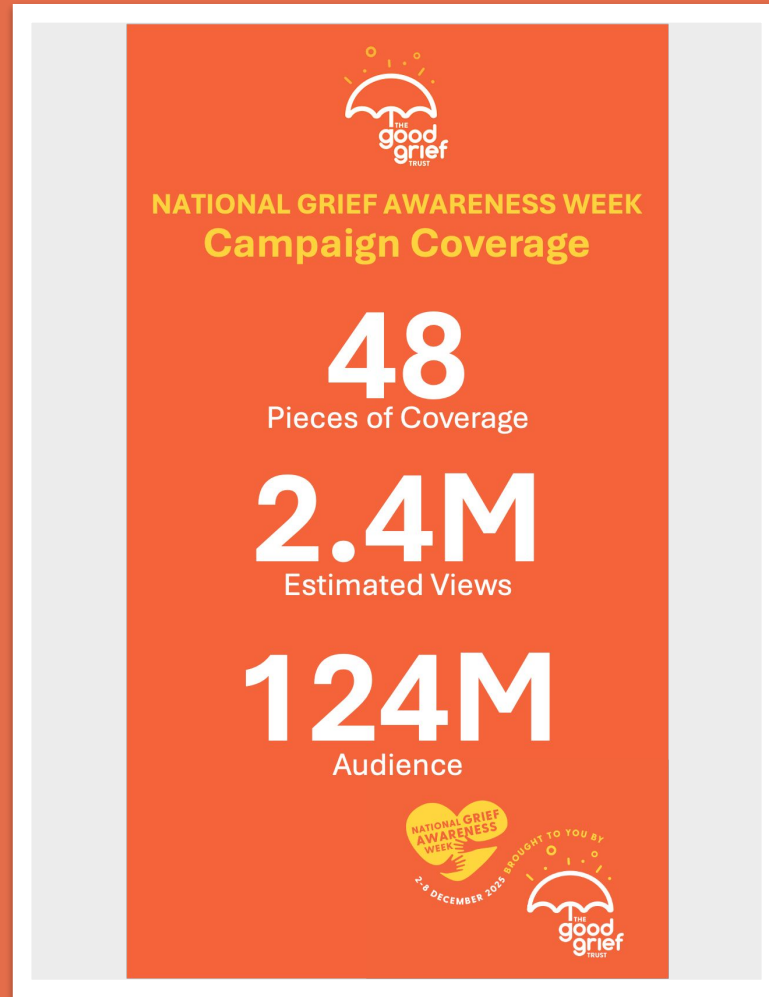




Help and hope in one place



National Grief Awareness Week 2025

WELCOME



National Grief Awareness Week 2026

NATIONAL GRIEF
AWARENESS WEEK
2-8 DECEMBER 2026

Thread
of
Hope



National Grief Awareness Week 2026

"After Goodbye, young or old we are all connected, by a Thread of Hope"

'AFTER GOODBYE' is the overarching theme of our NGAW '26 campaign.

It's a campaign based around the whole community, with this coming year especially focused on young people experiencing bereavement in some form.

The campaign is based around HOPE – which is always the central message of The Good Grief Trust.

One day, every family will face goodbyes, but grief doesn't mean we have to face it alone. We are focussing on what happens after a death, and the connections that help us keep going.

