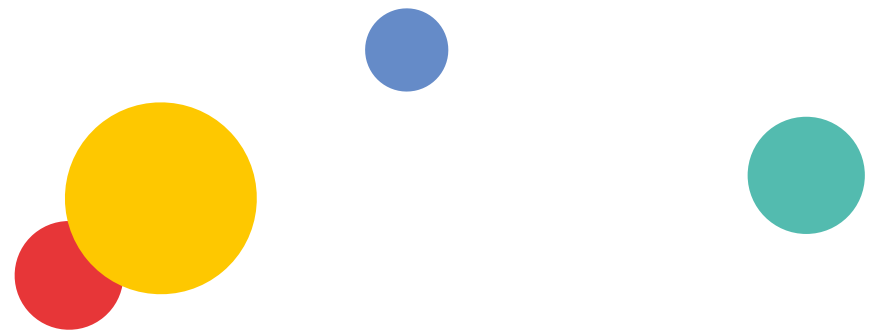




demelza
extraordinary care for extraordinary children

Impact Report 2024-2025



Welcome to Demelza's impact report 2024-25

Heidi and Ryan, parents to Jude are proud to share their story

"Demelza has given us so much support over the last couple of years and we'd like to tell you a little bit about our journey. You may have heard of us before – we were part of Demelza's Christmas Appeal in 2024. That was Jude's second Christmas, which was extra special, because we didn't think Jude would see his first Christmas, let alone getting to celebrate a second one with him.

During our 20-week scan, we were told that our baby was not developing as expected. After lots of tests, we were eventually told that Jude had partial trisomy 13

and cri du chat syndrome, both chromosomal conditions affecting development, and pontocerebellar hypoplasia, which affects brain development. Often children who are diagnosed in the womb are expected to die during or just after birth.

No one could be sure what would happen when Jude was born. For us, all we ever wanted was to meet him and we were prepared to have to say goodbye to him within days, if not hours of birth.

But after Jude was born, his health kept improving and it seemed we'd be able to take him home after all – so we started to talk about how Demelza could support us longer-term. When we went home, Demelza supported us more and more.

We started coming to the under-1s coffee mornings to start, and that let us meet other families who 'get it' – like Jude, their babies need a bit more help and support so I can chat to other mums and share experiences, and it feels very normal.

Weekly, Jude comes to the Demelza Dots session, which is a stay and play session for under 5s, and I have made some life-long friendships with the other mums in this group and for that, I am so grateful, as we couldn't go to the usual baby groups.

The hydro pool is great as well. We've been for a swim with Jude, and it's set up for children like him – it's warmer, and you have healthcare assistants on hand if anything were to go wrong. It just lets you relax a bit more and do something any parent should be able to do with their baby.

We have also recently started having visits at home – it's great to be able to have some time to do the little things, knowing Jude is safe and having the best time! The best things are his laughs and smiles, and even his little sad faces, because these are things we never thought he'd be able to do.

Jude does have an incredibly complex medical condition, and we don't know what the future holds, but we do know that Demelza will be here with us, every step of the way.

By supporting Demelza, the impact you make to families like ours is nothing short of extraordinary.

Thank you."

**Heidi and Ryan,
parents to Jude**





Why are we here

Demelza delivers extraordinary care to extraordinary children who are facing serious or life-limiting conditions, throughout Kent, South East London and East Sussex.

Demelza is here to support them and their families at every step – from first diagnosis and for as long as we're needed.

And when we're needed most, Demelza is here with care that doesn't back down. By their side when they feel isolated, helping to celebrate the joy in family life and making precious memories during challenging times.

With two residential hospices in Kent and South East London and a community hospice in East Sussex, we go beyond providing outstanding care and emotional support. We help children explore their creativity, have fun and make memories.

Our support is as unique as every child and family and personalised to adapt around their specific circumstances: from creative therapies and short breaks to practical and emotional support for families and siblings, alongside expert clinical and end of life care.

Our specialist teams are on hand day and night, all year round.

Our mission, vision and values

Our vision

To see a world where children and young people with serious or life-limiting conditions, and their families, have access to personalised, expert care enabling them to live the best lives they can.

Our mission

To deliver care that doesn't back down to children and young people with serious or life-limiting conditions, and their families, across Kent, South East London and East Sussex – from first diagnosis and for as long as we're needed.



