



# Charity Partner Impact Report

January – March 2025



# THANK YOU

For your very generous donation of £60,000 in this quarter.

Here's the impact your donation has made...

A piece of torn, aged paper with a light beige color and visible creases and wrinkles. The paper is set against a solid light teal background. At the top center, there is a small, irregular piece of torn paper. The text "Services update" is written in a bold, black, sans-serif font, centered on the paper. The word "Services" is on the top line, and "update" is on the bottom line.

# **Services update**

# Campaign Against Living Miserably (CALM)

## Suicide Prevention Helpline Contacts Answered

	Total	Phones	Webchat	WhatsApp
<b>January</b>	8,172	6,130	1,592	450
<b>February</b>	6,428	4,567	1,482	379
<b>March</b>	6,955	5,119	1,356	480

# Child Bereavement UK: Helpline Contacts

## January

842 Total No of Contacts	189 No of Information Only Contacts	411 No of Contacts about Death of an Adult	200 No of Contacts about Death of a Child	29 No of Contacts about Pre-Bereavement	85 Calls from Schools
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## February

695 Total No of Contacts	176 No of Information Only Contacts	347 No of Contacts about Death of an Adult	148 No of Contacts about Death of a Child	18 No of Contacts about Pre-Bereavement	80 Calls from Schools
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## March

709 Total No of Contacts	188 No of Information Only Contacts	321 No of Contacts about Death of an Adult	161 No of Contacts about Death of a Child	25 No of Contacts about Pre-Bereavement	101 Calls from Schools
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# The Brain Tumour Charity

**We are currently helping 36, 396 people get the help they urgently need**

	Jan	Feb	Mar	Total number people helped
<b>People helped by phone</b>	432	291	394	<b>1, 117</b>
<b>People helped by email</b>	398	346	348	<b>1, 092</b>
<b>People sent information packs</b>	456	396	435	<b>1, 287</b>
<b>People Helped on-line (cumulative)</b>	35688	35965	36936	<b>36936</b>
<b>Number counselling sessions completed</b>	437	424	446	<b>1, 307</b>

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# **Services in-action**

# Campaign Against Living Miserably (CALM)

## 'Deal With It'

In March 2025, we launched 'Deal with It' - a social media series aimed at demystifying DBT (Dialectical Behavioural Therapy) and offering practical, everyday skills that empower individuals to regain control when life becomes overwhelming.

With the help of World Record Breaking, multi-gold medalist Bradley Wiggins, and his son Ben, we demonstrated tools that help to clear your mind, understand your emotions, and stay calm.

You can watch all of the episodes [here](#).





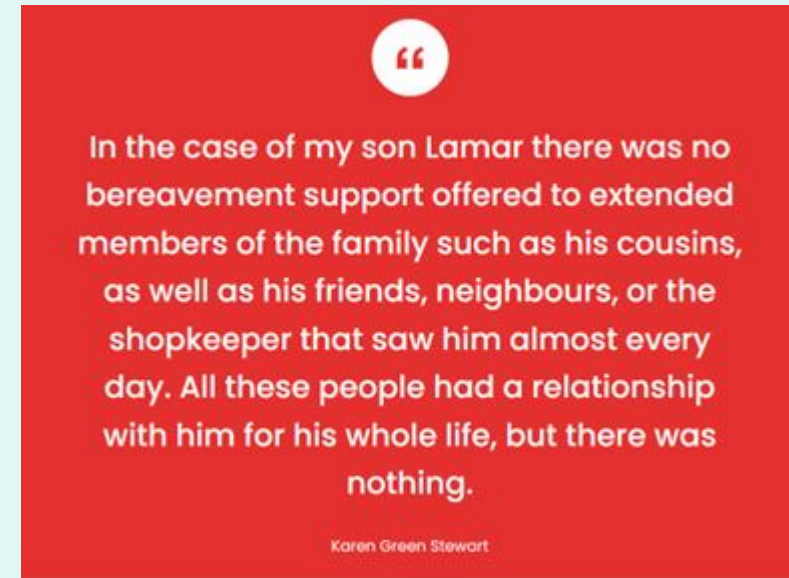
# Child Bereavement UK

## Safer London

A member of our team was seconded to collaborate with Safer London and UCL. This meant we were part of a team and event to share findings from the **Overlooked & Forgotten - Safer London** project, which was focussed on youth crime and ensuring adequate bereavement support for everyone affected by youth violence and trauma.

