

Impact Report 2022/23



Welcome to our 2022/23 Impact Report

We're an independent charity and award-winning cancer information and support centre based on the grounds of West Middlesex University Hospital (WMUH) in West London. Our core mission is to provide support and information for people affected by cancer who live in West and Southwest London, offering practical ways of enhancing their emotional, psychological and physical well-being - including counselling and support groups, complementary therapies, well-being classes and social activities, to name but a few. We're the only information and support centre in the local area delivering free services to anyone affected by cancer: to people with a diagnosis, their friends, family, carers and to those bereaved.

Before The Mulberry Centre existed, there was no cancer information and support service in West London for anyone affected by cancer. In 1999, the WMUH launched the Pulse Appeal to raise funds for the Centre. Building work started in 2000 and in 2001 our doors opened for the first time, and we became an independent charity in 2005.

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Our Values

Inclusive

WELCOMING ANYONE AFFECTED BY CANCER,
IRRESPECTIVE OF WHO THEY ARE

Responsive

TAILORING OUR SUPPORT
TO INDIVIDUAL NEEDS

Caring

ACTING IN A GENTLE AND COMPASSIONATE
MANNER OUT OF GENUINE CONCERN

Positive

HAVING A REAL OPTIMISM
THAT WHAT WE DO WILL
IMPROVE PEOPLES' WELLBEING

Professional

COLLABORATING TO DELIVER A PROFESSIONAL
SERVICE IN WHICH PEOPLE CAN HAVE CONFIDENCE

Respectful

RESPECTFUL OF OUR CLIENTS'
AND COLLEAGUES' NEEDS

Welcome from our Executive Director

The Mulberry Centre reached a significant milestone in 2022, commemorating its 21st Birthday of providing support to individuals affected by cancer. Since we opened our doors, we take immense pride in having supported over 15,000 people. As we marked our 21st Birthday, it was a special occasion to reflect on the remarkable achievements we have accomplished as a charity and express our heartfelt gratitude to all who have played a pivotal role in our journey so far.

Sadly, statistics show that 1 in 2 of us will experience cancer in our lives and as the rate of cancer diagnoses rises, so do the numbers looking for our support. As a charity, we are dedicated to ensuring that our services are accessible to all, and so we provide them free of charge. Our team consists of compassionate and knowledgeable staff members, complemented by the invaluable contributions of 134 skilled volunteers. Together, they are committed to delivering the highest standard of care and support to those in need.

We are faced with the challenge of raising approximately £700,000 each year to keep up with the growing demand for our services. We firmly believe that no one should face the daunting journey of cancer alone, and that is why we are committed to expanding our efforts. We are profoundly grateful for the unwavering support and dedication of our diverse community of supporters, which includes both our longstanding donors and new supporters who have joined our cause. Their generosity, whether they are organisations, compassionate individuals, or selfless volunteers, plays an integral role in our ability to carry out our mission and make a lasting impact in the lives of those affected by cancer.

We're excited about expanding our team with new staff members, bringing fresh perspectives and expertise to our organisation. This growth paves the way for exciting developments and plans in 2023 and beyond, including the expansion of our services out of the centre and into the community. Aligned with our new five-year strategic plan, our first-year priorities include enhancing our services and forging stronger collaborative partnerships. A key aspect is the development of 'The Mulberry Way,' a comprehensive framework guiding our support and care for individuals affected by cancer. Additionally, we eagerly anticipate launching our complementary therapies education and training programme. This programme will not only enhance our ability to provide holistic care but also foster partnerships within the healthcare community. Our commitment to excellence in facilities and services has been recognised by the Macmillan Quality Environment Mark Award, demonstrating our dedication to providing an exceptional environment for those seeking support at The Mulberry Centre.

None of our achievements would be possible without our incredible donors, staff, dedicated volunteers, and trustees. We thank them all for their hard work and commitment, and with their help, we will continue to support anyone affected by cancer. We hope you enjoy reading about the difference The Mulberry Centre has made this year.

Raj Athwal
Executive Director



2022/23: That's a wrap



21st Birthday Celebrations

2022 was a very special year for The Mulberry Centre as we celebrated our 21st Birthday. We hosted a series of events with current and previous funders, supporters, clients, volunteers, and other members of the communities we serve, and through a competition with local schools, we commissioned a special 21st Birthday logo.

