

Key Messaging Matrix

Part of the St Michael's Brand Kit



**St Michael's
Hospice**

Key Message 1: Why it Matters

Why It Matters

Everyone deserves to be treated with comfort, compassion, and respect when they're being cared for. Our care makes a real difference, ensuring patients experience symptom relief and are treated as a person, not just a diagnosis, while families receive the emotional and practical support they need during and after their loved one's journey.

Sub Messages:

What this message covers:

What it could include:

Specialist care that relieves pain and helps people feel like themselves again.

Our expert doctors, nurses, and clinical teams are leaders in palliative care managing complex symptoms, relieving pain, and ensuring comfort with tailored care plans that are tailored to what matters most to the person being cared for.

Clinical expertise, symptom and pain management, comfort, personalisation of treatment

- Testimonial from a family or patient about symptom relief
- Quote from a doctor/nurse about managing complex needs
- Stats about patient comfort levels or symptom control success
- Visuals of care in action (bedside interaction, medical team)

We care with you, not just for you.

Every care plan is shaped with the person at the centre. Listening, adapting, and working together to meet their physical, emotional, and personal needs. We walk alongside families to ensure they feel supported, informed, and involved at every stage.

Collaborative approach, patient-centred care, family involvement, emotional support

- Staff quote on the importance of listening and adapting
- Case study showing how care was shaped around a person's wishes
- Infographic showing care pathway with patient input touchpoints

Your care. Your choices. Always.

When so much feels uncertain, we make sure you stay in control of your care. Whether you choose to be supported at home, in our hospice, or a mix of both, our team works with you and those close to you to shape every part of your care journey. It's a partnership built on respect, choice, and trust.

Empowerment, autonomy, flexibility between home and hospice, respect for personal choice

- Story of someone who chose to be cared for at home or switched settings
- Quote about how it felt to have control over decisions
- Statistic on how many patients are supported at home

Support that cares for the whole person, not just the illness.

Alongside expert clinical care, we offer emotional counselling, complementary therapies, and spiritual support because comfort and relief go beyond the physical.

Holistic care, emotional and spiritual wellbeing, therapies like music,

- Testimonial about the impact of music or complementary therapies
- Quote from a therapist or spiritual care lead
- List of available therapies with icons

	massage, counselling	
We make every moment count for the whole family.		
End-of-life can bring emotional, financial, and practical uncertainty. Our expert teams are here to ease those pressures. From counselling, benefits support, and spiritual care to specialist bereavement support for adults and children. Support doesn't stop when someone dies. We're here for the whole family, for as long as they need us.	Emotional, financial, spiritual, and bereavement support both during and after care; support for children and families	<ul style="list-style-type: none"> • Story from a family who accessed bereavement support • Quote from a social worker about guiding families • Figures on the number of families/children supported • Visuals: memory bears, family counselling moments, symbolic objects (holding heart, stones from stream of memories)
CTAs for this key message	Action	Destination
Give now to bring comfort and relief when it matters most	Donate	https://www.st-michaels-hospice.org.uk/donate/
Donate today, provide comfort to a family tomorrow	Donate	https://www.st-michaels-hospice.org.uk/donate/
Your donation brings life to every moment of care	Donate	https://www.st-michaels-hospice.org.uk/donate/
Sponsor a day of care and make every moment count	Donate	https://www.st-michaels-hospice.org.uk/donate/

Key Message 2: How we are funded

How we are funded

Only a small percentage of our funding comes from the NHS. The rest is made possible by the generosity of our community through donations, gifts in Wills, fundraising events, charity shops and the dedication of our volunteers. This support enables us to offer expert care free-of-charge for all, for as long as they need it.

Sub Messages:

What this message covers:

What it could include:

Government funding covers a fraction, you make the rest possible

We're independent of the NHS and receive just 31% of our care funding from government and statutory sources. Over £10 million each year, must be raised through the incredible generosity of our community. It costs around £21,000 every day to keep our hospice care running. Every pound you give helps make sure families can access expert, compassionate care when they need it most without worrying about the cost.

