

MEDIA INFORMATION

Visit us at the PGB Lounge at the top of Main Avenue
Map ref: RHW290

May 2025

PROJECT GIVING BACK'S PHILANTHROPIC MODEL INSPIRES MORE GARDENS FOR GOOD CAUSES THAN EVER AT RHS CHELSEA 2025



Project Giving Back's successful model of creative philanthropy is inspiring other organisations to 'give back' by partnering with charities to create gardens at RHS Chelsea Flower Show. In 2019, before Project Giving Back (PGB) was established to fund gardens for good causes at RHS Chelsea, just four out of 25 gardens (16%)¹ were linked to a charitable cause. At the 2025 show, 15 out of 20 gardens (75%)² have been inspired by a good cause or have a charity beneficiary following the show.

At the RHS Chelsea Flower Show 2025 (20-24 May), PGB will sponsor a total of ten gardens for UK charities including **The King's Trust**, **Hospice UK** and **The Wildlife Trusts**. When the project ends in 2026, it will have funded at least 60 gardens, all of which will have a life after RHS Chelsea in permanent locations around the UK.

James Wren, Director of Development & Corporate Partnerships at the Royal Horticultural Society says; "Since Project Giving Back started funding gardens for good causes at RHS Chelsea Flower Show three years ago, we are pleased to have welcomed many more charity gardens on display with charities of all sizes using the event to raise their profile and reach new audiences. This year the proportion of show gardens with charitable links is higher than ever and we are very grateful to PGB for their support and for helping to inspire other philanthropists and businesses to partner with the RHS and other good causes."

¹ Greenfingers charity in the 'Show Garden' category, CAMFED in the 'Space to Grow' category and MND Association and The Donkey Sanctuary in the 'Artisan Garden' category

² Four out of five 'Show Gardens', two out of 11 'Small Show Gardens' and all four 'All About Plants' gardens at RHS Chelsea 2025 are funded by PGB.

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PGB's 2025 cohort includes award-winning designers **Jo Thompson, Joe Perkins, Thomas Hoblyn, Nigel Dunnett**, and **Allon Hoskin** and **Robert Beaudin** of Modular. They join RHS Chelsea newcomers Nick Burton and Duncan Hall, Zoe Claymore, Katy Terry, Nicola Oakey and Ryan McMahon.

Alexandra Denman, Trustee of Project Giving Back and Show Director of the Royal Windsor Flower Show, says; "The generosity of PGB's founders, and the creative philanthropic model they have inspired, has had an incredible impact on gardens for good at RHS Chelsea. The show is an event like no other - it attracts an audience of millions, who want to be inspired by the incredible gardens on display each year. But given that creating a large show garden can be challenging, we believe they should also be used to deliver ongoing impact for a good cause or community after the show. The ripple effect of PGB funding will be felt for generations to come as relocated gardens are enjoyed, gardened and used by their communities as a living legacy of their time in the spotlight at RHS Chelsea."

PGB fully funds gardens at RHS Chelsea and gives charities the opportunity to offer existing and potential supporters 'money-can't-buy' experiences at the show. They also have the chance to speak directly to an audience of over 160,000 at the show and millions more via media coverage. This gift of opportunity generates significant engagement for charities associated with the gardens, resulting in new supporters and fundraising.

Some stand-out results from PGB-funded gardens include:

- Centrepunt received a £3m donation from a major donor a year after visiting their show garden (2023)
- The RNLI raised £800K from major donors at one private evening event (2022)
- Horatio's Garden raised £200K at the show (2023)
- Bowel Research UK raised £175K for their garden appeal associated with the RHS Chelsea garden (2024)
- Muscular Dystrophy UK raised £40K from guests invited to the show (2024)
- The Mind Garden generated media coverage worth £7 million (2022)
- In 2024, PGB funded gardens generated over 1,700 press articles, reaching an estimated audience of 837.5m.
- NGS received 1.4 million views on their website during May 2024.

Beyond the show, it is clear to see these gardens already making a real difference. Since 2022, Core Arts has been transforming the land behind St Barnabas Church, Hackney into a new community garden incorporating the Core Arts Garden created for RHS Chelsea 2022. Core Arts is a leading mental health charity providing services for people referred through health and social care services - through Core Landscapes it provides gardening programmes and the volunteers have helped create and care for this new garden.

One volunteer, referred by her GP due to depression and anxiety, works in the garden every week. She says: "The land was desolate before so the transformation has been amazing and it continues to surprise me, every week there's something new being done. Even on a grey day the garden is special. Coming here has helped build my confidence and self-esteem - I feel valued and welcome. I usually come a bit early and just sit there watching the birds and squirrels."

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With its final year at RHS Chelsea approaching, Project Giving Back leaves behind a legacy of philanthropy, inspiring future partnerships to use gardens as a force for good.

For more information, visit www.givingback.org.uk

RHS Chelsea Flower Show runs from 20 - 24 May 2025.

ENDS

Download RHS Chelsea 2025 garden visuals [here](#)

Download images of relocated gardens supported by PGB [here](#)

For media enquiries about Project Giving Back, please contact Clare Johnson at Bloom PR & Communications at clare@bloom-pr.co.uk

NOTES FOR EDITORS

The ten gardens supported by Project Giving Back in 2025 are:

Show Gardens:

- The King's Trust Garden: Seeding Success, designed by Joe Perkins
- The Glasshouse Garden, designed by Jo Thompson
- The Hospice UK Garden of Compassion, designed by Thomas Hoblyn
- The Down's Syndrome Scotland Garden, designed by Duncan Hall and Nick Burton
- The Pathway Garden, designed by Allon Hoskin and Robert Beaudin
- The Hospitalfield Arts Garden is designed by Nigel Dunnett

All About Plants Gardens:

- The ADHD Foundation Garden designed by Katy Terry
- The Seawilding Garden designed by Ryan McMahon
- The Songbird Survival Garden designed by Nicola Oakey
- The Wildlife Trusts' British Rainforest Garden designed by Zoe Claymore

About Project Giving Back

Project Giving Back (PGB) is a unique grant-making charity that provides funding for gardens for good causes at the RHS Chelsea Flower Show. PGB was launched in May 2021 in response to the Covid-19 pandemic and its devastating effects on UK charitable fundraising - effects that have since been exacerbated by the cost of living crisis.

PGB will fund 10 gardens at the RHS Chelsea Flower Show in 2025 and intends to fund at least 60 gardens inspired by a range of good causes from 2022 to 2026.

PGB aims to boost UK-based good causes by giving them an opportunity to raise awareness of their work at the high-profile RHS Chelsea Flower Show, as well as supporting the relocation of the gardens to permanent homes after the show where they can continue to benefit the charities and their communities.

Find out more at www.givingback.org.uk.

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