The families you supported

Families are at the heart of everything we do. This year...

842

children with serious or life-limiting conditions and their families were supported

166

new families were welcomed into our care

Thanks to you, Daisy is making the most of every day...

"When Daisy was diagnosed, she was just four months old. She has very rare, complex medical conditions – she's ventilated via a tracheostomy 24/7, and has a feeding peg. She also has epilepsy and global development delay.

Daisy's complex needs mean she needs a safe environment and constant, specialist one-to-one care.



The first time we left Daisy was nerve wracking. I had full trust and faith in the nurse and the carer that we left her with, but that's our baby, that's our very complex, very changeable baby, who we're walking away from.

But that was the turning point for us. Becoming comfortable leaving Daisy with Demelza nurses came from knowing that they actually do the same kind of checks you would expect in intensive care in hospital, but in your own home. Once you know that's taking place and you can see your child smiling when you're walking away, there's no turning back from there.

Daisy loves coming to Demelza, because there is nothing that's off limits. She can paint, she can get covered, she can go in the garden safely, she can have as many slices of toast as she wants. She can run up and down the corridors and she can watch whatever she wants on TV, on repeat.

Demelza has helped us in ways I didn't even think they could help us, from taking us up to London for hospital appointments and coming back the next day to bring us home, to entertaining Freya on the most fantastic sibling events, to making sure that Daisy is well cared for. They have supported us every step of the way."

Fiona, mum to Daisy



Families we support

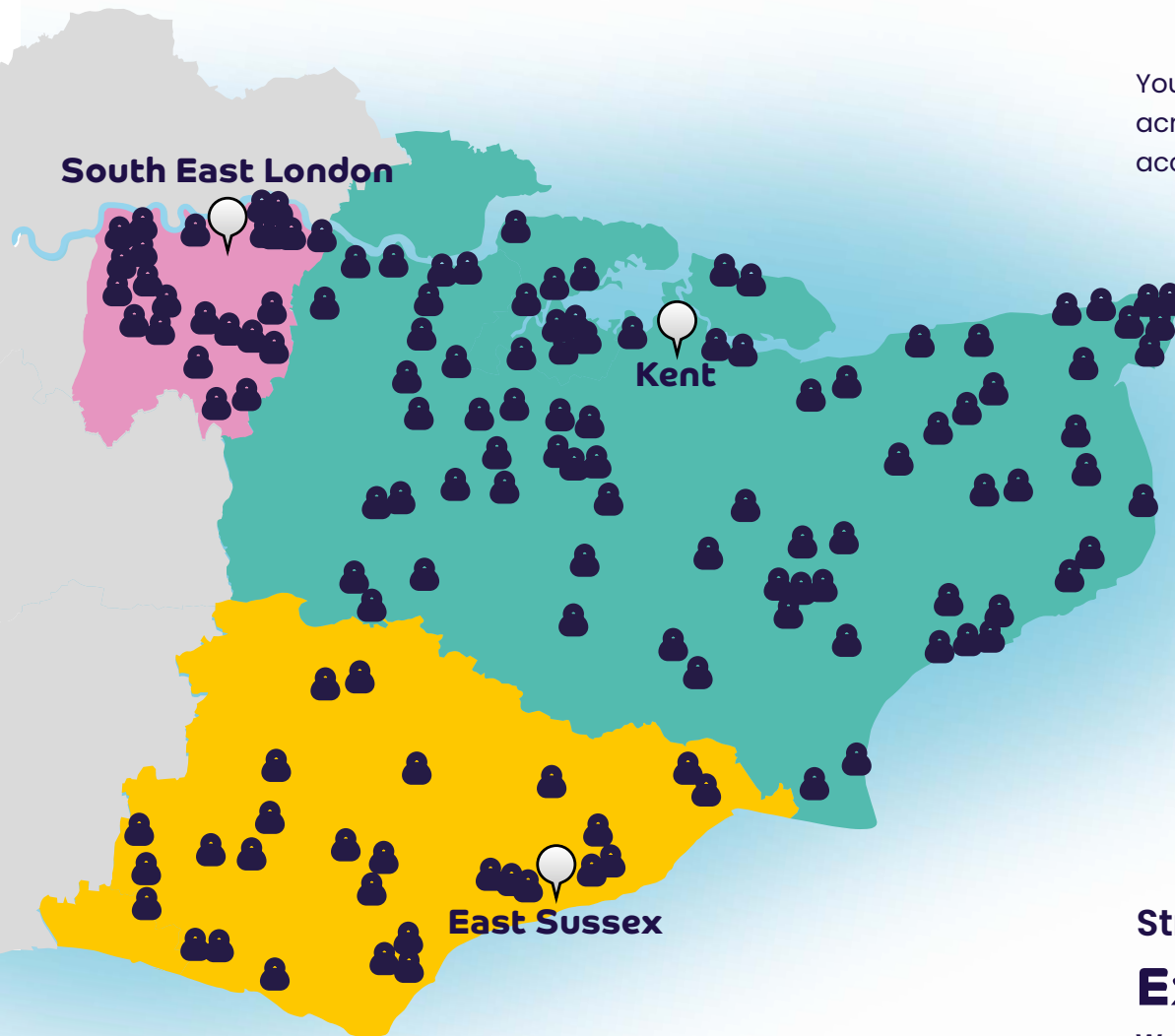
The families we support inspire us every day.
In the darkest of times, they always find the light.
Thank you for being extraordinary.