As part of our 21st Birthday events, we held The Mall Concert in January, a wonderful Gala Concert in May with Richmond Orchestra, and a Garden Tea Party in June to thank all our amazing volunteers. Last year, our volunteers received The Queen's Award for Voluntary Service with a particular citation for their efforts during the pandemic, and after the Award Ceremony in September 2021, two volunteers attended a Garden Party at Buckingham Palace in June 2022. We held an Open Day in July 2022, and we welcomed over 50 visitors at the Centre, allowing us to give tours for visitors to see the facilities and find out more about the services we offer and how to support us.

With the support of GSK and CW+, in September we held the 21st Birthday celebration at Cambridge Cottage, Kew Gardens, which was an opportunity for our guests to network with staff, trustees, volunteers and people who use our services. Finally in November, with the support of Lodge Brothers, we held our first Thanksgiving Service. These activities aided in increasing awareness and support for our programmes, as well as strengthening our links with local partner organisations.

The Mulberry Centre was proud and honoured to be only one of eighteen organisations in Greater London to receive one of the trees from the Tree of Trees sculpture featuring 350 British native trees erected outside Buckingham Palace as a centrepiece of Her Majesty Queen Elizabeth's Platinum Jubilee weekend celebrations in June, which put the importance of trees and nature at the heart of this historic milestone. At the invitation of the Lord-Lieutenant of Greater London, Sir Kenneth Olisa OBE, we attended a special Gifting Ceremony in October, at The Royal Hospital Chelsea, to receive our tree, which is now doing well in our garden.





2022/23 in a nutshell

This year, we embarked on a pilot scheme in the Haematology clinic of WMUH, offering complementary therapy to cancer patients undergoing chemotherapy. Reflexology in the outpatients setting has proved to be extremely effective and we have received a grant from CW+ to offer complementary therapy four days a week in 2023-24.

Cancer has an influence on people's finances, especially in times of high inflation, rising interest rates, and economic uncertainty. Many of our clients were overwhelmed by dealing with a cancer diagnosis as well as financial difficulties due to the cost of living. We have therefore provided information and guidance on matters such as benefits, grant access, and pensions, making a significant difference in reducing stress at such a difficult time.

With the start of a new National Lottery Community Fund grant towards key services in October 2022, we expanded our staff team which has allowed us to expand our services outside of the Centre. We've introduced Soul Midwife support for people nearing the end of their lives, and raising awareness of The Mulberry Centre through Community Engagement and new partnerships as part of our 21st Birthday celebrations.

In February 2023, we celebrated our first World Cancer Day, dedicated to raising cancer awareness and encouraging action among individuals and groups. With the aim to #CloseTheCareGap we particularly reached out to groups identified as most likely to experience inequalities across their cancer pathway including the elderly, ethnic minorities, marginalised and vulnerable groups, the socioeconomically disadvantaged, and carers. This was an opportunity for the public to gain knowledge, through an information marketplace, workshops, talks and presentations. We also raised awareness of how to reduce the risk, the importance of screening, the signs and symptoms of cancer and the support available.

This year, a key priority has been strengthening partnerships that help us fulfil our mission, as well as continuing to strengthen referral pathways to The Mulberry Centre with local health services, ensuring that people learn about us at the earliest stage of their cancer journey. We participated in local fairs and fetes, and continued to provide online information and presentations in the local community.

“ The therapists make you feel relaxed and really try to understand all of your issues and concerns. From the moment you are in your treatment, you are able to just think about yourself. They also help you think about what you can do to continue your recovery. ”



We're here for you

During 2022-23, we experienced a remarkable increase in the number of individuals we were able to support. This meant that we were able to extend our assistance to 783 new clients who joined our caring community seeking help and support. Additionally, more and more people reached out to The Mulberry Centre seeking emotional support and attendance at our different services throughout the year climbed to 8,991, indicating an amazing 91% growth compared to the previous year, although this is partly due to Covid restrictions during the previous year.

