



Entrant company name: **Great Ormond Street Hospital Charity**

Category: **In-house PR Team of the Year**

Team overview

Headcount: 13

Annual budget: £125,000

Context

The past two years have been among the most challenging in the charity sector's history, with a cost-of-living crisis placing huge pressure on donations. Against this backdrop, Great Ormond Street Hospital Charity's (GOSH Charity) PR Team has delivered outstanding results.

At a time when standing out has never been harder, we've turned mass awareness into financial support which has led to life-changing funds for seriously ill children at the hospital.

Beyond delivering outstanding results, our team is passionate about the work of the hospital, consistently going above and beyond to make a difference for seriously ill children. We foster a supportive culture where creativity and collaboration are encouraged. Our 2024 staff survey showed that 90% of the team said they feel proud to work here – 13% above industry average.

Performance against objectives

Our core mission is to help transform the lives of seriously ill children at GOSH. Our primary PR objectives were to build brand fame and convert awareness into financial support, helping to raise an ambitious target of £96m net by 2025. Over the past two years, we have:

- Increased media coverage by circa 25% year on year (Jan 2023-Dec 23 to Jan 2024-Dec 24)
- Increased adult population reach by a whopping 30% (from 55% in Jan 24 to 85% Jan 25)

- Amplified the voices of seriously ill children and families with thousands of stories shared across all channels
- Secured support from over 90 celebrities in 2024
- Successfully launched our refreshed brand in June 2024
- Delivered mass-awareness campaigns including our record-breaking Build It Beat It appeal
- Handled multiple reputational risks with expert crisis safeguarding our brand

Strategy

In 24/25, we set out to:

1. Increase reach to keep GOSH Charity front of mind through delivering high impact campaigns, powerful stories and celebrity relations
2. Deepen engagement by strengthening connections with celebrities, families and stakeholders
3. Protect our reputation through navigating risk
4. Launch our refreshed brand in June 2024

Commitment to CPD and professionalism

Our PR Team is dedicated to staying at the cutting edge of PR. We actively network, attend events and invest in training including LinkedIn Learning.

To ensure we remain ahead of emerging trends, in the last year, we invited agencies and sector experts to deliver training on topics ranging from crisis communications to social media trends to AI.

Most recently, one of the team attended CIPR's AI and reputational risk course, reinforcing our commitment to learning in an evolving landscape. The team also delivers talks across our industry.

Outstanding achievements

We successfully delivered the Build It Beat It campaign raising £177m to date, showcasing the power of public awareness and engagement. We also delivered a successful brand refresh in June 2024, repositioning GOSH Charity as ensuring no childhood is lost to serious illness securing 180+ pieces of coverage, of which 87% included a brand message.

Additionally, despite handling reputational risks around patient safety, fundraising agencies and a data breach, GOSH Charity maintained its position as the UK's 5th most loved charity in Jan 2025.

We secured high-profile celebrity support from Claudia Winkleman, Holly Willoughby, Emma Raducanu, Glen Powell, Jonathon Ross, Sophie Ellis-Bextor, Pixie Lott and DanTDM supporting our PR initiatives, boosting awareness.

Our standout Christmas campaign utilised creative stories and ideas which led to 523 pieces of coverage across national and regional media, reaching 82% of UK adults.

Campaign spotlight

In 2023, GOSH Charity set out to publicly fund the world's most advanced Children's Cancer Centre, transforming childhood cancer treatment and care to save more children's lives. As our most ambitious appeal to date, the goal is to raise £300m. We are proud of sustaining momentum in 2024.

Objectives

1. Position GOSH Charity as the UK's most credible voice in children's cancer care
2. Inspire donations with emotive storytelling and content, giving patients and families a voice to share their experiences
3. Secure mass media coverage and engagement to reach new supporters
4. Leverage high-profile celebrity support and brand partnerships to amplify the appeal

Strategy and tactics

In 2024, we delivered a powerful, integrated campaign that kept childhood cancer at the forefront of public attention while driving funds and awareness for our Build It Beat It campaign.

- Media - secured an exclusive ITV's This Morning coverage from the cancer ward, with emotive stories placed in the Daily Mirror, Daily Mail and 200+ outlets which reached our audiences
- Breakthroughs – launched a study offering new hope to children with aggressive blood cancer (160 pieces) and piggybacked on back-to-school with a story about a patient who was cancer-free (156 pieces). RBC Race for the Kids further amplified media attention
- Thought leadership – positioned GOSH Charity as a sector-leader in key industry titles.
- Celebrities – we secured astronaut Tim Peake, Laura Whitmore and Dame Denise Lewis endorse the appeal from attending events to driving social coverage
- Partnerships – we leveraged strategic partnerships to drive income and awareness. Omaze pledged £10m to our appeal and actor Tom Felton was the face of the advertising campaign which also drove social engagement

Output and outcomes

- Total coverage secured: 716 pieces across national, regional and broadcast
- Total adult population reach: 57% (target 20%)
- Key message delivery: 90% (target 60%)
- Brand awareness uplift of GOSH Charity and centre: 7% increase
- Total raised to date: £177m towards £300m in 2027

Budget

- £0k - apart from staff costs, we carried out media hooks for free
- £15k Cision – media monitoring and analysis

Why should we win?

In a period where our industry must fight harder than ever for attention, trust and funds, our small but mighty PR team has delivered exceptional and measurable results. The PR team has consistently exceeded all targets across the period to support the ambitious fundraising targets and we have tackled complex reputational risks.

This is in-house PR at its best. We are agile, strategic, great communicators, and passionate about helping transform the lives of seriously ill children at GOSH.

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.