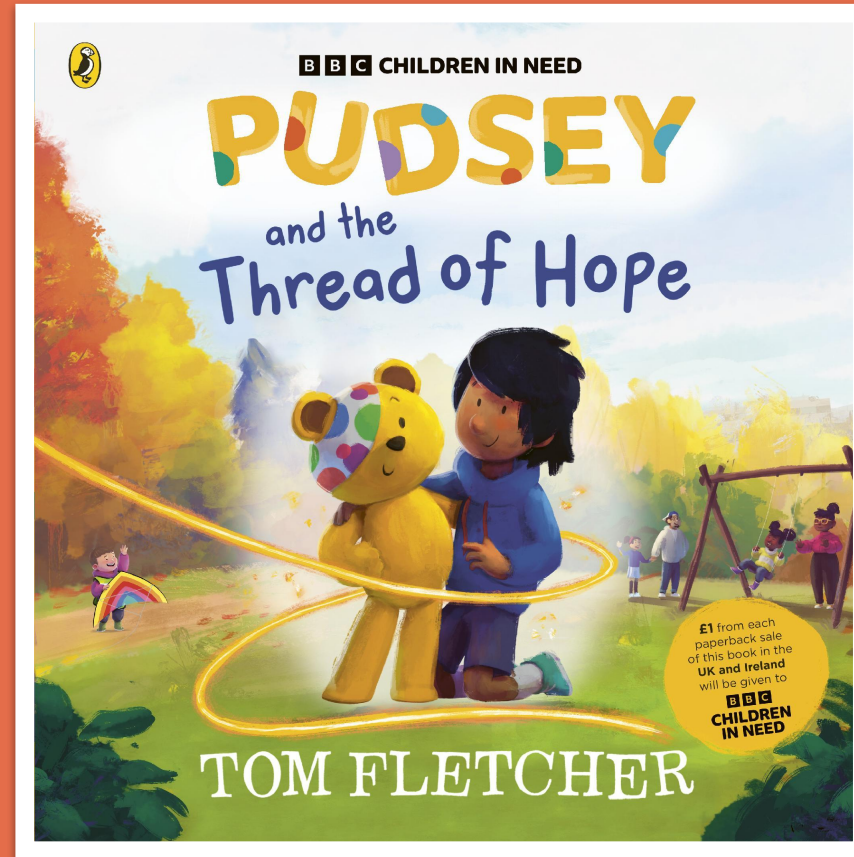
The campaign aims to create a shared space for charities, families and communities to talk more openly about death, understand grief and support one another.

We are planning to bring communities together around one simple idea, that 'after goodbye' we are all connected, young or old, by A Thread of Hope...



National Grief Awareness Week 2026

WE'RE SUPPORTING
BBC
CHILDREN
IN NEED



Help and hope in one place

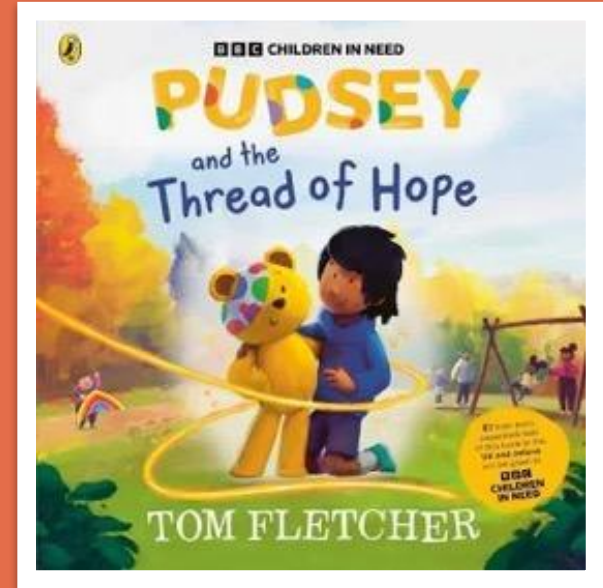
National Grief Awareness Week 2026

WE'RE SUPPORTING
BBC
CHILDREN
IN NEED

The Thread of Hope is an idea inspired by Tom Fletcher's wonderful book and song written in partnership with **BBC Children In Need** which aims to make conversations about grief feel more natural, compassionate and accessible to everyone.

Pudsey and the Thread of Hope, follows Jai, a young boy navigating grief after the loss of his father, as he embarks on a journey of healing, hope and adventure with Pudsey. Along the way, they meet other children connected by a golden thread of kindness and empowerment, discovering the transformative power of friendship, courage and love.

Children in Need have kindly offered the Thread of Hope messaging for NGAW'26 and beyond, tying neatly into our new '**Little Card of Hope**' aimed at supporting children in schools, now that schools in England have grief awareness as part of the new national curriculum.



Help and hope in one place

National Grief Awareness Week 2026

Why this campaign is so relevant, and vital.

The statistics are stark.

One in 29 school-age children have been bereaved of a parent or sibling.

That's at least one child in every classroom.

Every twenty minutes in the UK, a parent dies leaving dependent children, 26,900 parents each year.

When Ofsted asked 11-18 year olds what they most wanted to learn about in PSHE, "coping with bereavement" came top of the list.

During the DofE consultation on the updated guidance, 89% of respondents supported the inclusion of grief education.

