



Whoever you are,  
whatever your journey,  
we'll be...

With *you*  
at the end

Our application to be the  
2025 TCS London Marathon  
Official Charity Partner

  
hospiceuk



## Access to hospice care shouldn't be a privilege. But it is.

One in four people who are dying go without the care they need and deserve. And it's the most vulnerable groups who are most at risk.

At Hospice UK, we believe that no one should die alone and that everyone should have fair and equal access to end-of-life care, regardless of their illness, age, gender, ethnicity, location, sexual orientation or economic situation.

Together, with more than 200 local hospices, we will be with you and your loved ones, no matter what your journey looks like, from diagnosis of a terminal illness to the end.

With the TCS London Marathon, we will tackle these inequalities with every step of the journey and open up hospice care to all.

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#WithYouAtTheEnd

 hospiceuk

TCS London Marathon 2025  
Official Charity Partner Application

**We know that the London Marathon believe sport and activity should be accessible to everybody. We believe the same about hospice care.**

**Our campaign will support hospices across the UK to tackle inequalities in end-of-life care.**

**We will lead ground-breaking research into underrepresented communities in end-of-life care.**

We will share the results, challenges and solutions with hospices across the UK, so that together we can address the discrimination felt by people on the margins of society.

**We will listen to hard to hear voices to understand the barriers affecting access to end-of-life care.**

We will use this information to develop training for hospice staff to help break down the barriers and ensure hospice care is accessible to all.

**We will deliver two grants programmes for adults, and children and young people.**

Hospices will apply for financial investment through the programme to help build their capacity and capabilities to support underrepresented groups' access to end-of-life care.



Our **social assets** will highlight our supporters and champion hospice care.

HospiceUK

Whoever you are,

Liked by xyz\_ and others

**HospiceUK** With the TCS London Marathon, we will tackle discrimination with every step of the journey and open up hospice care to all. Whoever you are, whatever your journey, Hospice UK will be [#WithYouAtTheEnd](#)

whatever your journey,

hospice<sup>UK</sup>

we'll be **With you** at the end

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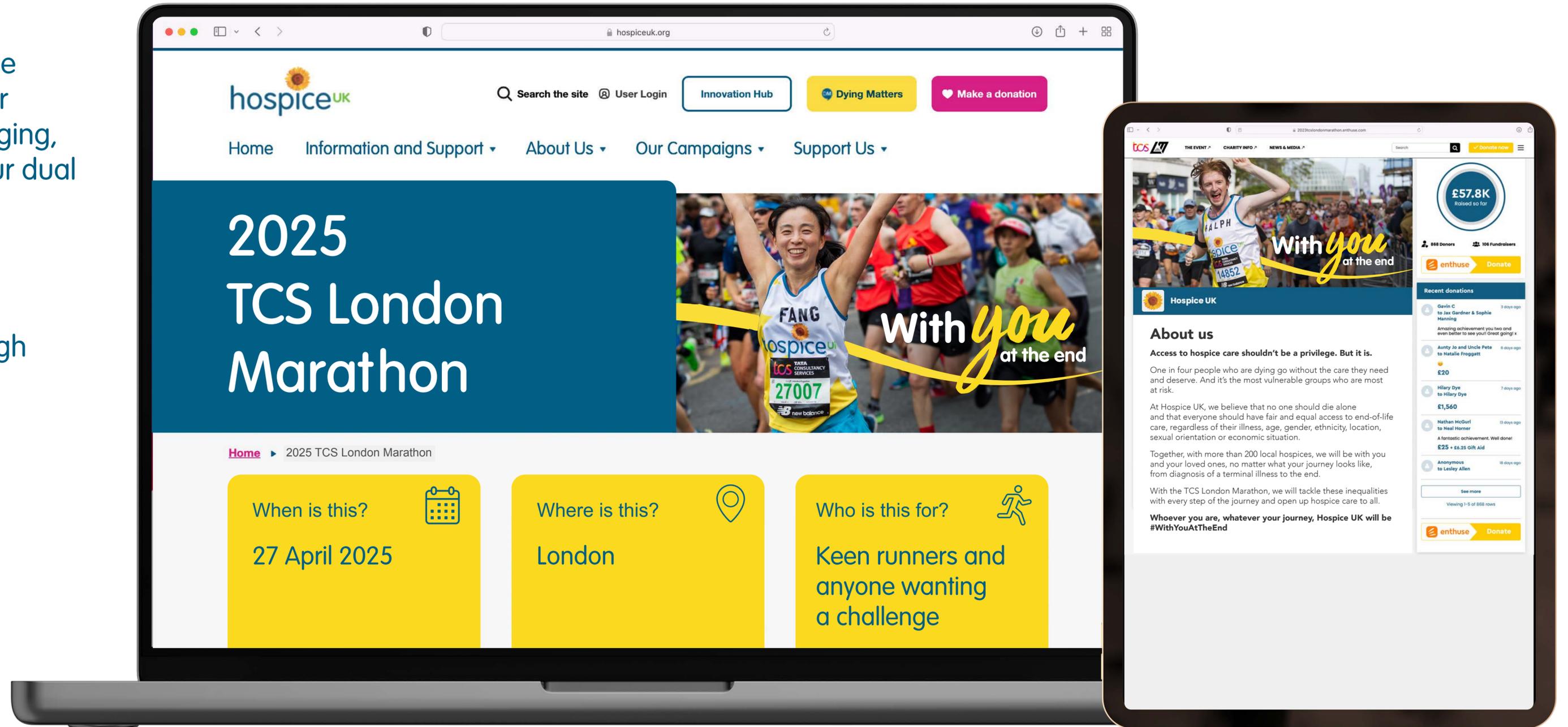
**Join the Hospice UK team for the greatest marathon in the world and help us bring hospice care to everyone who needs it.**