TOTAL CLIENT ATTENDANCES

1,450

WELCOME SESSIONS

1,507

COMPLEMENTARY THERAPY SESSIONS

411

SOCIAL AND CREATIVE ACTIVITIES

621

PALLIATIVE CARE AND TOUCH THERAPY SESSIONS

2,069

ONE-TO-ONE COUNSELLING SESSIONS

700

INFORMATIVE WORKSHOPS

1,851

WELL-BEING CLASSES

382

SUPPORT GROUPS

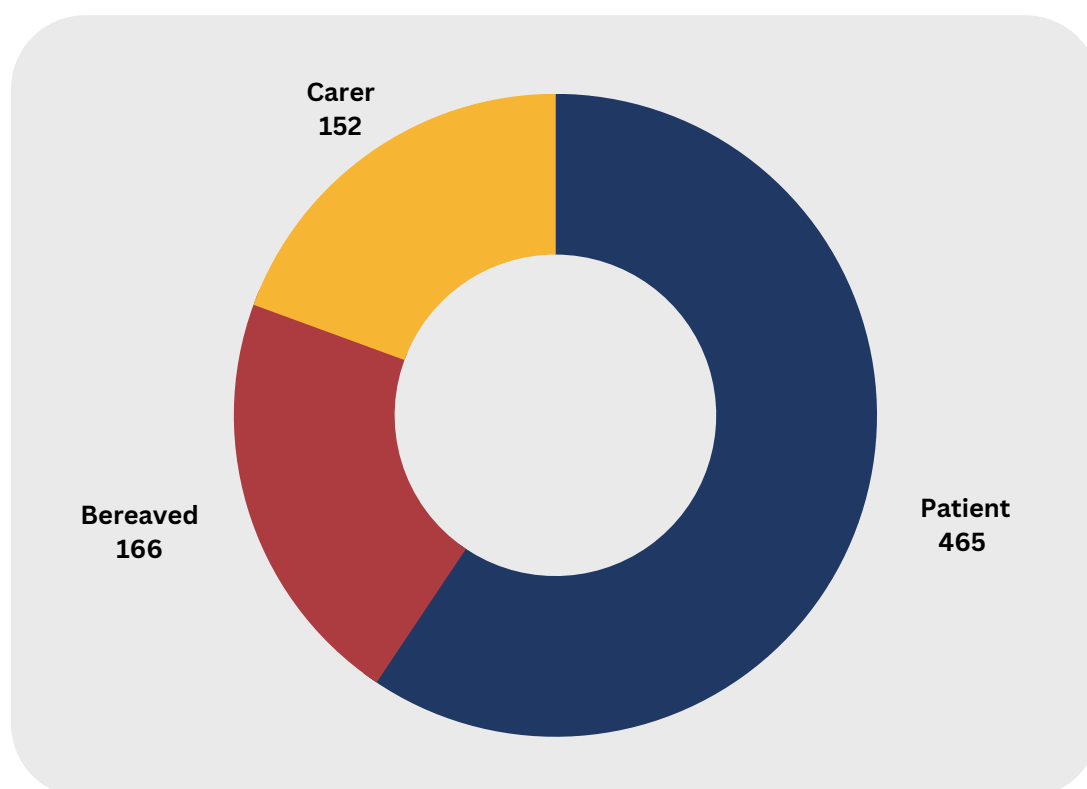
“

I was diagnosed with cancer in 2019 and started counselling sessions to help me process my experience post treatment. This counselling has been crucial in helping me deal with my emotions and understand what I am feeling and why. My counsellor made me feel at ease from the first session. They were empathetic, friendly, understanding and challenged me to think from a different perspective. I feel that I am at the very beginning of a new journey of self-discovery, which I am extremely grateful for.