Independence from NHS, low government funding, total cost per year/day

- Pie chart showing % from statutory sources
- Quote from CEO/Chair about independence
- Annual figure + cost per day
- Timeline visual showing year-on-year community support

Our care is always free of charge, but it's never free to provide

Whether someone is cared for in our Inpatient Unit or supported at home, the cost of delivering that care including medical care, counselling, spiritual care, therapies, and bereavement support can be up to £21,000 per day. But for the families we support, it's always free of charge. Because of people like you, no one has to choose between comfort and cost at the end of life.

Cost of full patient care per day, reassurance to families, what care includes

- Cost breakdown graphic (e.g., £XX per day includes X, Y, Z)
- Testimonial from a family on receiving care without financial worry
- Image of home visit or Inpatient Unit
- Callout box: "100% free of charge, for 100% of families"

It takes a whole community to fund every moment of care.

From gifts in Wills and monthly donations, to playing our lottery, shopping in our charity shops, volunteering time or taking on a sponsored challenge, every act of support plays a vital role. Our fundraising is about people showing up in whatever way they can.

Fundraising diversity, inclusive support, shared ownership

- Photo collage of community fundraisers, events, shops
- Stats: number of events, shop income, lottery players
- "Ways to Give" visual grid
- Short videos or social media clips from fundraisers

Together, our community makes sure that care reaches everyone who needs it.		
Legacies of love: gifts in Wills keep our care going.		
More than 1 in 4 of our patients are cared for thanks to gifts left in Wills. These incredible acts of generosity help secure our future and ensure that others can receive the same compassion, comfort, and relief. Leaving a legacy isn't just about money, it's about passing on compassion, and continuing to make a difference, long after you're gone.	Legacy giving, long-term impact, emotional legacy	<ul style="list-style-type: none"> • Personal story of a legacy donor • Stat: % of patients supported by legacy income • Call to action: "Request your free legacy pack" • Gentle visual (hands, family photos, remembrance themes)
For every £1 given, £0.85 goes directly to care.		
We work hard to make every penny count. For every £1 donated, £0.85 goes directly to delivering expert care and support to patients and families. The rest helps us keep the doors open, lights on, and our essential care running. Transparent, responsible stewardship means your donation always does what you intend it to: support the people who need us.	Donation transparency, trust, stewardship	<ul style="list-style-type: none"> • Infographic: £1 breakdown • Finance or impact report snapshot • Donor testimonial on why they trust giving to you
Volunteers are the heartbeat of our hospice.		
With over 800 dedicated volunteers, we're able to stretch every pound further. Their time, skills and kindness are priceless and without them, we'd need to raise an additional £2.5 million just to deliver the same level of service. From reception and retail to catering, bereavement support and family care, our volunteers make our hospice a truly wonderful place.	Human value of volunteering, financial impact, breadth of roles	<ul style="list-style-type: none"> • Stat: 800+ volunteers = £XX in value • Story of a long-time volunteer • Photo: volunteers in action • "Volunteer with us" CTA
CTAs for this key message	Action	Destination
Donations & Regular Giving		
Donate now, fund care that families rely on	Donate	https://www.st-michaels-hospice.org.uk/donate/
Make a monthly gift, provide comfort all year round	Donate	https://www.st-michaels-hospice.org.uk/donate/
Give £781 and directly support a day of in-patient hospice care for a single patient	Donate	https://www.st-michaels-hospice.org.uk/donate/
Gifts in Wills		
Leave a gift in your Will, create a legacy of compassion	Legacy Form	https://www.st-michaels-hospice.org.uk/leave-a-gift-in-your-will/#willform

Include St Michael's in your Will and care for generations to come today, tomorrow and beyond	Legacy Form	https://www.st-michaels-hospice.org.uk/leave-a-gift-in-your-will/#willform
Request your free Gifts in Wills guide today	Legacy Form	https://www.st-michaels-hospice.org.uk/leave-a-gift-in-your-will/#willform
Volunteering		
Join our 800+ volunteers, make a difference every week	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/volunteer/
Volunteer your time and help keep care free of charge for local families	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/volunteer/
Sign up to volunteer, every hour helps deliver more care	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/volunteer/
Retail & Events		
Shop with us and support care with every purchase	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/shops/
Attend an event and fund more days of care	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/fundraise-for-us/events/?_event_category=events-open-days
Host a fundraiser, turn your idea into real impact	Sign up	https://www.st-michaels-hospice.org.uk/how-you-can-help-us/fundraise-for-us/

Key Message 3: Our approach to care

Our approach to care

At the heart of our work is the 'St Michael's Way', a distinctive care approach grounded in knowledge, integrity, and respect. We empower patients and families to make informed decisions, ensuring personalised, compassionate, and high-quality care at every step.