The places you helped us reach

You've helped us extend our reach, allowing 842 families across Kent, South East London, and East Sussex to access the care and support they need.



Strategic objective:

Extend our reach

We want to ensure our services are accessible to all

The care you helped provide

Your support means that we have been able to provide extraordinary care to the families that need us.

We've provided...

570

day care sessions
(more than doubled since
2023/24)

306

overnight
short breaks

1521

care at home
short breaks

151

physio and aquatic
therapy sessions (more
than doubled since
2023/24)

70

clinical end
of life

342

bereaved families
were supported
(a 20% increase
from 2023/24)

382

hydro pool
sessions

Strategic objective:

Be effective

We will provide services that best meet
the needs of expectant mothers, children
under one, young people and their families



"What's special about the support that Demelza is able to offer is that we can be really responsive. As well as being responsive, we also provide regular support, so that the parents know they have that time to look forward to – I think that's valuable as well. We just see it as doing our job, but I think the families really do appreciate what we do."

**Beth Helen, Children's Palliative Care
Nurse – Community Team Lead**

The support you made possible

Thanks to you, we've been able to support families in the ways that best fit their unique needs and circumstances.

We delivered...

359

art therapy sessions

642

counselling sessions
(a 41% increase from 2023/24)

5,040

volunteer driving hours

33

sibling events

62

bereavement events and groups

365

music therapy sessions

Strategic objective:

Be responsive and do more

We want to ensure more children and families can access our individualised, expert care and support



"It's an honour to be able to help children to explore their feelings. They are the ones having to do the hard work – they have to learn to trust us and that we're safe, and it's a privilege to be able to support them through these massive life challenges."

Victoria Swan,
Creative Therapies Lead

The money you raised

Your support means we can continue to help families find extraordinary moments, even in the most difficult times.

Together, you have raised...

Total amount raised
£14,097,335

Strategic objective:

Strengthen and sustain

Income allows us to provide consistent, safe and equitable services that are sustainable beyond the life of our strategy

Total items sold through retail
1,185,148

Money raised from legacies
£3,195,296

Money raised from retail
£4,493,081

Money raised from fundraising
£4,529,958

Retail Gift Aid claimed
£284,977

In 2024/25
83p in every £1
donated to Demelza was spent providing care

Money raised from our lotteries
£1,879,000

We received
14%
government funding

25,232
Lottery players

Our retail shops and outlet served
644,310 customers
and we received
£13,194 additional income
via rounding up transactions at the till

"When you give to an organisation like Demelza, you do it because you want to make a difference, you don't expect to have a massive difference made to you!"

