ISSUE 1 | NOVEMBER 2026

THE DO GOOD CHARITY Newsletter



Welcome to Do Good

A new name.
The same purpose.
And more good to do.

Welcome to our first newsletter

Our name may be new, but what sits behind it certainly isn't. For more than 140 years in the UK, we have supported people to live the lives they choose, guided by our values of hospitality, compassion and respect.

The move from SJOG to The Do Good Charity gives us a clearer way to express that purpose and our ambition to be of more help to more people, while remaining firmly rooted in the heritage that has shaped our work.

So while our trading name has changed, our purpose hasn't.

And for our first newsletter, rather than simply tell you what we do, we'd like to introduce you to some of the people, projects and communities behind our work.

A new chapter for Kirsty

When Kirsty moved to Fairfield's in March 2025, Kirsty and her family were dealing with enormous change following the death of her dad, who had been her main caregiver.

Kirsty was in crisis and rarely went out into the community. One of the main aims of the move was to understand Kirsty's autism needs and build the right support and community around Kirsty to thrive.

Since then, there have been some remarkable changes.

Kirsty now asks to go out every day and has a bus pass. Kirsty has developed new independent living skills and can complete a personal-care routine with very little support. Communication has developed considerably too, with Kirsty now having conversations with colleagues and making jokes.







There have been significant changes to Kirsty's health as well with Kirsty making healthier choices around food since moving into our residential service - Fairfield's

Just as importantly, Kirsty has developed positive and meaningful relationships with family, enjoying walks, meals out, the panto, afternoon tea and picnics together.

Kirsty's family told us:

> *"What we are most proud of is how happy and content Kirsty seems now. Seeing her confidence grow and knowing she is living a better quality of life in an environment that supports her needs has been incredibly reassuring."*

Do Good in Action: Supporting autistic people when they need it most



Here to Help provides autism-informed suicide-prevention support. Through one-to-one support, workshops, drop-ins and peer opportunities, the programme helps people understand their mental health, develop practical strategies for managing anxiety and distress, and find appropriate support. Families and carers are supported too, helping to strengthen the network around the person.

Since June 2024, Here to Help directly supported **2,040 people**, while **97,000 resources were accessed**. The programme has also trained **2,309 professionals** across health, social care, education, emergency services and the voluntary sector.

Hear a parent's perspective:

Alison Hume MP, and Chair of the All-Party Parliamentary Group on Autism, recently spoke with the Here to Help team about how lived experience as a parent shaped a drive to improve support for autistic people and their families. In the conversation, Alison Hume MP reflects on turning personal frustration into a drive for change.



Watch or listen to the conversation:

- Watch on YouTube
- Listen on Spotify

Doing good in our communities

Recently, the people we support and colleagues from Lindisfarne Court joined volunteers from local community groups to help tidy their local area, improving paths and green spaces so they can be enjoyed by everyone. Afterwards, everyone was invited back to Lindisfarne Court, where volunteers enjoyed homemade scones and plenty of cups of tea, bringing our value of **Hospitality to life in a very simple way**.





One volunteer said:

"The volunteers had the pleasure of meeting some of the wonderful residents at Lindisfarne Court, who afterwards made everyone feel so welcome and treated the team to delicious homemade scones and plenty of cups of tea."

With Hospitality as one of our core values, it was important that everyone who gave their time was welcomed, appreciated and thanked. Sometimes making a difference really can be as simple as people coming together to make the community a better place.

Did you know?

The Do Good Charity directly supports more than **1,800 people** each month across **60 communities**.

Our work includes specialist housing, care and support for autistic people and disabled people, including people with complex health and care needs. We also provide accommodation and support for older people, including those living with dementia, and safe accommodation with trauma-informed support for survivors of modern slavery.

THE DO GOOD CHARITY
disability services

THE DO GOOD CHARITY
autism & complex care

THE DO GOOD CHARITY
older communities

THE DO GOOD CHARITY
modern day slavery

Doing good isn't something we do alone.

Our work is shaped by the people we support and strengthened by families, colleagues, volunteers, partners, funders and supporters who contribute in all sorts of different ways.



We're delighted to have received support from **Screwfix Foundation** and the **Albert Gubay Charitable Foundation** towards our capital campaign focused on replacing the roof at The Old Vicarage. The Old Vicarage provides 24-hour care and support for autistic people with complex needs, aged 18-65 years old.

Donate to support our work and help us to do more good

Donate today

A little more giving this Advent...

Support us while you shop with easyfundraising

As Advent begins, it's a time when we naturally think a little more about giving. If you're also shopping the Black Friday and Cyber Monday sales, you can make those purchases go a little further. Shop through easyfundraising with over 8,000 participating retailers and you can raise free donations for The Do Good Charity at no extra cost to you.

Click here

Would you like to be part of our **Do Good** Story?

Follow us - share our news and stories across your networks

Speak to us about how you would like to be involved

fundraising@dogood.org.uk

Stay connected. There's plenty more to come.

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