The impact of youth violence murder extends deeply into the lives of families, friends, and communities, creating a ripple effect of trauma and grief. Often, those affected struggle to find the support they need during such devastating times and statistically are likely to be families from more ethnically diverse communities.

You can hear Lamar's family's story here: [Overlooked & Forgotten - Safer London](#)



# The Brain Tumour Charity

## Our Family Days are a life-line

**Our family days are a “life-line” for children and their families affected by a brain tumour diagnosis.**

**Brain tumours can be particularly isolating for children – and their families.**

**As well as the life-limiting side-effects from symptoms and treatments, many children miss out on school days and the chance to create friendships.**

**100 % of children attending our family day in Twickenham this year said:**

**“I feel less isolated now”.**



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# Case Studies

# Campaign Against Living Miserably (CALM)

## Evelyn's Story

In January 2025, we launched Phase 2 of our *Missed Birthdays* Campaign on ITV's *This Morning*—featuring [Evelyn's Story](#), a powerful film that shares the heartbreaking journey of Evelyn, who tragically took her own life at the age of 15. Evelyn is one of 6,929 young people in the UK who have died by suicide over the past decade—young lives lost before they had the chance to celebrate their next birthday. Each one represents a life cut far too short.

Alongside the film, we also launched our [newly evolved C.A.R.E Kit](#)—an updated, more engaging, and accessible tool. With features like audio guidance and a conversation tool, the C.A.R.E Kit empowers trusted adults with the skills and confidence to support young people, especially in times of crisis. It's designed to help adults take action and provide the care and safety young people desperately need.





# Child Bereavement UK

We have recently collaborated with Elliot's Footprint to offer support to families bereaved by the sudden death of a child. Earlier this year, Andrea Kerslake, the Founder of Elliot's Footprint, talked about why this is so important.

"I was out of my depth in the world I was now in. I was in everyone else's process, and no one was in mine" |  
Blogs | Child Bereavement UK



# The Brain Tumour Charity

Brain tumours are the biggest cancer killer of children and everyone under 40. Despite this, UK Government funding into research is the lowest of all cancers.

We are campaigning for this to change so that children like Billy (right) won't be subjected to endless rounds of toxic, unsuccessful chemotherapy.

We are campaigning with Dr. Scott Arthur in UK Parliament for a Rare Cancers Bill to drive cancer policy reform in the UK.

**On 14th March, the Bill passed its second reading and will now be considered at committee stage.**

This will place a duty on the Secretary of State for Health and Social Care in England to promote and facilitate research into rare cancers.