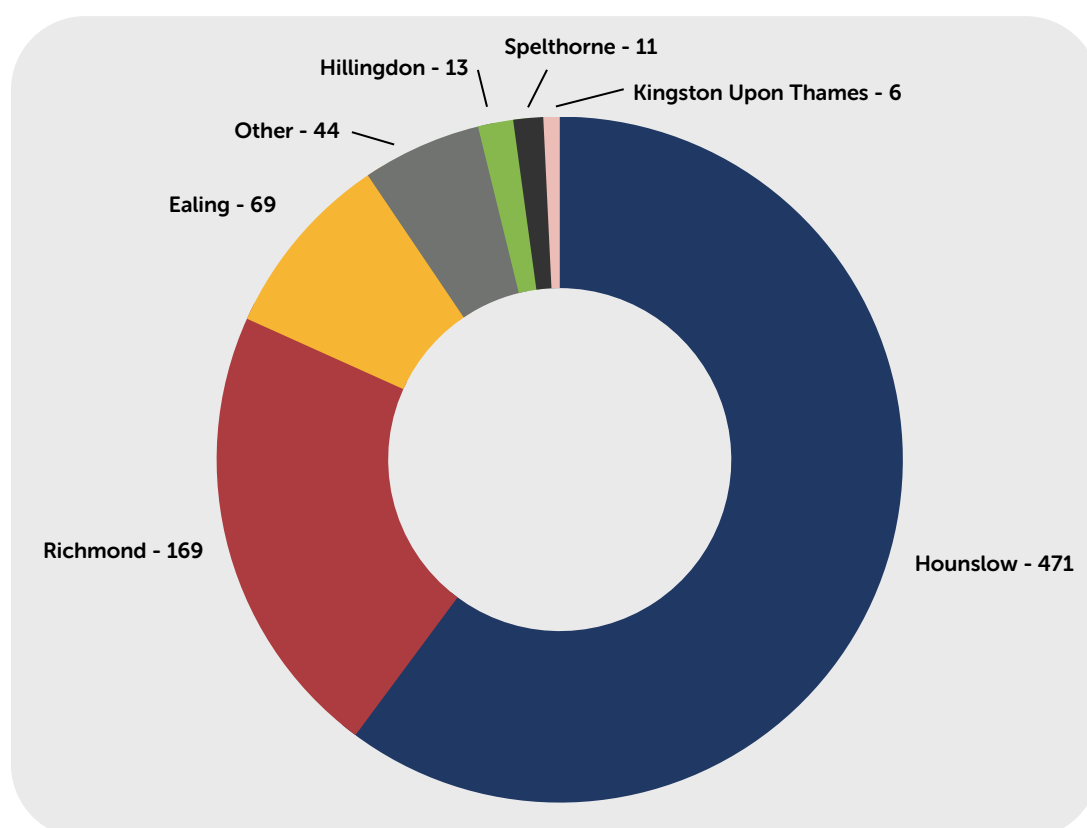
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NEW REGISTRATIONS BY CLIENT TYPE



NEW REGISTRATIONS BY REGION



Financial Review

Income

Due to exceptional support for The Mulberry Centre this year, Income increased to £708,000 (compared to £505,000 last year). We have secured a new four-year Lottery grant. This and other multi-year grants really help us plan for the future with confidence. We have strengthened our partnerships with Public Authorities, and received additional grant income to support Hounslow residents affected by Covid-19 and cancer screening delays during the pandemic, support carers affected by cancer, provide bereavement support, support local populations affected by cancer to improve their mental wellbeing, including local BAME populations, and for a successful "Strength and Balance" pilot exercise project to support the health and wellbeing of people affected by cancer. Our grant income for end of life and bereavement support services in the London Borough of Hounslow also continued.

We also continued to receive strong support from Charitable Trusts and Foundations, deepening our existing relationships and seeking new funding opportunities. These grants provided significant funding towards the costs of our full range of charitable activities, and volunteer development and support, as well as enabling us to carry out some essential building repairs and improvements. Some grant income received this year is for projects which will extend into next year, and we have held this in reserves at the year end. Contract income is for our Palliative Care Project at the West Middlesex University Hospital.

We experienced an increase in income from Individuals, Legacies, Events (including our 21st Birthday events), Community Groups, and Corporates, as we explore various avenues to diversify our income sources. Supporter activity is returning to more normal levels following the Covid-19 restrictions.



“An outstanding facility, service and delivery to those who need it the most. The impact it has on one's life cannot be underestimated.”

Balbinder



Expenditure

Total Expenditure for the year was £565,000 (last year £460,000). Almost 80% was spent on Charitable Activities (our programmes of help and support to people dealing with cancer, provided at and around our dedicated centre in West London and on-line, and to keep The Mulberry Centre up and running). £124,000 was spent raising funds, to enable our vital support to continue and expand; this includes the costs of the fundraising team and fundraising activities.

