

# Our Impact

Born from the power of Lounge's annual Feel Your Breast campaign, the Foundation is dedicated to making a genuine impact on deserving lives.

Since 2018, the Feel Your Breast campaign has raised over £1 million for breast cancer awareness. The Lounge Foundation was set up in 2023 to allow us to understand the ongoing impact from the campaign, and to really see the difference it makes.

As a Foundation, we collaborate with individuals, communities, and fellow charitable organisations to lead projects and provide grants that drive truly meaningful change. Here are just some of the things we have achieved so far.

*Some of our TLF  
community*



**£158,288.40**

donated to charity  
partners

Every donation from the Foundation is intentional and donations are always made with full knowledge of the direct impact it will have on women's and children's lives.

**4**

charity partners

We're so proud to be partnered with 4 incredible charities, made up of both long-standing and new partners - all of whom deliver life-changing support to women and children.

**42 families**

given funding to make  
forever memories

Through the Legacy Project, we've enabled women to spend precious quality time with their families to make forever memories for their children and loved ones.

**97**

grants given

The Legacy Project provides grants to women affected by cancer and supports them through all stages of their cancer journey - encompassing diagnosis, treatment, recovery, and beyond.

**670**

gifts donated

With the help of our Lounge team, we've donated hundreds of care and crafting gifts to Birmingham Women's and Children's Hospital, bringing joy and distraction to patients and their families.

**£685,317.23**

raised to support  
women & children

We've supported women affected by cancer in accessing therapy, helping them begin or continue their healing journey and process everything they've been through.

# Case Studies & Testimonials

## We are Changemakers

Our partnership with Birmingham Women's and Children's Hospital Charity is dedicated to transforming patient experiences through nurturing spaces and essential life-saving equipment. With over £100,000 contributed to projects like a nature-inspired entrance, a renewed emergency department, and a hospital cinema, we're helping to bring comfort, hope, and joy to children and their families when they need it most.

## The Legacy Project

**This is a truly special project.**

The Legacy Project offers grants to individuals navigating a cancer diagnosis, providing meaningful support during some of life's most challenging moments. Rooted in the experiences of the cancer community and guided by our inspiring Lounge Foundation Ambassadors, every grant we offer is shaped by real needs. We're committed to giving back in ways that are practical, thoughtful, and genuinely helpful to those who need it most.

*Some of our ambassadors*



## The Lounge Foundation Grant Beneficiaries



"The Lounge Foundation grant helped us immensely - we were able to do some substantial food shops, stocking up our pantry, and were able to get our car fixed. These were necessities for us; I cannot express how thankful we are!!"

*Kim*



"I was given a grant which I used to purchase wigs. They made me feel normal and look normal in a time in which I felt awful. I can't thank you enough for the help and will forever remember how you helped me."

*Jo*



"It really relieved the pressure of the ongoing cycle of working to survive. The grant allowed my husband to have a long-overdue break from work. We had a week off together and made some amazing memories with the children."

*Vicki*

None of this would have been possible without your generous support, *so thank you.*