Sub Messages:

What this message covers:

What it could include:

The St Michael's Way: where compassion meets clinical excellence

Our care combines deep medical expertise with genuine human connection. From pain relief and symptom control to emotional support and spiritual care, every element is delivered with clinical precision and heartfelt compassion, because both are essential.	Unique model of care, blend of empathy and expertise, philosophy behind "The St Michael's Way"	<ul style="list-style-type: none"> • Quote from nurse or doctor describing the ethos • Short explainer of "The St Michael's Way" (graphic or video) • Visual of multidisciplinary team in action
You're never 'just a patient', you're a person, with a story.		
No two journeys are the same, so we take time to understand each person's needs, beliefs, fears, hopes, and wishes. Care is tailored, not templated, because expert care begins with being seen and heard.	Personalised care, respect, listening, humanising the process	<ul style="list-style-type: none"> • Testimonial from a patient/family on how they felt seen • Short story or vignette of a tailored care plan • Images showing staff engaging meaningfully with patients • Pull quote: "They saw my mum as a person, not a diagnosis"
Choice and control, even when so much feels uncertain.		
From choosing where to be cared for; at home, in the hospice, or both, to decisions about treatments and support, we work together with every patient and family. This is your care, your way.	Empowerment, co-decision making, choice of care location, collaborative approach	<ul style="list-style-type: none"> • Case study of someone who chose hospice/home care • Decision map showing options • Quote about feeling empowered in a difficult time • Stat: % of people supported at home vs in hospice
We support the people who matter to you, too.		
At St Michael's, care includes those you love. We provide emotional, practical and spiritual support to families, friends and carers from the first conversation, through bereavement and beyond.	Family involvement, holistic care model, beyond-patient support	<ul style="list-style-type: none"> • Story showing how a family was supported through a loss • Quote from bereavement team or family member • Images of group support, bereavement lunch • Callout: "Care that wraps around the whole family"
Integrity isn't optional, it's our foundation.		
You can trust us to be honest, transparent and always focused on what's right for the people we care for. The St Michael's Way is rooted in integrity, doing what's best, not what's easiest.	Ethics, honesty, trust, values-driven decision making	<ul style="list-style-type: none"> • Staff quote about making hard but right decisions • Code of conduct or value statement (simplified for public) • Testimonial on being treated with fairness/respect • Message from leadership affirming values
CTAs for this key message	Action	Destination
Refer today and start your care journey	Self-Refer	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/

Refer someone today and start their care journey	Refer someone	https://www.st-michaels-hospice.org.uk/how-can-we-help/support/making-a-referral/
Learn how our care puts patients in control	Find out more	New section on Care page needed
Download our brochure and see how we support families	Download a brochure or learn more	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/
Talk to our team, find out how we can help you or someone you love	24hr advice line	https://www.st-michaels-hospice.org.uk/how-can-we-help/support/24-hour-advice-line/

Key Message 4: Our unique role

Our unique role

St Michael's Hospice is more than just a healthcare provider; we are a trusted local lifeline. Deeply rooted in Herefordshire, we understand and respond to the specific needs of our community, offering not only expert palliative care but also vital emotional support throughout the journey.

Sub Messages:

What this message covers:

What it could include:

Deep roots, strong bonds: care built by and for Herefordshire.

We're not just based in Herefordshire; we're part of its fabric. We know the people, the challenges, the distances, the communities and we shape our care to reflect them. Our care is tailored to local needs, powered by local people, and available to everyone in the county. We will even bring the care to you.