£441,000 ON
CHARITABLE ACTIVITIES

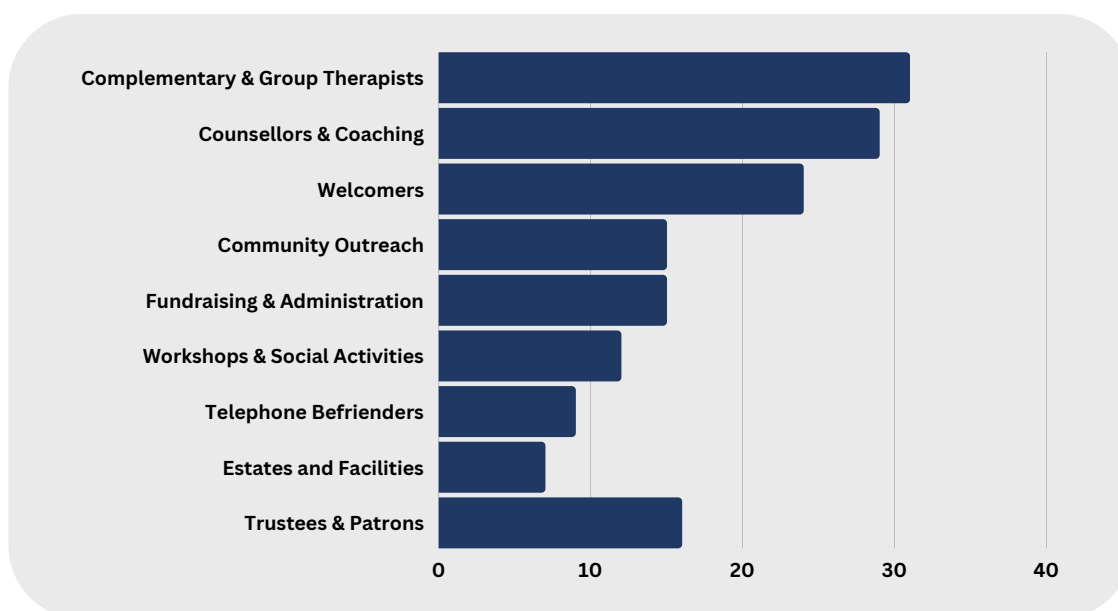
£124,000 ON
RAISING FUNDS

Our volunteers



Volunteers support every aspect of our work and are crucial to almost everything we do at The Mulberry Centre, bringing a diverse and varied set of skills. Their generosity and commitment to donating their time and skills helps people as they deal with the impact of cancer on their lives

Our team of 134 volunteers, together filling 158 roles, are essential to ensuring that The Mulberry Centre offers services free of charge to anyone who needs them, while contributing to the sense of community at the Centre. At the end of March 2023, our core volunteer team was as follows:



“The Mulberry Centre is needed. It makes a difference to people's lives. By volunteering here, I have contributed to making that difference. It feels good to be able to say that.”

OUR VOLUNTEERS GAVE
9,564 HOURS
OF THEIR TIME LAST YEAR

A BIG THANK YOU TO ALL OUR VOLUNTEERS WHO
HELPED US SUPPORT ANYONE AFFECTED BY CANCER



TOUCHING LIVES...

“It lets you know you are not alone. You have other people who share your experiences and you can learn how other people have dealt with their own situations.”



CAROLINE

Community Engagement

One of our top priorities has been making sure that people know about The Mulberry Centre right from the start of their cancer journey. We've been working hard to connect with local health services and the community, so that more individuals can hear about us early on. We've had some wonderful opportunities to be a part of local events like fairs and fetes during Spring/Summer 2022/23, as well as the festive season. And in addition to that, we've been sharing information online and given presentations in our community.

We're really proud of our close collaborations with WMUH, local Macmillan centres, GPs, and social prescribers. By working together, we've been able to spread the word about The Mulberry Centre and the incredible support we provide. Our goal is to not only help people become more aware of our services, but also to empower them to prioritise their health and well-being.

Whenever needed, we also guide our clients to other helpful networks in the area. This way, we can offer a comprehensive and personalised care package that addresses each individual's unique needs. Our main focus is ensuring that everyone feels supported and cared for during their journey with us.



“ I don't think I could have managed without the wonderful help and support from the wonderful caring staff, and through them the many friends I have made. I no longer feel so isolated after losing my husband thanks to The Mulberry Centre. ”

SYLVIA

We've also been spreading the word about our centre by writing articles for our website and sharing them in local newsletters and e-Newsletters. We've even created some informative articles that help people recognise the signs and symptoms of different types of cancer. Plus, we've been stepping up our game on social media to make sure more people know about us. Alongside this, we ran user engagement groups throughout the year, with varied themes, to start a conversation with the people who use our service and to hear feedback.

This year has been fantastic for us in terms of connecting with our local communities. We're thrilled to say that we're reaching even more people and extending our support beyond our physical centre. It's been amazing to see our reach grow and to offer our services to clients from all around the area. We're here to make a positive impact and help as many people as we can.

