2023, officiated by Julie Clayton and Sue Allen.

Speaking at the opening ceremony, Julie Clayton, CEO of the hospice, said:

“Our new garden looks incredible, and we cannot thank Greenfingers and all the other contributors enough for helping to transform this space. What you would've seen as we came out of Covid was a tired and large concrete area which looked like it could do with some love. Now we have a bright, colourful, and engaging garden which is being used regularly by the children and young people with complex health needs that we care for. It's making a real difference and this safe and accessible space is another huge asset to what we can offer here at Jigsaw.”





A new Courtyard Garden at **Derian House** (Chorley) was also completed in 2023, thanks to Chris Forshaw and Millieu Landscape Design Ltd. Before the build, this once-tired space was only accessible through the main hospice building and bedrooms, disrupting the crucial privacy of these areas. Now, a mixture of interactive zones is linked via a central covered space with subdued lighting and extra seating which overlooks the garden.

Following the challenges we saw during COVID-19, we were delighted that the long-awaited builds started at **The Nook**, part of East Anglia Children's Hospices and **Demelza** in Sittingbourne. We were pleased to open the garden at Demelza in June 2024 by our newest ambassador, actor, Fiona Dolman. We look forward to officially opening the new garden at The Nook and it being enjoyed by all. We thank Ann-Marie Powell Gardens and Stewart Landscapes, Fisher Tomlin & Bowyer, and Baylis Landscape Contractors Ltd for their dedication and commitment to bringing these two gardens to life.

Talking about the new garden, Hayley Richardson, Deputy CEO of Demelza said:

“Outside space is incredibly important at Demelza - throughout the grounds, we have different spaces for different things, from fun and play to reflection and remembrance to adventure and making memories.

“A huge thanks go out to the team at Greenfingers - and their supporters - for funding this beautiful wildlife garden, which will be enjoyed by children, families, volunteers and staff for many years to come.”



We have also developed the designs for the new projects at **Hope House** (Oswestry) and **Acorns Children's Hospice** (Walsall) in 2023. We thank CW Studio and VaRa Garden Design for their inspiration and vision and look forward to seeing these gardens come to life in 2024/5.



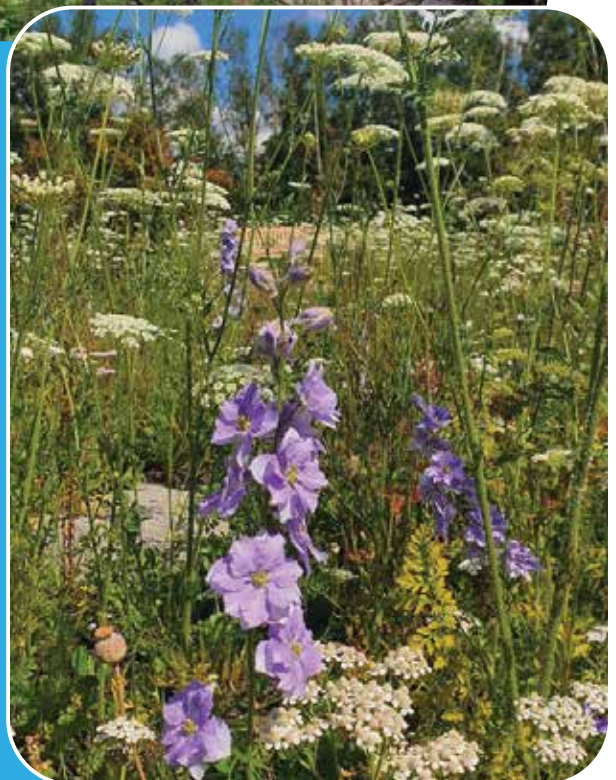
At the end of 2023, our pipeline of hospices included **Chestnut Tree Hospice** (Arundel, West Sussex), two gardens at **Bluebell Wood Children's Hospice** (Sheffield) and a request for shade at **James Hopkins Trust** (Gloucester). Work to support these hospices is now underway.

Looking ahead, as well as new garden builds, we aim to continue to provide additional help to the hospices we work with to ensure new and existing Greenfingers Gardens remain sustainable and have longevity. Working together, our operational team, Garden Committee and Board of Trustees continue to develop the charity's overall Garden Strategy, with a special focus on the Garden Makeover and Re-Fresh initiatives in 2024.



Speaking about the garden at Haven House, Aasam Ali, parent of Aiza said:

“It was such a privilege to have been part of the consultation forum for this improved and inclusive area. There is something special and enchanting about this new space that offers something for everyone. For us, it will be a reminder of our little girl. Although Aiza is no longer with us, we know how much she liked nature and being outside. She would smile at the sound of a bird singing, flinch at the first drop of rain and then smile to herself. She would have loved sitting in this space and getting a sensory overload. This beautiful corner of the hospice offers a space to connect emotionally, spiritually and be at one with yourself, your family and friends. You can experience the benefits through just being silent. Being involved in this project was not only an opportunity for personal growth and development, but also a chance to make a positive impact on the community, and I hope Haven House continues to work with this wonderful team to deliver more.”