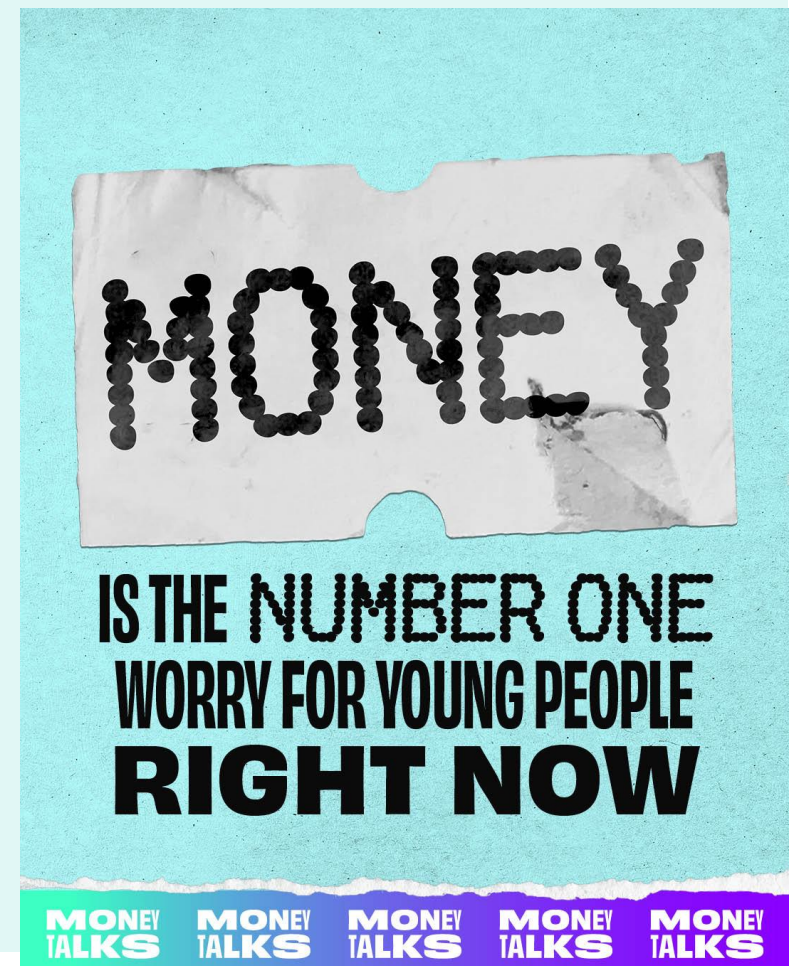
# **Awareness & Campaigns**

# Campaign Against Living Miserably (CALM)

## Money Talks - The Youth Tax

In March we also launched the results of our research partnering with UM and MoneySupermarket 'Money Talks - The Youth Tax'. This important campaign sheds light on the alarming impact the cost of living crisis is having on young people's mental health. As we feared, the results were devastating.

Half of young people reported struggling to pay their bills on time, and a quarter have relied on food banks in the past year. Perhaps most concerning, 1 in 10 young people who faced debt over the last 12 months have experienced suicidal thoughts. You can find all the information on the campaign, along with access to the full report and CALM's 'Managing Money and Mental Health' guide [here](#).



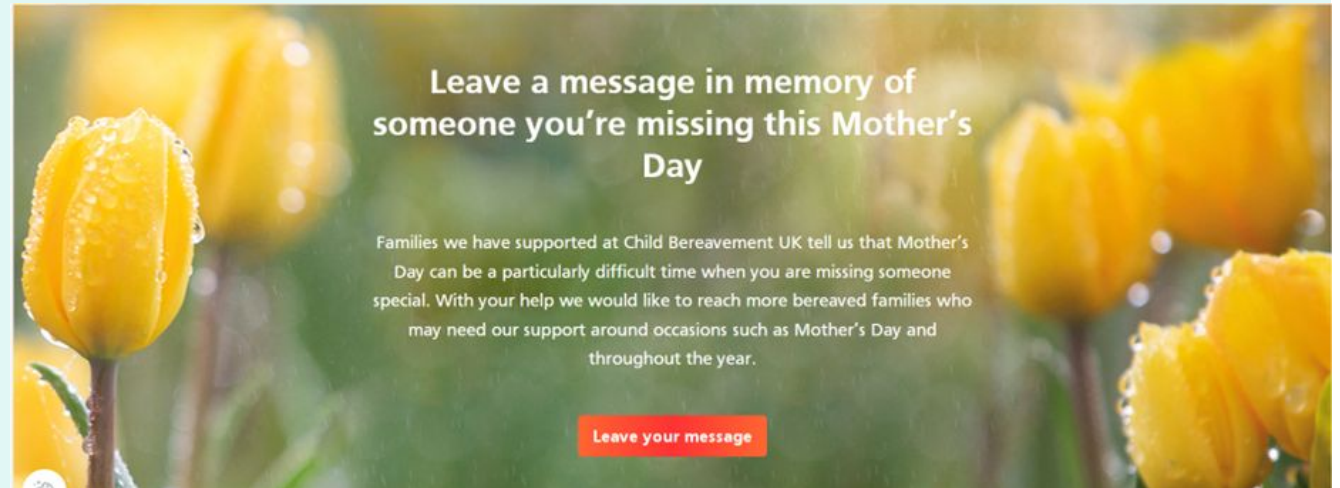


# Child Bereavement Uk

## Managing Mother's Day when you're bereaved

When you are grieving, occasions like Mother's Day can feel painful and difficult to manage for all the family. Therefore in late February we launched a campaign with top tips for anyone feeling pain on Mother's Day or those supporting people missing their Mum.

We also hosted a dedication wall for people to leave messages in memory of their Mum, Grandmother or a Mother figure in their life who is no longer here.



# The Brain Tumour Charity

## RESEARCH FOR EARLY DETECTION OF BRAIN TUMOURS

Brain tumours are often diagnosed too late, with devastating consequences.

To tackle this critical issue, Professor Petra Hamerlik's innovative work in early detection and intervention of brain tumours holds the potential to significantly improve patient outcomes.

The use of liquid biopsies and biomarkers is a promising approach to diagnosing brain tumours earlier, more accurately, and less invasively.

This research could help to transform how we identify and monitor brain tumours, ultimately saving lives.



Professor Petra Hamerlik  
The Brain tumour Charity's Chair of Translational  
Neuro-oncology

# THANK YOU

for making a difference