



PROJECT

Giving Back

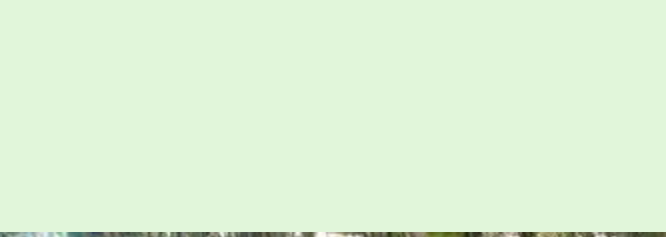
GARDENS FOR GOOD CAUSES



I blooming love flowers







RHS Chelsea Flower Show Visitor Profile

- Visitors are four times more likely to have a personal income of over £75k per annum
- Over 145,000 attendees in one week
- Over 100,000 clicks to RHS Chelsea web pages
- Over 13 hours of coverage on the BBC
- Print and online coverage reaching globally 956 million





This all sounds blooming
marvellous



Sign us up!



£250k





IWITOT:



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Gardens for good causes

We have supported 42 gardens at the RHS Chelsea Flower Show since PGB began in 2022. Each garden celebrates and draws attention to the work of charitable organisations, community interest groups, and educational programmes in the UK.



2023 Garden Relocations

All gardens supported by Project Giving Back at the RHS Chelsea Flower Show are repurposed in locations across the UK to create a lasting legacy for the causes they have been inspired by. Some are open for the public to visit all year round, while others live on at schools and other learning sites for future generations of gardeners.

GARDENS

1. The Natural Affinity Garden for Aspens
2. Centre for Mental Health's The Balance Garden
3. The Centrepiece Garden
4. The Choose Love Garden
5. The Fauna & Flora Garden
6. The National Brain Appeal's Rare Space Garden
7. Myeloma UK Garden - 'A Life Worth Living'
8. The Royal Entomological Society
9. The RSPCA Garden
10. The Sadler's Wells East Garden
11. The Samaritans' Listening Garden
12. The School Food Matters Garden
13. Talitha Arts Garden
14. Teapot Trust's Elsewhere Garden
15. Horatio's Garden



Where philanthropy
and horticulture meet.

A powerful platform for good causes

For charities of all sizes - from local causes to UK-wide institutions - Project Giving Back provides a once in a lifetime opportunity for exposure at one of the UK's best loved events.



“ Our week at RHS Chelsea was outstanding and surpassed our expectations. We achieved our aim of raising awareness of muscular dystrophies and were astounded by the amount of people that came and were excited to see us because they knew someone affected. On the final day, we invited anyone in a wheelchair onto the garden and the emotion and joy was unbelievable.

Debbie Hoods, Head of Philanthropy,
Partnerships & Ambassador Engagement
Muscular Dystrophy UK

“ I don't think we can underestimate the wider impact that the publicity from the RHS Chelsea Flower Show will have had on our community, or on the raising of awareness for those affected. Rather than Saturday being the end of the show, it was just the start of a new journey for the charity.

Michelle Anthony, Trustee
of Muscular Dystrophy UK



“

This was such a wonderful opportunity for us to raise awareness of our life-saving charity while also highlighting the RNLI's rich heritage and the incredible work of our dedicated volunteers.

Jayne George, RNLI Fundraising, Marketing & Media Director

£800k+

—

The amount raised by RNLI at one of their 'After Hours' events at the show.



Lifeboats





A unique opportunity for good causes in the UK

500%

increase in St James's Piccadilly social media reach during RHS Chelsea week

£200k+

—
Combined income raised at the show by Horatio's Garden

Cleve worked closely with Centrepoin to create an incredibly evocative design to shine a spotlight on our work. The Centrepoin Garden at RHS Chelsea Flower Show provided an unprecedented opportunity for us to reach new audiences inclined towards nurturing, through their love of gardening.

Seyi Obakin, CEO, Centrepoin



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To summarise:

Open to any charity

143,000 in person captive audience

Reach of millions on TV, online and print

Opportunity to engage with volunteers

Showcase your charity through an imaginative garden

Option for exclusive events

Post event engagement elsewhere in the UK



I **REALLY** blooming
love flowers

