Dudley Group NHS Charity

Making every day better

The Dudley Group NHS Foundation Trust

Dudley Group NHS Charity
Impact Report

Our charity mission

To enhance the wellbeing and experience of our patients and staff by providing services and facilities not routinely funded by the NHS or the Dudley Group NHS Foundation Trust, through donations from grants, companies, individuals, events, wills, and legacies.

Making every day better

"This year, the Dudley Group NHS Charity has brought comfort, dignity, and joy to patients, staff, and our wider community. From cuddle beds in palliative care to calming spaces for children, every project has been powered by generosity and compassion. Our vibrant new brand, first standalone website, and friendly mascot Aati have helped us connect more deeply with supporters and share our mission more widely. Together, we are raising smiles, hope, and opportunities for better care — today and for the future."

Gary Crowe, Chair of the Dudley Group NHS Foundation Trust Charity Committee

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Smiles All Around: New Brand, Website & Mascot Boost Charity's Impact

The Dudley Group NHS Charity launched its refreshed "Smiles" brand, featuring the new strapline 'Making every day better' and its first standalone website, made possible by a grant from NHS Charities Together. The updated brand and logo reflect the charity's mission to support the wellbeing of patients, visitors, and staff through services beyond what the NHS provides. The website offers new ways to donate, fundraise, volunteer, and engage with an events calendar that encourages public involvement and awareness.

The charity also unveiled its new mascot, Aati the fox, created by local competition winner Laila Adams-Flash.

Glitter Ball Shines Bright to Transform Dementia Care

The Dudley Group NHS Charity held its fourth Glitter Ball at the Copthorne Hotel in November, raising over £17,590 for the dementia appeal through sponsorship, table packages, a raffle, and auction. The event brought together Black Country businesses and featured speakers including Dr Russell Taylor and a family sharing their personal experience of caring for a loved one with dementia. Funds raised will support the purchase of Mobii Magic interactive equipment for patients across the Forget Me Not Unit, Elderly Care, and Frailty wards at Russells Hall Hospital.

Transforming Cubicle into Calming Jungle Escape for Children

The charity funded the refurbishment of Cubicle 4 in the Children's Emergency Department at Russells Hall Hospital, supported by Tesco Bags of Help grant to the Dudley Group NHS Charity. The cubicle now features a calming jungle-themed design with interactive wall art, sensory equipment, bubble tubes, and mood lighting to engage and soothe young patients. This upgrade provides a comforting, distraction-rich space to support children during their hospital visits

> *"A hospital can be a scary place, so it's helpful that staff can interact with the patients by diverting their attention to focus on the wall art. The transformed cubicle is already making a difference daily by helping to distract our nervous young patients."*
>
> **Dr Ahmed Ismail – Clinical Director for Acute and Urgent Care**

A Splash of Joy: Transforming Hospital Play for Children

The Dudley Group NHS Charity transformed the Children's Ward playroom at Russells Hall Hospital. Once outdated and cluttered, it is now a vibrant, purpose-built space designed with families and staff to support play therapy and emotional wellbeing. The room's underwater theme, improved storage, craft area, reading corner, and gallery wall create a safe, calming environment for young patients. Since reopening in July 2024, nearly half of the 3,700 children admitted to the ward have benefited from this uplifting space.

New Cuddle Bed Brings Comfort to Patients and Families

After a year of fundraising and generous donations to the Dudley Group NHS Charity, a £15,000 electronic "cuddle bed" has been purchased for the Georgina Unit C4 ward. The bed expands at the touch of a button to allow patients and loved ones to share the same bed safely, offering comfort and support during palliative care. Since its arrival, this specialist bed has made a meaningful difference to patients and their families.

dgnhscharity.org

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Thank you to our amazing fundraisers and supporters!

Impact Data

32
staff trained in Mental Health First Aid

126km
ran by our London Marathon runners

480
people took part in NHS Big Tea

1150
chocolate selection boxes donated for patients at Christmas

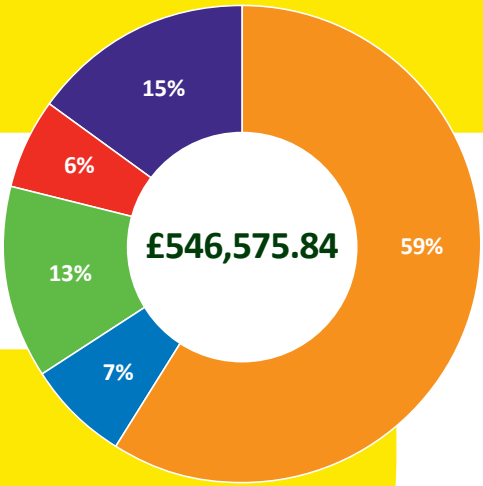
125
people took part in the superhero fun run and over 250 attended the Fun Day

300
support sessions conducted with young people by the Youth Worker

580
raffle tickets sold at our Committed to Excellence staff awards

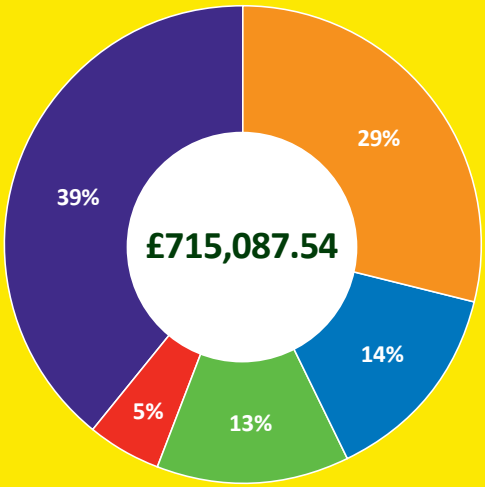
1850
children have used the children's playroom since reopening

Income 24/25



- Donations
- Events
- Grants
- Lottery
- Legacies

Expenditure 24/25



- Enhancing facilities, environment and experience for patients, their families and visitors
- Funding specialist medical equipment
- Supporting staff health and well-being and development
- Administration and governance costs
- Fundraising costs and support services

There's lots of ways you can get involved. From making a regular donation, fundraising for a certain ward/department, joining one of our events or leaving a gift in your Will, your support will make a difference in transforming the experiences patients have at our Trust and supporting staff health and wellbeing.

Together, we can make every day better! To find out more please visit www.dgnhscharity.org

For more information please contact:

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Dudley Group NHS Charity is the working name for The Dudley Group NHS Foundation Trust Charity, which is registered with the Charity Commission for England and Wales with number 1056979.

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