



Our Case for Support

# Every Moment Matters

Early, Equitable and Excellent Care for More Families



# The moment everything changes

From the moment a parent is told that their child has a life-threatening or life-shortening condition, everything changes.

The future they imagined suddenly looks very different. In its place comes uncertainty, emotional strain, and a reality no family ever feels prepared for.

Families often describe the moment as overwhelming; entering a world of hospital appointments, medical language, sleepless nights, and constant caring responsibilities. Everyday life shifts. Relationships can come under pressure. Holding down a job becomes extremely difficult. Siblings' needs can sometimes be overlooked. Families can feel isolated, and support is not always easy to find. And yet, this experience is far from rare.



“

I don't think I could have been so positive about my life without Noah's Ark behind me.

”



Every year, hundreds of families across North Central London and Hertsmere receive this devastating news, and life is never quite the same again. Most children are diagnosed before their first birthday, meaning many families will spend years caring for a child with complex medical needs. Some children will die in childhood, leaving families to cope with profound grief and loss.

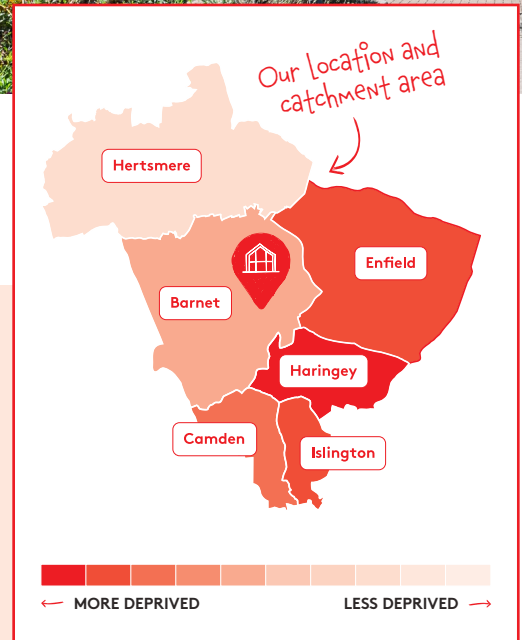
From the moment of diagnosis, families are not only caring for a child who is seriously unwell, but they are also trying to navigate a complex and often overwhelming system, frequently with limited support.

**No family imagines this will be their story. But for many, it is.**

# An overwhelming and growing need

The need for children's palliative care is increasing – and not everyone can access it equitably.

Across our catchment area, an estimated **5,700 children** are living with a life-threatening or life-shortening condition. Advances in medicine mean children are living longer, often with more complex needs. This is something to celebrate, but it also means families need more support, for longer.



## Yet too many children and families are missing out.

- Children in **Islington and Haringey** boroughs are considerably less likely to access hospice care than those in more affluent areas, closer to The Ark.
- Children living in areas of higher deprivation are more likely to have life-shortening conditions.
- Families from the **most deprived and most marginalised communities** facing inequality encounter additional barriers, including awareness, cultural perceptions, and practical access.
- Many healthcare professionals lack the confidence to make referrals – **only 19%** feel confident to do so (Survey of Healthcare Professionals in London Hospitals 2025).
- Public understanding of children's hospices is largely shaped by experiences of adult hospices, often associated only with end-of-life care, missing the depth of our support.

Too often, families are referred late, sometimes years after diagnosis, missing out on support that could have transformed their experience.

**This must change.**

## We have the expertise. We have the care. We need your support.

For over 20 years, Noah's Ark Children's Hospice has been here for children who are seriously unwell and their families. We help those we support enjoy life as children, rather than patients – as families, not just as carers.



We are proud to be rated **'Outstanding'** by the Care Quality Commission, a reflection on both our clinical and therapeutic excellence and the compassion that defines our care.



But what families remember most is how our care feels. They arrive anxious and uncertain about what a hospice means. What they find is something very different: warmth, understanding, laughter and a place where they can simply be together.

**We cannot change a diagnosis.  
But we can change what happens next.**

## Our approach is distinctive



### Family Focus

We care for the whole family – the baby, child or young person who is seriously unwell, their parents, siblings, and grandparents.



### Individuality

We approach each family individually and build care support plans together to best meet needs.



### Flexibility

We offer care at home, within the community, or at The Ark – our award-winning hospice building set within a tranquil 7.5-acre nature reserve in Barnet.



### Empowerment

We promote resilience building on family strengths.



