

Charity Engagement Strategy for Bereavement Services

1. Strategic Purpose

To build meaningful, ethical, and sustainable relationships with charities that enhance emotional, practical, and social support for bereaved families before, during, and after the funeral service.

2. Core Objectives

1. **Enhance Support Services:** Provide families with access to high-quality bereavement resources, counselling, and specialised support.
2. **Strengthen Community Trust:** Demonstrate social responsibility and transparency through charitable partnerships.
3. **Increase Awareness of Support:** Ensure every family knows where and how to access additional help.
4. **Support Vulnerable Groups:** Tailor partnerships to families facing financial hardship, traumatic loss, disability, or cultural needs.
5. **Promote Staff Capability:** Equip staff with tools, training, and networks to signpost families effectively.

3. Priority Charity Categories

These categories ensure a holistic approach to bereavement care:

A. General Bereavement Support Charities - Providing emotional and practical support; host support groups.

- Cruse Bereavement Support
- Local grief counselling charities

B. Child & Young Adult Bereavement Services - Assisting families coping with the loss of a child or supporting bereaved children.

- Winston's Wish / local children's support groups
- Children's Bereavement Centre
- The Emily Harris Foundation

C. Mental Health & Trauma Organisations - Providing crisis support, therapeutic referrals, and trauma-informed resources.

- Mind
- Samaritans

- PTSD organisations

D. End-of-Life, Hospice & Palliative Charities - Supporting continuity between end-of-life care and bereavement.

- John Eastwood Hospice
- Beaumont House Hospice Care
- Macmillan
- Marie Curie

E. Financial Assistance & Welfare Charities - Assisting families struggling with funeral costs.

- Government Funeral Fund
- Quaker Social Action
- Nottinghamshire Miners Welfare Trust Fund

F. Community and Cultural Groups - Ensuring respectful, culturally competent support.

- Pink Therapy
- Stonewall
- Muslim Bereavement Support Service
- Sikh Helpline
- Faith organisations, cultural associations, LGBTQ+ charities

4. Engagement Pillars & Actions

Pillar 1: Partnership Development

Actions:

- Map local and national charities that align with bereavement themes.
- Conduct quarterly outreach to form collaboration agreements.
- Develop clear referral pathways for families (including permission protocols).

Pillar 2: Enhanced Family Support & Resources

Actions:

- Provide a “Support After Loss” booklet featuring partner charities.
- Offer private rooms for charity-led sessions (counselling, group support).
- Implement a digital bereavement resource hub on the crematorium website.
- Create accessible materials (e.g., for families with disabilities, translations).
- Introduce specialist support for sudden or traumatic loss.

Pillar 3: Staff Training & Sector Development

Actions:

- Deliver bereavement awareness sessions with charity specialists.
- Train staff on sensitive signposting and trauma-informed communication.
- Build a “Guided Referral Checklist” for staff to support families consistently.
- Partner with charities to deliver workshops (e.g., child grief, suicide loss, dementia).

Pillar 4: Community Engagement & Events

Actions:

- Host remembrance events in collaboration with charities (e.g., Wave of Light).
- Sponsor awareness weeks (e.g., Dying Matters Week, Baby Loss Awareness Week).
- Provide charity information tables in waiting areas.
- Offer chapel or gardens for fundraising or reflective events.

Pillar 5: Communication & Awareness

Actions:

- Create a clear communications plan promoting available support.
- Spotlight charity partners on social media and newsletters.
- Produce short video stories explaining how charities help.
- Ensure consistent messaging across staff, signage, printed materials, and website.

Pillar 6: Ethical Governance & Partnership Assurance

Actions:

- Screen partners to ensure ethical governance and safeguarding.
- Define roles, expectations, and boundaries in a Partnership Charter.
- Ensure no charity promotion appears exploitative or commercialised.
- Monitor feedback from families regarding effectiveness and sensitivity.

5. Measuring Success

Use KPIs aligned with family well-being, partnership strength, and operational impact:

Quantitative Indicators

- Number of families signposted to charities
- Number of charity-led sessions delivered on site
- Attendance at support events
- Staff trained in bereavement support
- Digital resource usage

Qualitative Indicators

- Family satisfaction feedback
- Partner charity feedback
- Staff confidence levels
- Case studies showing improved family outcomes

Action Plan

Timeframe	Action	Additional Information
1-3 months	Conduct partner-mapping exercise	
	Meet 3–5 priority charities	1. The Emily Harris Foundation 2. Bereavement by Suicide 3.
	Create draft bereavement support booklet	Information already collated but requires review in line with current charity network
	Agree internal signposting process	
3-6 months	Launch staff training with first charity partner	Charity to be selected in line with need
	Publish online bereavement resource hub	In line with website enhancements and increased social media presence
	Establish referral pathways	Linked to signposting process
	Host first charity-partnered community support event	Consideration to be made in line with available space and key themes
	Promote support services through social channels	
	Gather first round of feedback from families & staff	
6-12 months	Become a recognised community hub for bereavement wellness	
	Formalise multi-charity partnership network	
	Launch annual remembrance and support programme	An enhancement of the existing events calendar
	Offer voluntary peer-support groups onsite	