We will **utilise**  
**traditional** media to  
reach a wide audience.

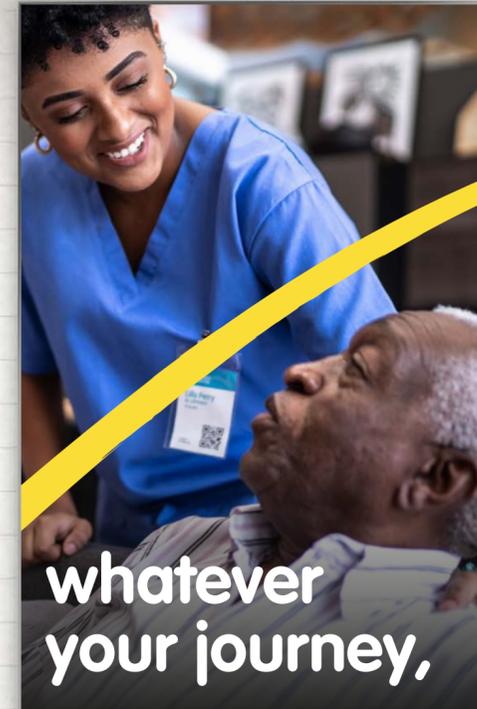


Our **website** will be consistent with our supportive messaging, and strengthen our dual local and national approach.

We will also **drive fundraising** through our dedicated Enthuse page.



Our **signage** will highlight stories from patients and families that hospices support.



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Join the Hospice UK team for the greatest marathon in the world and help us bring hospice care to everyone who needs it.

[Find out more at hospiceuk.org](https://www.hospiceuk.org)

We will **share stories** of hospice care for newsletters and marathon news magazine.

Hospice UK - Your Stories

<fundraising@hospiceuk.org>  
To: Jane Doe

Today at 11:57

hospiceuk

With *you* at the end



## Your stories

# Sam & Rob

Sam, Rob and their five children were the living vision of a happy, contented family life. On their first date, Rob even announced that he intended to marry Sam - and the rest, according to Sam, was 'a magical whirlwind'.

After having their first child together in 2016, a trip to the doctors to investigate a relatively unsuspecting sore ankle left Rob with a terminal diagnosis of motor neurone disease, which Sam called 'our worst nightmare'.

The next two years were an incredibly tough journey for Rob, Sam and their family. But they faced every challenge and hurdle by supporting





Our **runners vests** will celebrate the people who motivate us.



Our **yellow ribbons** will unite our 200+ Hospices and the marathon runners on the day.



Our **enroute signage** will highlight the different communities that hospices benefit by sharing the individual stories of both runners and patients from hospices across the UK.

Passers-by can scan the QR codes to read the stories which will bring to life why hospice care is so important to them.



# Our Hospice UK stand at the TCS London Marathon Running Show will engage attendees and build excitement.



Highlighting Hospice UK Cheer Points along the marathon route.

Pinned map highlighting 200+ Hospices throughout the UK.

For my Mum, Helen

Attendees can plant a sunflower and share who they are running for, creating an impactful and meaningful installation.

Hospice UK video content sharing stories and highlighting the impact of our work.

A finish line installation for photo opportunities and attendee engagement.

“You matter because you are you.  
You matter to the last moment of your  
life, and we will do all we can, not only  
to help you die peacefully, but also to  
live until you die.”

— Dame Cicely Saunders

Thank you

  
hospice<sup>UK</sup>

