

Hospice Care Week 2026

Press release template and pitching tips

Hospice Care Week 2026: Don't leave hospice care to chance

[LOCAL HOSPICE] urges people to help ensure hospice care is there for everyone who needs it.

[LOCAL HOSPICE] is calling for action to ensure people do not have to leave access to vital hospice care to chance, as Hospice Care Week 2026 highlights unequal access facing people at the end of life.

Hospice care eases the physical and emotional pain of death and dying, helping people focus on living, right until the end. But nearly 1 in 3 people do not get the care they need at the end of their lives, and where someone lives can affect their chance of getting the support they need.

This Hospice Care Week, running from 5 -11 October 2026, [LOCAL HOSPICE] is joining hospices across the UK to say: "Don't leave hospice care to chance."

On average, government funding covers only around 40% of the cost of care provided by adult hospices and around one third for children's hospices, meaning they rely heavily on their local communities to raise the money needed to provide care.

Local communities give generously to support their hospices, from taking part in fundraising events and challenges to volunteering their time and making donations. This generosity is what helps hospices provide vital care every day, and [LOCAL HOSPICE] is incredibly grateful to everyone in the local community who helps make its work possible.

But access to hospice care should not depend on how much a community is able to give. Communities do not all have the same ability to fundraise, while the amount of government funding individual hospices receive can also vary dramatically. This means where someone lives can affect not only whether hospice care is available, but how much care their local hospice can provide.

A broken funding model and rising costs mean hospices are under pressure like never before. Nearly 6 in 10 hospices have either made or are considering cuts to frontline services, meaning in many areas the chance of being able to access hospice care is shrinking.

Hospices are underfunded, underutilised and under more pressure than ever. And hospice funding can be down to the roll of the dice, leaving their future uncertain.

But one thing that is certain is rising demand for their care. Up to 90% of people who died would benefit from palliative care, and this will only increase.

Everyone deserves high-quality hospice care, whoever they are, and wherever they live.

[LOCAL HOSPICE - INFO ON YOUR SITUATION]

[QUOTE FROM HOSPICE SPOKESPERSON]

[SECOND QUOTE - OPTIONAL, FROM A CASE STUDY - A PATIENT/FAMILY MEMBER OR FUNDRAISER]

Hospice care should not be something people have to be lucky enough to access.

Everyone deserves high-quality, compassionate care at the end of life, whoever they are and wherever they live.

ENDS

Notes to Editors:

About Hospice Care Week

Hospice Care Week takes place from 5-11 October 2026. This year's theme is "Don't leave hospice care to chance", highlighting the importance of ensuring everyone can access high-quality hospice care.

Key statistics and references

- Nearly 1 in 3 people who need palliative care miss out on the support they need – stat from Marie Curie, cited 2026, more info [here](#)
- On average, government funding covers only around 40% of the cost of care provided by adult hospices and around one third of the cost for children's hospices – stat from [here](#)
- Nearly 6 in 10 hospices have either made or are considering cuts to frontline services – these findings come from Hospice UK's financial benchmarking report for the quarter ending 31 December 2025, based on a survey of 107 hospices
- Up to 90% of people who die would benefit from palliative care – data from Marie Curie - [How many people need palliative care? Updated estimates of palliative care need across the UK, 2017-2021. Data and evidence briefing.](#) [cited 2025 Oct 23]

Pitching tips for hospices

This year's theme: don't leave hospice care to chance

Hospice Care Week is a chance to show your local community why hospice care matters, and why everyone should be able to access it, wherever they live.

The strongest media stories will bring the campaign to life locally. Rather than simply sending journalists the national statistics (which are still powerful), it would be more effective to look for a local case study or local issue that shows what it means when hospice care cannot be guaranteed.

Key messages:

Hospice care should never be left to chance.

- Hospice care is essential, but too many people miss out. Nearly 1 in 3 who need palliative care miss out on the support they need. And where you live affects your chance of getting the right care.
- Government funding only covers around 40% of the cost of care delivered by hospices, the rest relies on the chance of your local community being able to fundraise enough to pay for their essential care – and some can raise more than others.
- And that 40% is just an average – in reality the amount of government funding hospices receive varies wildly meaning the amount hospices receive can be left to the luck of the draw.
- With a broken funding model and rising costs, hospices are under pressure like never before, meaning there's a chance your local hospice may be one of the 6 in 10 who have made or are planning frontline service cuts this year. This means fewer beds available and fewer visits made as care is scaled back in some areas.
- Hospices are underfunded, underutilised and under more pressure than ever. And hospice funding can be down to the roll of the dice, leaving their future uncertain.
- But one thing that is certain is rising demand for their care. Up to 90% of people who died would benefit from palliative care, and this will only increase.
- Everyone deserves high-quality hospice care, whoever they are, and wherever they live.

- Join us this Hospice Care Week to say: don't leave hospice care to chance. Help it to be there, for all, for now, forever.

1. **Start with a strong local hook**

You could brainstorm with colleagues and have a think about:

- What does hospice care mean to people in our local area?
- What would happen if we couldn't provide our services?
- How much of our funding comes from charitable donations? How much do we need to fundraise every day/week/month to provide our services
- Have we had to cut any services because of financial pressure?
- Do we have a patient or family who could tell their story?

All of these angles can be reinforced with the key messages above, emphasising that hospice care shouldn't be left to chance, hospices should be properly funded to provide their care to everyone who needs it.

2. **Centre the story about a strong case study**

A patient, family member, nurse, doctor, volunteer or fundraiser can bring the story to life. Look for someone who can explain what hospice care has meant to them and why everyone should be able to access it.

Make sure you have consent from the case study before placing their story and check in with them to see if there are any particular media outlets they would not be happy with their story being used.

Frame the story with our key messages for Hospice Care Week (above), urging readers, listeners to understand that incredible care like this shouldn't be left to chance.

3. **Keep your pitch short and snappy**

A good pitch should quickly tell the journalist:

What's happening, why it matters locally, who they can speak to/what they can film.

You can always give the journalist a ring (if you can find their number) if they are not very responsive on email.

4. **Send journalists strong images or videos**

Local media are much more likely to be interested in a story if there are eye-catching images/videos.

Think about what you can offer alongside the story, e.g. a patient or family member who is happy to be photographed, hospice staff at work, volunteers working, your CEO talking about issues the hospice is facing etc.

Always make sure you have the appropriate consent for photography and filming.