You made a difference

STEVE AND ALL THE POSTIES FROM BRENTFORD AND ISLEWORTH RAISED MONEY WITH A CHRISTMAS JUMPER DAY



MARK, WHO IS VISUALLY IMPAIRED, TOOK ON AN EPIC SWIM ACROSS THE CHANNEL



THE MALL CONCERT, FEATURING RACHELE HOWES (PIANO) AND NIKI MOOSAVI (CELLO)



RICHMOND ORCHESTRA HELD A GALA CONCERT



CARI AND FAMILY WALKED 21KM DOWN THE THAMES TO RAISE MONEY IN SUPPORT OF HER HUSBAND



BARNES CHOIR HELD TWO EVENTS IN AID OF US - A CONCERT IN BARNES AND CHRISTMAS CAROL SINGING AT RICHMOND STATION



SARAH CYCLED AN INCREDIBLE 437 MILES IN
SUPPORT OF THE MULBERRY CENTRE



LOTTIE, PENNY AND JASSI
JUMPED 15,000 FEET ON THEIR
FIRST EVER SKY DIVE



TRUE MEDISPA HELD A CHARITY
RAFFLE IN AID OF US



OUR TRUSTEE, PIERS, TOOK PART IN
THE 10 MILE CABBAGE PATCH RUN



TRINJAN SUPPORTED US
WITH FUNDRAISING
THROUGHOUT THE YEAR

THANK YOU TO EVERYBODY WHO FUNDRAISED FOR US.

WE COULDN'T DO IT WITHOUT YOU.

How you can help

There are many ways to get involved and support our work at The Mulberry Centre:

VOLUNTEER

The Mulberry Centre is heavily reliant on our volunteers. There are many different volunteering opportunities for both individuals and groups including counselling, complementary therapies, welcomers, support roles, and many more.

DONATE

As a charity, we rely on the generosity of our supporters, including one-off gifts, regular giving, in-memory donations, to name but a few ways that you can support us.

FUNDRAISING

Fundraising can be fun and rewarding. You can organise your own fundraiser, get sponsored for a challenge, or attend an event organised either by the centre or one of our supporters.

GIFT IN WILL

Individuals can leave a gift in their Will and pass on something wonderful to future generations so that our work can continue to support those affected by cancer.

If you would like to find out more about how you can support us, please contact our fundraising team at fundraising@themulberrycentre.co.uk

Thank You

We would like to thank all the organisations that have supported The Mulberry Centre in this financial year, among whom are the following:

Amazon Community	National Lottery Community Fund
Barnes Choir	Ogilvy Health
Benefact Group (formerly Ecclesiastical Insurance)	Pink Ribbon Foundation
Bown Design & Build	Postcode Society Trust
Cadent (matched giving)	Richmond Orchestra
Chelsea and Westminster NHS Foundation Trust	Rotary Club of Twickenham-upon-Thames
City Bridge Trust	Round Table Chapter of Middlesex
Co-op Local Community Fund	RPLC
CW+	Russell Finex
Ealing Borough Council	Spelthorne Borough Council
Farrer-Brown Charitable Trust	St James's Place Charitable Foundation
Fuller Smith & Turner	St Michael and All Angels Church, Bedford Park
Garfield Weston Foundation	The Big Give / The Reed Foundation (match funding)
Garner & Hancock Solicitors	The D'Oyly Carte Charitable Trust
Greater London Authority (Sport Unites Fund)	The Edward Gostling Foundation
GSK	The Elizabeth Frankland Moore and Star Foundation
Hampton Fund	The February Foundation
Hounslow Borough Council	The Hampton Wick United Charity
Housing Pathways Trust	The Munro Charitable Trust
Inspire Hounslow	The Screwfix Foundation
Isleworth & Hounslow Charity	Trinjan Women's Social & Community Group
Isleworth Sorting Office	True Medispa
Kew Fete	Waitrose East Sheen
Leeds Building Society Charitable Foundation	Whitman & Co
Lodge Brothers	William Allen Young Charitable Trust
London (Acton) Lions Club	Yorkshire Building Society Charitable Foundation
Moto Foundation	



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fundraising, news and events

www.themulberrycentre.co.uk

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FUNDRAISING
REGULATOR

Registered Charity No. 1108999