Localism, place-based care, community understanding

- Map showing reach across Herefordshire
- Local patient/family quote
- "Herefordshire-first" visual identity
- Staff quote on serving their own community

A lifeline in every sense, when time matters most.

Whether it's symptom management at home, an urgent admission, or emotional support for a grieving family, we are here when it matters most. We don't just

Urgency, crisis support,

- Real-time care stat (e.g. response times, number of home visits)

respond, we act quickly, compassionately and expertly to bring stability to deeply vulnerable moments.	responsiveness, reliability	<ul style="list-style-type: none"> • Story of rapid intervention • Quote from paramedic, GP or nurse
From city to countryside, care that reaches every corner.		
From the hills of the Golden Valley to the streets of Hereford, we go where we're needed. Our community teams travel thousands of miles each year to deliver expert care to people in their homes, ensuring no one feels left behind because of where they live.	Geographic reach, rural access, mobile care	<ul style="list-style-type: none"> • Stats: miles travelled, home visits • Map overlay of reach • H@H team in rural setting photo • Pull quote: "They came to us – even miles out"
Made possible by the people who live here.		
Local fundraising, volunteering, community events and partnerships make our hospice thrive. This is care made possible not just for the community, but by the community. Every lottery ticket bought, item bought in a charity shop, mile run, and hour volunteered strengthens our reach and impact.	Community-powered model, local fundraising, shared ownership	<ul style="list-style-type: none"> • Fundraising montage • Stats: # of volunteers, £ from local events • Testimonials from community fundraisers
More than medical, we're here for the heart of the community.		
We care for patients, families and carers, but our support doesn't stop there. We also work with care homes, schools, paramedics, workplaces and faith groups to build a more compassionate community. Because compassion isn't limited to illness or diagnosis. We're here to help Herefordshire feel more informed, more supported, and more connected in life, in dying, and in grief.	Holistic care, grief support, public education	<ul style="list-style-type: none"> • Quote from a carer or bereaved partner/family member • Stats: outreach activities, talks, events • Collage of diverse community partners
CTAs for this key message	Action	Destination
Support your local hospice, keep expert care close to home	Donate	https://www.st-michaels-hospice.org.uk/donate/
Help us care for more people across Herefordshire	Donate	https://www.st-michaels-hospice.org.uk/donate/
Be a voice for hospice because expert care and support should never be a secret.	Ambassador	New webpage needed
Donate today and keep local care free-of-charge for those who need it	Donate	https://www.st-michaels-hospice.org.uk/donate/
Support hospice care because how we live at the end matters.	Donate	https://www.st-michaels-hospice.org.uk/donate/

Key Message 5: What we do

What we do

We deliver expert palliative care to adults with life-limiting conditions, whether at our hospice, at home, or in the wider community. We support families before, during, and after bereavement, helping them navigate the challenges of caregiving, loss, and grief.

Sub Messages:

What this message covers:

What it could include:

Wherever you need us, we'll be there.

We provide round-the-clock expert care at our hospice in Bartestree, in people's own homes, and across the wider Herefordshire community. Whether someone needs symptom control, daily home visits, or a peaceful place to spend their final days, we bring care to wherever it's needed most.

Care settings: at home, in the hospice, out in the community

- Case study showing mix of home/hospice care
- Quote from a family on having choice
- Stat: % supported at home vs hospice

We care for the whole person, not just their condition.

Our specialist team treats pain and manages symptoms, but our care goes far beyond the medical. We provide emotional support, spiritual care, music and complementary therapies, counselling, and practical help, all tailored to each person's individual journey.

Holistic care: pain relief, emotional, spiritual and therapeutic support

- Quote from music therapist or counsellor
- Pull quote: "They didn't just care for Mum's illness – they cared for her"
- Stats: sessions of complementary therapy delivered annually

Families matter too and we're here for them.

