
GARDENS FOR GOOD CAUSES MAKE AN IMPACT AT RHS CHELSEA FLOWER SHOW

Since Project Giving Back started funding gardens for good causes at RHS Chelsea Flower Show in 2022, the unique grant-making charity has had significant impact not only on the world-famous flower show, but also on the communities where the gardens find permanent homes.

Project Giving Back exists to give UK-registered charities the opportunity to raise awareness of their work by creating gardens at RHS Chelsea Flower Show. All 60 gardens it will fund between 2022 and 2026 will have a life after RHS Chelsea in permanent locations around the UK.

Hattie Ghai, CEO of Project Giving Back, says; “RHS Chelsea Flower Show gives charities access to huge international audiences and thousands of garden-loving visitors, making it a valuable platform for fundraising. One of the charities we supported reported receiving £800,000 in donations as a result of a private evening reception it held at RHS Chelsea and another recorded more than 200 pieces of media coverage during show week alone. The charities also notice massive spikes in their website traffic and social media engagement around their presence at the show. We believe that giving charities the gift of an opportunity rather than direct funding creates a philanthropic ripple effect, bringing positive impact in a wide variety of ways.”

Some of the most significant outcomes reported by charities involved in PGB funded gardens include:

- RNLI raised £800,000 from major donors at a private evening event
- 185 people received support from Samaritans as a direct result of seeing the garden
- £50,000 was pledged to Fauna & Flora International in a single donation as a result of the show garden
- Mind achieved over 200 pieces of media coverage including national newspapers, radio and broadcast
- Over £200,000 raised at the show by Horatio’s Garden
- Social media reach of 4.4m for Sadler’s Wells East during May 2023
- £61,000 raised by Myeloma UK at events during show week
- Rewilding Britain increased website visitors by 35k in the two months leading up to RHS Chelsea

Bowel Research UK, one of the 15 charities funded by PGB at RHS Chelsea 2024, has already witnessed some of the benefits. Daniel Magson, Director of Engagement, Marketing & Income Generation at the charity, said:

“When we received PGB funding for our Microbiome Garden we understood this would be an ‘opportunity of a lifetime’. Before the show has even started, we’ve already achieved some truly incredible things including raising over £120,000 for our microbiome research appeal associated with the garden, which is around half

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our target. Our charity's annual income is approximately £1.6m, so this really has made a significant impact on our research funding capability and our long-term brand awareness and potential."

While the gardens offer a wide range of opportunities for the charities that inspire them, it is the tangible impact on individuals that really demonstrate why gardens and good causes are such an obvious fit. Glenn Mahaffy is a peer support worker at Mind in Furness, where the Mind Garden designed by Andy Sturgeon for RHS Chelsea 2022 was relocated to. Glenn knows from personal experience the positive impact of gardens, having turned to Mind himself twenty years ago when he was suffering from severe depression.

Glenn comments: "Barrow is an industrial town and this is a rundown and deprived neighbourhood, so having a Chelsea garden is quite something. It's making a real impact on people's lives and the sense of wellbeing it brings means so much to me because I've been through tough times myself. We see people at their very lowest and help them towards recovery. It's very special to have this garden, which itself has been recovered from a brownfield site, and use it to help nurture others."

After last year's RHS Chelsea, the School Food Matters Garden designed by Harry Holding was split between two different schools: the Alec Reed Academy Primary in Ealing and the Beacon CE Primary School in Liverpool. These two permanent green spaces are providing a wide range of positive benefits for the children and their communities.

Katie White, a teacher at Alec Reed Academy Primary, comments: "A school garden is important particularly because so many of our pupils don't have a garden at home, perhaps they live in a flat or their parents are too busy to take them to the park. The garden gives children an opportunity to be outside, explore how food is grown and experience nature and wildlife. Having a calm space to relax in nature is especially helpful for children with additional needs. One boy who struggles with learning in the classroom joined the Eco Club and I've never seen someone so engaged with pulling out weeds. He was so cheerful, helping other children whereas usually he is the one needing help. A garden provides opportunities for different types of skills to be valued."

The fifteen gardens supported by Project Giving Back in 2024 are:

Show Gardens:

- Muscular Dystrophy UK Forest Bathing Garden, designed by Ula Maria
- National Autistic Society Garden, designed by Sophie Parmenter & Dido Milne
- National Garden Scheme Garden, designed by Tom Stuart-Smith
- St James's Church Piccadilly 'Imagine the world to be different' Garden, designed by Robert Myers
- Stroke Association's Garden for Recovery, designed by Miria Harris
- Terrence Higgins Trust Garden, designed by Matthew Childs
- WaterAid Garden, designed by Tom Massey & Je Ahn

Sanctuary Gardens:

- Freedom From Torture Garden: Growing With Hope, designed by John Warland & Emma O'Connell
- World Child Cancer's Nurturing Garden, designed by Giulio Giorgi

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All About Plants Gardens:

- Bowel Research UK Microbiome Garden, designed by Chris Hill and Sid Hill
- Planet Good Earth Garden, designed by Betongpark & Urban Organic
- Sue Ryder Grief Kind Garden, designed by Katherine Holland
- Panathlon Joy Garden, designed by Penelope Walker
- Pulp Friction Growing Garden, designed by Will Dutch and Tin-Tin Azure-Marxen
- Size of Wales Garden, designed by Studio Bristow

PGB intends to fund 10 gardens for good causes in 2025, all of which are currently going through the RHS application process. They will be announced by the RHS later in 2024. Discussions are ongoing about how funds will be allocated by PGB for gardens in 2026, with particular attention being given to areas of the UK that currently don't have a relocated garden, and charitable purposes that are yet to receive PGB funding.

Hattie Ghau says: "We have received over 500 expressions of interest from charities across the UK over the past three years and are keen to revisit some of the causes that have not yet been supported by PGB. We are working closely with the RHS team to ensure our final two years of funding gardens for good causes are truly memorable ones that leave a positive legacy of demonstrable impact. We hope to inspire the next generation of RHS Chelsea stewards and supporters to continue its long history of giving a platform to causes close to the hearts of show visitors and the wider gardening public."

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

Visit Project Giving Back at the RHS Chelsea Flower Show at location **RHW290**. RHS Chelsea Flower Show runs from 21 - 25 May 2024.

ENDS

Download images of relocated gardens from 2022 and 2023 [here](#)

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

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 a total of 15 gardens at RHS Chelsea Flower Show in 2024 and intends to fund up to 60 gardens inspired by a range of good causes at the show from 2022 - 2026.