In June 2024, Greenfingers Charity supporters came together to help revitalise the Primrose Garden at the Bluebell Children's Hospice in Sheffield.

Originally created in 2016 it has a therapeutic space for bereaved families, offering a tranquil environment that reflects the poignant stories within the hospice.

Now eight years old the garden was long due a makeover, which is where Greenfingers ambassadors, **Chris Jesson, Natalie Williams and Marc Riddler** – part of the Gardengram community helped.

Enthusiastic gardeners themselves, Chris, Natalie and Marc, joined forces with the Greenfingers team for a comprehensive update of the space. The day's activities included a thorough spring clean, a garden tidy-up, and the addition of new plants to infuse the area with fresh colour and life.

Speaking about the day, Chris Jesson said:

“The garden space had become tired and neglected, and working in partnership with Greenfingers Garden Project Manager, Joanne, Operations Director, Neil, and fellow ambassadors we all worked with the same ethos to create a lovely legible outdoor space for Bluebell Wood Hospice with successional colour and structural interest that will be curated and can be manageable for the future. This included planting, watering, potting and a little bit of conditioning. We found it incredibly rewarding to know that the perennials we included will have a long-lasting legacy for supporting those in the highest times of need. There is personal achievement of course, but only to give back to the cause. Myself, Natalie and Marc and Greenfingers colleagues working on the garden will be delighted to track progress of how the garden fares and develops ”



Fundraising & Communications

Throughout 2023 and into 2024, we have enjoyed a full and varied fundraising calendar and have been overwhelmed by the support and generosity shown to Greenfingers, especially against the background of the cost-of-living crisis and continuing war in Ukraine.

In 2022 we launched the Silver Anniversary Appeal, through which we are aiming to raise £2,000,025, by mid-2025. Thanks to the generosity of our supporters and the commitment of our small Fundraising & Communications team, £647,235 was raised in 2023. Bringing the total raised through the Appeal to £1,247,263, and ensuring we remain on track to achieve our ambitious fundraising target.

Income from Trusts & Foundations and other grant funders remained positive and restricted funding totalled £84k. We are grateful to The C D & R Foundation, The D'Oyly Carte Charitable Trust, The Homelands Charitable Trust, The Hospital Saturday Fund, The Peter Harrison Foundation, The Roland Callingham Foundation, The Winifred Trust, and The Worshipful Company of Gardeners for their generosity this year.

Support from the Horticultural Industry, our primary funders, continued throughout 2023. Their fundraising was kickstarted at the beginning of the year by the Garden Centre Association, who raised £92k at their annual conference.

Throughout the year, donations were received from many companies and trade associations. Charity of the Year partners, including British Garden Centres, Clarins, Evergreen Garden Care and Woodmansterne, held events and raised money through trade promotions, the sale of carrier bags, greeting cards, peat-free compost and other activities. Gifts in Kind, and the support of volunteers who gave their time to help at events and in Greenfingers Gardens, enabled us to fund-save.

Income from events performed well and our annual flagship fundraiser, Garden Re-leaf Day saw a total of £75k raised and over 250 participants and volunteers get involved. Garden Centres, QVC and its vendors took part and used the event to boost their sales at the start of the gardening season. We introduced a new walk in the Peak District National Park and held the much-loved walk and cycle challenge in the Chilterns which our friends at British Garden Centres sponsored. Garden Re-Leaf Day events were also organised by individuals and groups who fundraised at home, in schools and their gardens. Since 2012, we are pleased to report that over £930k has been raised through the event.

Our Patrons Dame Imelda Staunton and Jim Carter hosted our annual Fundraising Dinner which saw over



Linda Petrons
Director of Fundraising
& Communications





130 guests come together at Pendley Manor Hotel in Tring. At the event, supporters were thanked for their fundraising efforts during the year and for their ongoing commitment to the Appeal. We were delighted that £36k was raised on the night.

Supporters challenged themselves at the London Landmarks Half Marathon and Wing Walk, raising £7k and £10k respectively. Our Ambassadors continued to support us, with Martin Cowell completing a 900-mile cycle ride, from the Tyne to the Rhine, raising £6.5k and the Bearded Growers and Friends' sponsored walk raised over £3k.

We were delighted to receive a pledge of £100k, from an ambassador and long-term supporter. At the donor's request, the funds will be restricted to support a new kitchen garden at Chestnut Tree, a children's hospice in West Sussex. The initial tranche of funding, £35k, was received in December, the remaining balance will be paid in two instalments, in 2024/5.

During the year, we continued to build the Greenfingers brand through the press, our website and social media channels. The number of followers and our reach on Instagram, Facebook and LinkedIn grew and promoting our work through these platforms has helped to increase our supporter base with many followers now choosing Greenfingers to benefit from their fundraising and storytelling.



Fundraising in pictures



**Thank you to all those who have
helped in so many different ways!**



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Company Registration Number (England & Wales): 03716044

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