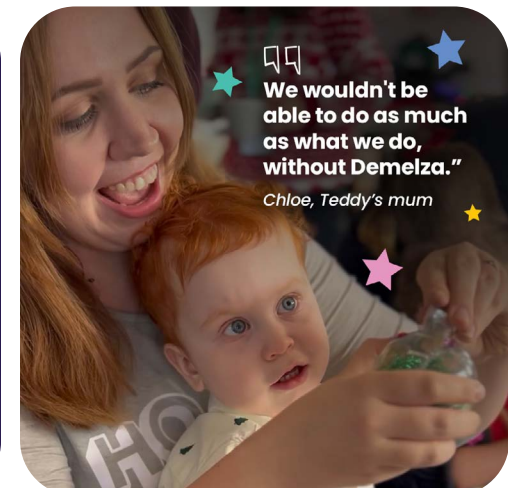
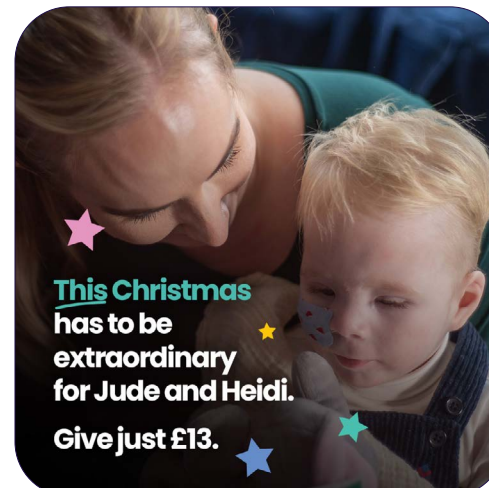
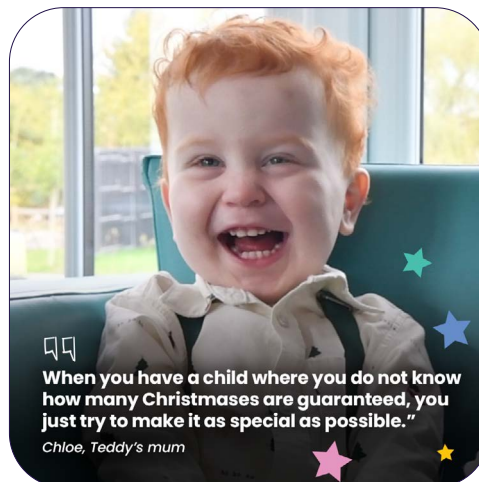
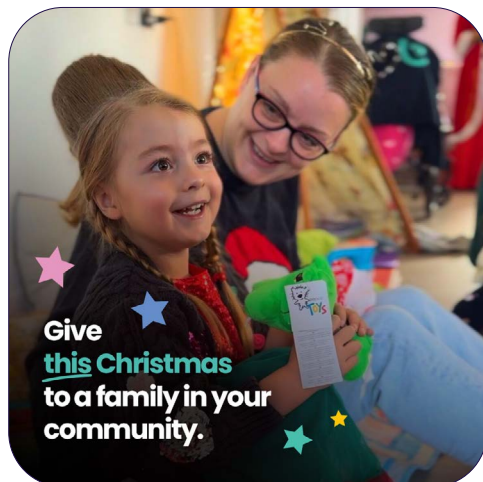
£25k Lottery Superdraw winner, 2025

An extraordinary campaign

'This Christmas has to be Extraordinary' was Demelza's 2024 Christmas campaign where Jude's family shared the importance of making every moment of every day matter when you have a child with a serious or life-limiting condition.

Due to our amazing supporters, this campaign was one of our most successful appeals to date, with 945 of you donating a fantastic £62,206! We cannot thank you enough for your generosity, helping hundreds of families make memories that will last forever.

945
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£62,206
making it one of our most
successful appeals
to date



An extraordinary event

Machu Picchu took place in September 2024 and raised just under £160,000. The incredible team of 26 trekkers included members of the fundraising team, nurses and health care assistants and long-term supporters of Demelza.

"Taking part in the Inca Trail was an amazing experience, not only did I achieve something I never thought I'd be able to do, but I also made friends for life. We raised an incredible amount, and I'm so proud to be part of a something that will make a difference to Demelza"

Loren, one of our amazing trekkers



Thank you from Demelza's CEO

A simple thank you just doesn't seem enough to say to everyone connected to Demelza.

It will never cease to amaze me the support that comes from the communities we serve. From the families themselves, who selflessly share their stories, the volunteers who give that most precious commodity, their time, the team members who work tirelessly in every area of our work, to the donors who give so generously and make everything we do possible. My heartfelt thanks to every one of you.