### Holistic

We provide expert clinical, social and emotional care tailored to each family.



### Long-term

We support many children over years, not just at the end of their life.

“

Noah's Ark has given us precious moments and memories we just would not have had.

”

## How we make a difference

**Our mission is simple: to help children who are seriously unwell and their families make the most of every day.**

We do this through a wraparound model of care designed to meet families wherever they are in their journey.

**Who we support:** Babies, children and young people with life-threatening or life-shortening conditions, and their families. From before birth into early adulthood.

**Where we work:** Across North Central London and Hertsmere, in family homes, hospitals, community settings, and at The Ark.

**We provide:**



**Specialist nursing and clinical care**



**Sibling groups and peer support**



**End-of-life care and bereavement support**



**Moments of joy, connection and normality**



**Short breaks (respite care), giving families time to rest and recharge**



**Emotional and psychological support**



**Creative Therapies (art, music, drama) and Specialist Play**

70%

of families say that we are their only source of respite.

For many, The Ark is the only place where they feel safe to bring their child.

90%+

of families report improved quality of life after just six months of our support.



# Our vision for the future

Over the next three years, our aim is that **all families** that could benefit from our services know we are here and can make an informed choice. We will:

- Support at least 30% more children and families.
- Reach families earlier, from the point of diagnosis wherever possible.
- Reduce inequalities in access to our care across our catchment area.
- Expand our community-based support, reaching families where they are.
- Grow our short break (respite) services.
- Strengthen collaborations, including with NHS partners, to ensure seamless, coordinated care.
- Build long-term financial sustainability.

**Because no family should miss out on support because of where they live or who they are.**



## Why your financial support is so critical right now

Children's hospice care is an essential, not a luxury; but it is not fully funded by the state. Providing such complex provision safely is very expensive.

At the same time:

- Children's needs are becoming more complex.
- Demand for our services is growing.
- Costs are rising significantly.

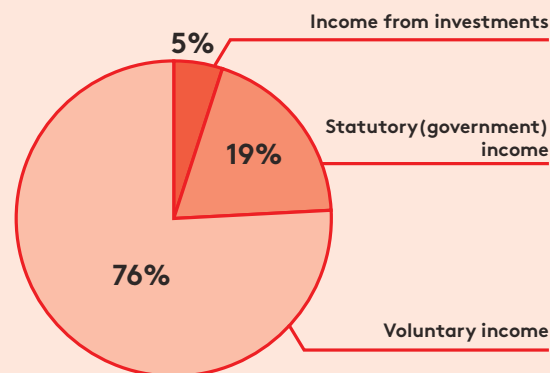
Like most children's hospices, we are currently operating with a deficit, so we can continue supporting families who need us now.

To deliver our strategy and secure our future, we must grow our voluntary income significantly, by **23% from a typical £4.7 million to £5.8 million annually**.

Without this, we face difficult choices.

With your help we can transform the lives of so many more families.

**It costs around £20,000 every day to stay open.**



Only a small proportion is funded by the government. The majority comes from fundraising, from a huge variety of sources: school bake sales, corporate gifts, annual pledges, grants and legacies.

# The difference you can make

Your support enables real, lasting impact.

It means:

- A child's pain is managed, so they can play and connect.
- A parent can rest, knowing their child is safe.
- A sibling feels seen, supported and understood.
- A family can create memories that last a lifetime.

It means more moments of joy and connection, when they matter most.



## The impact your support makes

£1,000

Could fund expert acute symptom management or end-of-life care for a child for 24 hours at The Ark.

£2,500

Could give families the chance to create joyful memories together through a Noah's Ark Family Day.

£10,000

Could connect families to vital emotional and practical support through our award-winning Family Link service.

£50,000

Could fund a specialist Paediatric Palliative Care Nurse, helping children and families make the most of every moment together.

**We will use your donation wisely. 83p in every £1 goes directly to supporting children and families. The remaining 17p is used to raise the next £1.**

## A shared responsibility and a moment to take action

No family should face a life-changing diagnosis alone.

At Noah's Ark, families find a community, one that understands, supports, and walks alongside them. That community includes you.

Because the truth is simple: any family could face this moment.

And when they do, we will be there.

With your support, we can ensure that every child and every family who needs us can access expert care, compassionate support, and the chance to make the most of every day.

**Because every moment matters.**



## Contact our Fundraising Team today:

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