Our partnership aimed to raise £500K to fund the Hour of Need campaign, to engage members and colleagues in fundraising and volunteering activities and raise awareness of Marie Curie and the amazing work they do.

This partnership has smashed all records to date at Yorkshire Building Society, funding 57,750 Marie Curie nursing hours, winning multiple awards and setting a Guinness World record.

Our partnership achievements:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing hours funded</td>
<td>57,750</td>
</tr>
<tr>
<td>Donated</td>
<td>£1,155,000</td>
</tr>
<tr>
<td>Hours volunteered</td>
<td>7,421</td>
</tr>
<tr>
<td>Worth of clothes donated</td>
<td>£30,650</td>
</tr>
<tr>
<td>Colleagues understand more</td>
<td>75%</td>
</tr>
<tr>
<td>Members gained more knowledge</td>
<td>76%</td>
</tr>
</tbody>
</table>
The £1.15m raised from our Hour of Need campaign has funded 57,750 hours of nursing care for people living with a terminal illness, providing crucial support for their families and friends. Marie Curie’s nursing service is at the very heart of what they do, and our efforts equate to funding 60 full time nurses for one year.

Marie Curie Nurses work night and day in people’s homes across the UK, providing one-on-one care and vital emotional support. They help people living with a terminal illness stay in the place where they’re most comfortable, surrounded by the people they care about most.

Over the past two-and-a-half years, despite funding pressures in the NHS reducing state nursing care, Marie Curie have continued to expand its nursing services to meet the growing needs of the people they help.

In fact, Marie Curie’s research found that people cared for through its nursing service are 12% less likely to need emergency hospital care.

Marie Curie have been able to increase their number of nurses over the last two-and-a-half years, enabling them to provide exceptional care for more people every year.

Last year, 2,176 nurses (76 more than the previous year) made 249,569 visits to people in their own homes.

In funding Marie Curie nursing hours, Yorkshire Building Society has also helped Marie Curie patients to die in the place of their choice.

More than 77% of patients cared for by Marie Curie are able to die at home compared to just 35% of people not benefiting from Marie Curie care.

Marie Curie would not have been able to provide these services without our support, which has helped them reach more people with a terminal illness, so they can make the most of the time they have left.

“"The extraordinary commitment the Marie Curie Nurses showed Dad is beyond words. He was cared for with love, dignity and respect. Having a nurse there at night meant Mum could finally get some sleep."”

Marie Curie Nurses cared for Aisha’s father-in-law Mohammed at home in the final months of his life.

“"I couldn’t have done it without the nurses coming in at night, I really couldn’t. Even just for one night was wonderful, knowing I could just leave mum. I have to say that it was quite daunting the first night because I felt like I should still be looking after her. They stayed from 10pm until 7 in the morning and then the carers came and took over. To have that contact and to feel secure, knowing that they would ring me if there was a problem was just wonderful."”

Penny, from Rhyl whose mother was cared for by Marie Curie Nurses.
Our partnership highlights

Our colleagues have been behind the partnership from the start and over the last two-and-a-half years have walked marathons, cycled miles, raced beds, dressed up, held tea parties, climbed peaks, held football keepy-uppies, and so much more to raise funds. All of our branches, 99% of our agencies and 94% of our office departments have raised funds for Marie Curie, which totals over 6,400 colleagues and agency staff.

Beyond fundraising, colleagues have volunteered in 23 Marie Curie shops, donated over 1,500 bags of clothes, and undertaken more than 180 collections of needed items for Marie Curie in their local area. Volunteers have donated over 2,100 hours of practical support to Marie Curie Hospices across the UK improving their gardens and renovating their facilities.

As part of our partnership, seven mentoring relationships were set up between senior YBS colleagues and Marie Curie staff, with a focus on personal development and enhancing mentees’ career progression.

All Marie Curie mentees felt the experience improved confidence in their core leadership skills, and increased their emotional maturity, effective communication skills, team working, drive for improvement and understanding of the wider strategic context.

“My mentor has introduced me to useful leadership concepts that have helped me understand how I am managed and how I manage others. It has also been very useful to discuss ideas and future plans with an impartial person and for them to provide advice and encouragement.”

Marie Curie mentee

Mentoring is a two way relationship and all YBS mentors fed back that they enjoyed the experience and that it had improved their communication skills and contributed to their own leadership and people management skills.

Wider impacts of our partnership

It’s not only money that our partnership has raised, but awareness of Marie Curie too.

Our colleagues told us...

- 75% believe they now have a better understanding of what Marie Curie does
- 85% believe our partnership has made a real impact on people with terminal illness
- 86% felt that the partnership has positively influenced how they felt about YBS
- 95% believe Marie Curie has been a good organisation for YBS to support

It is not only our colleagues who have enjoyed supporting our partnership. From buying cakes and raffle tickets, sponsoring our colleagues and entering our sweepstakes, we wouldn’t have been able to smash our fundraising target without our members’ goodwill and generosity.
Yorkshire Building Society received more than 1,100 positive mentions in local and national media about our campaign - that’s more than one per day of the partnership.

We received support from many of the Society’s stakeholders, including Former Deputy Prime Minister the Rt Hon Nick Clegg MP, who joined our colleagues raising funds in a static bike challenge in the lead up to the Tour de France in Yorkshire.

We left our mark by setting a new Guinness World Record for the largest cream tea party across multiple venues. The Bishop of Bradford opened our record breaker for 667 colleagues who sat down for tea.

We were delighted to be recognised for our achievements by also receiving four national Community awards.

We just want to say a huge thank you to everyone who contributed to our fundraising - without you we wouldn’t have been able to fund more than 57,750 hours of nursing care and make such an incredible difference to so many terminally ill patients and their families.

Our members told us...
- 76% think that the partnership has increased their understanding of what Marie Curie does
- 82% believe that the partnership has made a real impact on people with terminal illness
- 78% believe more positively about YBS because of our partnership
- 90% believe that Marie Curie has been a good organisation for YBS to support

Our members also supported the partnership through our hugely popular Marie Curie Savings Bond, which raised an incredible £334,000 as well as offering a great savings rate for our members.

*members aware of the partnership

Lastly, it is not just us who have been shouting about it!

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“"The incredible amount of money raised has allowed myself and my colleagues to provide even more support to people in their hour of need. We have also been so grateful to have had groups of volunteers from Yorkshire Building Society volunteer their time, helping improve the gardens in our hospice and mentoring our staff. It really has made such a tremendous difference.”

Lola Rowe,
Marie Curie Nurse at Bradford Hospice

“"We are so grateful to everyone at Yorkshire Building Society for their support throughout the Hour of Need Campaign. Raising over £1.15million, more than double the original target is a fantastic achievement and we have been delighted to hear that 96% of colleagues took part in raising funds throughout the campaign to help people living with a terminal illness in communities across the UK.”

Dr Jane Collins,
Chief Executive at Marie Curie