When someone is seriously ill, it affects everyone who loves them. That's why we support partners, children, friends and carers every step of the way. From financial advice and emotional counselling to bereavement support in partnership with HOPE

Support for carers, children, extended family

- Story of family receiving wraparound support
- Bereavement support visual
- Stat: children supported each year
- Quote from carer or parent

Bereavement Support for children as young as five, we care for the whole family.		
Care that continues, even after goodbye.		
Support doesn't end when a life does. We walk alongside families through the hardest days of grief offering space, support, and understanding for as long as they need us. No one has to face loss alone.	Bereavement care, ongoing contact, legacy services	<ul style="list-style-type: none"> • Quote from bereaved family • Timeline showing support before, during and after death • Example of bereavement groups • Pull quote: "You were there when I didn't know who to turn to"
One team, many experts working as one.		
Behind every moment of care is a skilled team of doctors, nurses, palliative care support workers, social workers, counsellors, therapists, chaplains and volunteers all working together to provide seamless, compassionate support with the patient and their family at its core.	Multidisciplinary team, joined-up care, integrated model	<ul style="list-style-type: none"> • Staff quote on collaborative care • Stat: number of staff & volunteers • Diagram showing different professionals involved
CTAs for this key message	Action	Destination
Discover the full circle of care we offer.	Download a brochure or learn more	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/
Explore our care for patients, families and everyone they love.	Download a brochure or learn more	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/
We're here every step of the way, find out how.	Download a brochure or learn more	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/
Learn how we support families beyond the bedside.	Download a brochure or learn more	https://www.st-michaels-hospice.org.uk/how-can-we-help/care-services/

Key Message 6: Who we are

Who we are

St Michael's Hospice is Herefordshire's only local provider of compassionate, expert palliative care. We are dedicated to helping individuals and their families live and die well, in comfort, and with respect.

Sub Messages:

What this message covers:

What it could include:

Built by the community, for the community

St Michael's began as a local dream and it's still powered by the people of Herefordshire today. From day one, we've grown thanks to the kindness, energy, and belief of those around us. We're proud to be Herefordshire's hospice.

History, grassroots origins, local pride

- Early photos/timeline
- Origin story visual
- Quote from a founder or early supporter

Independent, local, and here for everyone

We're not part of the NHS. We're a local independent charity, shaped by the needs of our community and fuelled by local generosity. That means our focus is always right here making sure everyone in Herefordshire can access expert, free-of-charge care when it matters most.

Charity status, not NHS-run, Herefordshire focus

- Quote from supporter
- Stat: % of care funded by the public

Over 40 years of expert, person-centred care

Every person we care for is unique and so is the support we offer. For more than four decades, we've combined medical expertise with compassion to help people live as well as they can, for as long as they can.

Experience, team expertise, high-quality care

- Quote from nurse
- Cumulative care figures

Guided by values that never change

Knowledge. Judgement. Kindness. These values have shaped our care from the

Organisational values, trust, culture

- Value visuals
- Testimonials
- Staff comment on what the values mean to them

very beginning. They guide every conversation, every decision, and every moment of support we give.		
A place that feels like home		
Families tell us you can feel the warmth the moment you walk in. Whether at the hospice or in someone's home, we work hard to create a sense of comfort, calm and care. It's not just about where you are, it's about how you're made to feel.	Atmosphere, emotional comfort	<ul style="list-style-type: none"> • Hospice images • Quote about feeling safe • Reference to environment design
Leading the way in palliative care education		
We're not just here to care, we're here to share what we know. As the leading educators in palliative and end-of-life care across Herefordshire, we train healthcare professionals working in care homes, hospitals, GP practices and more to deliver compassionate care with confidence.	Training and knowledge-sharing for healthcare professionals	<ul style="list-style-type: none"> • Number of professionals trained • Partnerships with care homes or NHS • Quote from a trainee nurse or local GP
CTAs for this key message	Action	Destination
Trust a local hospice with over 40 years of care – support us today	Donate	https://www.st-michaels-hospice.org.uk/donate/
Donate with confidence, £0.85p from every £1 goes directly to care	Donate	https://www.st-michaels-hospice.org.uk/donate/
Support the care Herefordshire depends on, give now	Donate	https://www.st-michaels-hospice.org.uk/donate/

For further information, guidance and support, please contact the Marketing & Communications Team.

Key Messaging Matrix

Part of the St Michael's Brand Kit



**St Michael's
Hospice**