



HOW WE BROKE THE SCRIPT

2022-25

A REVOLUTION IN GRIEF SUPPORT

**WINSTON'S
WISH** **WW**

Giving hope to grieving children

A REVOLUTION IN GRIEF SUPPORT

Imagine going through one of the hardest times in your life and not being able to get the support you need. That's the reality for thousands of bereaved children and young people up and down the country, today. And it's NOT ok.

BUT IT DOESN'T HAVE TO BE THIS WAY.

At Winston's Wish, we are changing the narrative. We're rewriting the script of grief support for young people and raising the bar for what truly compassionate, accessible, and effective care should look like. Because bereaved children and young people don't just deserve better—they demand it.



*Figures throughout this report pertain to the period of 1st April 2022 to 31st March 2025

OUT WITH



The isolation of being unable to access the support you need just because of where you live.

The agonising wait of being stuck on a list for months, desperate to speak to someone who truly understands.

The heartbreaking moment when you're told "no more" because you've reached the limit for support sessions.

The outdated and old-fashioned perceptions that grief support is limited only to counselling.

The frustration of being given generic, one-size-fits-all support that fails to recognise the unique, personal nature of grief.


IN WITH

The freedom to **come back for support**, as much or as little as you need, until you reach your 26th birthday.

Hundreds, of **authentic, real, and relevant pieces of grief content, resources and training** programmes from real bereaved people and trained bereavement professionals.

Empowering young people to **take control**, giving them the autonomy to find the grief support that resonates with them.

This is grief support without boundaries—driven by the voices, the lived experiences, and the resilience of the young people who need it most.



Digital grief support, available and accessible to every single bereaved young person—no matter where they live in the country.

Instant access to trained bereavement professionals by phone, email or live chat who offer help without the agonising wait times.

HERE'S HOW WE RADICALLY CHANGED THE LANDSCAPE OF CHILDREN AND YOUNG PEOPLE'S GRIEF SUPPORT:

We went **digital-first**, making all our advice, information, and services available online and accessible to every bereaved child, young person, and adult in every postcode across the country to access with ease.



We empowered children and young people to **take charge of their own journey**, opening up our services and allowing them to reach out directly for support, while also continuing to guide the adults who care for them.

We extended our service hours—making real-time support from a Bereavement Support Worker available from **8 AM to 8 PM**, Monday to Friday, via phone, email, or live chat.

We brought in **Bereavement Counsellors** to offer specialised support for young people dealing with complex, traumatic, or multiple losses.

We created a **dedicated SEND Practitioner role** to ensure that bereaved children with special educational needs and disabilities receive the appropriate care they need.



WE REACHED AND IMPACTED THE LIVES OF

238,879

BEREAVED CHILDREN AND YOUNG PEOPLE ACROSS THE UK



We introduced a series of **Grief Talk webinars**, tackling misconceptions, educating, and helping bereaved young people and adults learn about grief.

We introduced **therapeutic groups** for children, young people, and parents, allowing them to connect with others who share their journey.

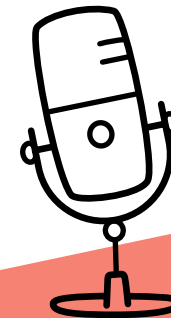
We pioneered **creative therapy for under-7s**, enabling younger children to explore their grief through art and expression.

We've delivered **grief awareness training** to schools, community groups, and businesses across the UK, trailblazing a rapid-response program that supports schools in the immediate aftermath of a death in the community.

REACHED AND SUPPORTED
53,653
CHILDREN AND YOUNG PEOPLE OVER EMAIL

We've recruited **100+ young people** between the ages of 8 and 25 with real life grief experiences to advise and shape our services—making sure our work always reflects their needs.

We've given children and young people a powerful platform to share their real, honest and important stories through the creation of **Grief in Common**, a podcast driven by young voices.



We've launched the UK's **first and only annual survey** seeking opinions and exploring the experiences of bereaved children and young people.

We've launched **Talk Grief**, a dedicated brand and online space for teens and young adults to be seen, heard, and supported—addressing the glaring lack of representation in the grief space.

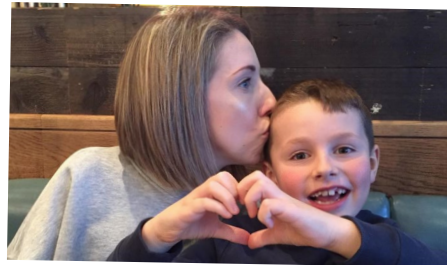
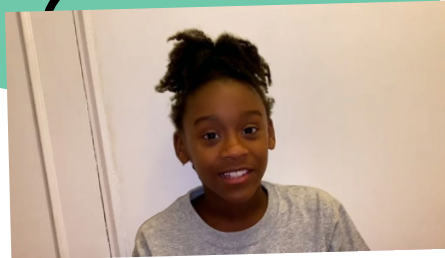
TALK GRIEF™

We've partnered with key organisations like **Maggie's Cancer Care**, **Olive Academies** and **WAY Widowed and Young** to extend our reach, educate on the complexities of childhood bereavement and improve the lives of bereaved young people together.

