

Best Not for profit/Charity Internal Wellbeing Programme

THIS CAN
GLOBAL AWARDS
2025

HAPPEN.

in association with
A&O SHEARMAN

Winner //

HELEN & DOUGLAS HOUSE

This award honours those not-for-profit and charitable organisations for their internal wellbeing programmes. Entrants should outline how they support their colleague's wellbeing.

Helen & Douglas House is a children's hospice in Oxford supporting families caring for terminally ill babies and children. Alongside its clinical and care teams, the charity also includes over 25 retail shops and a range of support staff in fundraising, marketing, HR, and finance. Recognising the emotional intensity of palliative care and the diverse challenges across departments, the organisation set out to develop a unified Wellbeing Strategy that would support every employee – whether working on the frontline or behind the scenes.

A Whole-Organisation Wellbeing Strategy

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Wellbeing Strategy shaped through engagement surveys, focus groups, and wellbeing metrics, ensuring that every voice – from nurses to retail managers – was heard.

The strategy was co-created with input from executive leadership, trustees, and staff networks, blending clinical expertise with grassroots insight. While the strategy was being finalised, the organisation continued to expand its wellbeing offer, including access to counselling, financial coaching, occupational health services, and peer-led support for managers.

Where would we like to get to by when and how do we bridge the gap

The Well-Being Strategy will sit across all areas of the organisation, with a focus on creating a Well-Being culture which is championed at all levels, prevention focussed and improves our standards and practices. With the purpose of having a positive impact on the diverse individual needs of all. We need to ensure we have an understanding of the distinctly different stressors across the organisation from the clinical environment to frontline retail, hybrid staff and support services.

This is an ongoing strategy which will develop and evolve over time with the ever-changing landscape of working life. The first year will involve introducing Well-Being, action planning and aligning to our organisational strategy and priorities. The second year will be focussed on embedding Well-Being across the organisation, with the third year about living and breathing our Well-Being initiatives.

Our Well-Being Strategy will focus on 5 key pillars to Well-Being



The Wellbeing Strategy sets out the commitment to creating a compassionate, inclusive environment where everyone can thrive

Awareness was strengthened through Lunch & Learn sessions featuring expert speakers on topics such as menopause, suicide, and neurodiversity, while "The Big Wellbeing Conversation" brought together clinical, retail, and office teams to share experiences and guide the next phase.

Tangible Change & Cultural Impact

Early outcomes show measurable progress in employee confidence and access to wellbeing resources. Staff feedback highlights a stronger sense of support and emotional safety. One

of the most impactful achievements was the creation of a dedicated staff room for clinical teams – a peaceful space for rest and recovery that has significantly boosted morale and resilience.

The charity's network of Mental Health First Aiders has become central to its wellbeing culture, ensuring visible and trusted support across all teams. These MHFAs have helped normalise open conversations around mental health, reducing stigma and strengthening the sense of connection between colleagues. ■

Judges' comments

- + Thoughtful co-creation, clear objectives, and continuous support.
- + Impressive engagement and tangible outcomes.

HIGHLY COMMENDED

→ Alzheimer's Society

SHORTLISTED

→ Dementia UK

→ Alzheimer's Society