In the last 25 years I have seen many changes in the sector – children are living longer and with increasingly complex conditions. In the last year we have again increased the number of children we care for and the number of specialist support services we provide at our hospice buildings, in hospitals, in community settings such as schools, and in the family home. You can see from this report the impact this has on children and their families.

There is more need for Demelza's services than ever before and this only strengthens our resolve. Our aim for the future is for our services to be as equitable to access as possible, offering specialist services to those

children and families who are the most complex. Despite the toughest climate I have ever seen in the charity sector, we continue to provide extraordinary care to extraordinary children and support their whole family.

On behalf of everyone at Demelza, thank you so much for your continued support.

Lavinia Jarrett, CEO of Demelza



Remembering Derek Phillips

Derek Phillips, Demelza's founder president, sadly died in July 2024, aged 83.

Along with his late wife Jennifer, Derek established the charity in memory of their daughter Demelza, who tragically died of a brain tumour aged 24. The charity has been dedicated to supporting care for local children with complex conditions ever since, helping families to make precious memories during challenging times.

After a mammoth four-year fundraising effort which amassed £4 million, the couple opened Demelza's first hospice in 1998 in Sittingbourne, Kent – a beautiful building with its iconic oast house which Derek, an architect, designed himself.

Over the years Demelza has expanded by merging with two other charities; opening a hospice in Eltham, South East London, and a community hospice at home service in East Sussex. We now provide support every year to over 600 children, young people and their families, providing palliative, respite, end of life and bereavement care.

Demelza CEO Lavinia Jarrett, who joined Demelza in 1999, said, "We owe a great deal to the insight, dedication and fortitude



of Derek Phillips. He had great vision and belief that the people of the South East would support the needs of a hospice for the children in our area. Our supporters have never disappointed and have never failed to ensure Derek's vision lives on, providing specialist care and support to children and their families."

"Now when I look back over the pattern of my life, I can see it has all had a purpose and I understand how my experiences were preparing me for my role in the children's hospice movement."

Derek Phillips, Founder President of Demelza

Strategic objective:

We are Demelza

It's our people who make Demelza what it is

We couldn't be there for families without you. You have run, sky-dived, bubble-rushed, donated, volunteered, fundraised, shopped, shared our stories, and given us non-stop support. You make extraordinary days possible. To all those listed, and those who are not,

THANK YOU!

Ashford Cattle Market
Axis Europe
Berkeley Capital
Berkeley Foundation
BNP Paribas
Brendan and Kirstie Peilow
Bryan & June Amos Foundation
Canary Wharf Contractors
Catalent
CMS Law
Coolings Garden Centres
CSIS Civil Service Insurance Society
Eastbourne Board Gamers
Esquire Developments
Fran & Ollie Houston
GPF Lewis
GTi Travel Group
Hilltop Trust (now closed)
HOCHTIEF-MURPHY Joint Venture
Jeremy Le Goff

John Swire 1989 Charitable Trust
Judge & Priestley
Kent Reliance
Khipu Networks Ltd
LGT Wealth Management
Lisa & David McNulty
London Golf Club
Lund Trust
Maidstone Riverside Rotary Club
Mark Bonas
MEMS Power Generation
MHA
Millcroft Services PLC
Morrisons
NCPI Solutions
NHBC
Olly and the Phat Dads team
Pentalec
Reliable Contractors Ltd
Royal Bank of Canada

Spear Charitable Trust
Shirley Friends
Shooters Hill
Sunshine Girls
Swiss Re
The Frank Brake Charitable Trust
The Freddie Green and Family Charitable Foundation
The Hardy Family Foundation
The James Tudor Foundation
The Kenora Charitable Foundation
The Madden family
The Northwick Trust
The Pack Foundation
The Sunshine Pro-Am
The Vintners Foundation
Unigloves
Vistry Group
Workplace Creations



Look out for...

Everest Base Camp

26 September – 11 October 2026



June/July 2025

Cycling challenge
Brussels to Demelza

10 – 13 September 2026



26 April 2026

INDIAN
HIMALAYAN
TREK

3 to 11
October
2026



Friday 19 September 2025

Find out more at:

demelza.org.uk/events

Registered Charity No. 1039651



12 April 2026