REACHED AND SUPPORTED 50,852 CHILDREN AND PEOPLE ON OUR HELPLINE



We've collaborated with organisations like the **National Citizens Service**, **Marie Curie** and **Teapot Trust** to create and make available grief content and resources for young people in specific circumstances, including those who have lost a loved one to a terminal illness or are grieving whilst living with a chronic illness.



REACHED AND SUPPORTED 21,531 CHILDREN AND YOUNG PEOPLE OVER LIVE CHAT

We've partnered with **At A Loss** to create the **APPG on Grief Support and the Impact of Death on Society**—ensuring that childhood bereavement is prioritized and acknowledged at the highest government levels.

We have **built a community of over 400 volunteers** who have helped us reach more bereaved children and young people than ever before. Their contributions include providing direct support through our helpline, raising vital awareness and funds, and cheering on our awesome fundraisers.

We've made essential upgrades to our **database and IT systems**, ensuring we can deliver safe, secure and efficient digital bereavement services and setting the foundations for important future digital developments.



We've **boldly advocated for the rights of bereaved children and young people**, demanding their voices be heard and their needs addressed at the highest levels of government, by hand delivering a petition of 11,000+ signatures to **Number 10 Downing Street** calling for accurate collection of childhood bereavement data.

REACHED AND SUPPORTED 108,250 CHILDREN AND YOUNG PEOPLE THROUGH OUR BEREAVEMENT TRAINING



BUILT A COMMUNITY OF OVER 400 VOLUNTEERS



We've led discussions with the **Greeting Card Association** and **Moonpig** to address the lack of suitable sympathy products for bereaved children, resulting in a collaboration with **Raspberry Blossom** to create sympathy cards tailored for teens and young adults.

We've explored and **expanded our understanding of grief across varying cultures, faiths and lifestyles** enhancing the support our bereavement teams can provide to children, young people and families from underrepresented groups.

We've given our **Youth Team a seat at the table**, involving them in the recruitment of staff and suppliers to ensure their voices shape every decision we make.

We've committed to being an **Anti-Racist organization**, launching a comprehensive policy and taking steps to address the diversity deficit in our own workforce and more widely in charity leadership.



RECRUITED OVER 100 YOUTH AMBASSADORS WITH LIVING EXPERIENCE OF GRIEF AND BEREAVEMENT



REACHED AND SUPPORTED **3,278** CHILDREN AND YOUNG PEOPLE THROUGH 1:1 SUPPORT, COUNSELLING, AND GROUPS



THE WINSTON'S WISH BRAND REACHED OVER 500 MILLION PEOPLE

We've prioritised the well-being of our staff, ensuring those who care for bereaved young people have the support they need to thrive. We've also introduced a Health & Wellbeing strategy and group, and increased the amount of breaks our teams are entitled to without a financial impact on staff.

We've upskilled our managers to ensure they lead with empathy, expertise, and the tools necessary to guide their teams effectively.

We grew our culture of fundraising, ensuring our fundraised income increased year-on-year enabling us to deliver on our commitments to increase our reach and impact and ensure no child or young person grieves alone.



THIS IS MORE THAN JUST GRIEF SUPPORT.

THIS IS A MOVEMENT.

A powerful stand for the young people who have suffered the unimaginable. Together, we are breaking down barriers and transforming how grief is experienced, understood, and supported. And this is just the beginning.

Join us, and let's create a future where no young person has to navigate grief alone.

Visit winstonswish.org to find out how **YOU** can help us reshape the landscape of children and young people's grief support services.

WE CANNOT BE THERE FOR BEREAVED CHILDREN WITHOUT YOUR SUPPORT.

Winston's Wish depend on donations, legacies and incredible fundraisers so that we can provide our vital services.

Your ongoing dedication and support helps to ensure that no child or young person feels alone in their grief. Thank you so much for all that you do!

ONLINE



Visit winstonswish.org/donate-online

PHONE

Call to speak with a member of our fundraising team on 01242 515 157



POST

Send cheques payable to 'Winston's Wish' to the address:

Winston's Wish Fundraising,
Conway House,
31-33 Worcester Street,
Gloucester, GL1 3AJ



NEED TO SPEAK TO A BEREAVEMENT SUPPORT WORKER?

We're available to support with any advice, questions or to simply listen between the hours of 8am and 8pm, Monday to Friday.



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