The message was clear: this matters, and schools will need to be fully supported in the new curriculum.

Yet here's the problem. Most teachers have never been trained to teach about death and bereavement.



Help and hope in one place

National Grief Awareness Week 2026

'Little Card of Hope'

From September 2026, talking about grief and bereavement becomes part of the national curriculum in schools across England.

The idea is simple: life brings all kinds of changes, and sometimes people we love die. Understanding a little more about grief, how it can feel, how different it can be for everyone, and how talking can help make those difficult moments a little easier for young people.

Our 'Little Card of Hope' is designed to be **the first part of the thread of hope that connects children to their feelings, their friends and family.**



Help and hope in one place

National Grief Awareness Week 2026

'Little Card of Hope'

The new card will be given to children, by teachers, to take home to open conversations with parents/family/friends around grief, and the importance of connection, with each other and with support services to help those who are bereaved.

The intention is to have one of these cards in the hands of every school age child.



"After Goodbye, young or old we are all connected, by a Thread of Hope"



'Little Card of Hope'



There are some things in life that are really hard to talk about.

Like when someone dies.

You might feel sad.

Or angry. Or confused.

You might feel nothing at all.

You might laugh, cry, feel OK

And then suddenly not feel OK.

That's all normal.

There's no right or wrong way to grieve.

And you don't have to figure it all out on your own.

If someone you love has died, or someone you care about is grieving,

Talk to someone you know and trust.

A parent.

A carer.

A teacher.

A friend.

Someone who makes you feel safe.

And if you're not sure what to say,

"I don't know what to say" is OK too.

Sometimes, just starting to talk can help.

Take this card home.

Maybe give it to someone you love.

It could be the start of a chat that really matters.

Take care.

Look after yourself, share your feelings, and know you are not alone.

National Grief Awareness Week 2026

The Little Card of Hope will be used in the same way as the original Good Grief Trust condolence and signposting card, with QR code to the website.

The aim is to raise awareness of the breadth of services available to everyone – children, parents, teachers, family, & wider community



"After Goodbye, young or old we are all connected, by a Thread of Hope"



Knit it, bake it, draw it, make it!

Let's work together
to create threads of hope
in our communities.

Thread of hope is The Good
Grief Trust's 2026 National
Grief Awareness Campaign
central message.

We are looking to connect people,
communities and the nation by
encouraging fun and interactive
creative activities.



THE KNIT OF HOPE

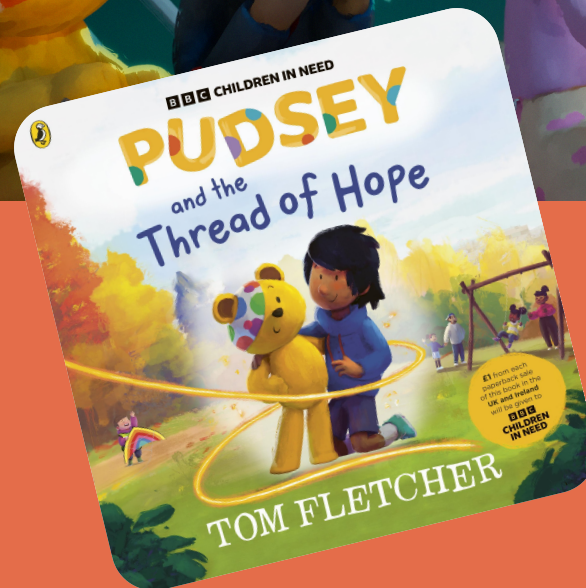


Help and hope in one place

NATIONAL GRIEF AWARENESS WEEK 2026 SCHOOL POSTER

WE'RE SUPPORTING

BBC
CHILDREN
IN NEED



Help and hope in one place

National Grief Awareness Week 2026

"After Goodbye, young or old we are all connected, by a Thread of Hope"

Staff & Parents

"It's time we taught our children the language of grief – in fact, we could all do with a lesson in that"

Charities and Partners

"Let's work together to create a thread of hope in our communities"

Children

"It's hard to know what to think and say when someone we love dies, But that's OK"



National Grief Awareness Week 2026

"After Goodbye, young or old we are all connected, by a Thread of Hope"

Staff & Parents

"Our aim is to have a Little Card of Hope in every child's grasp"



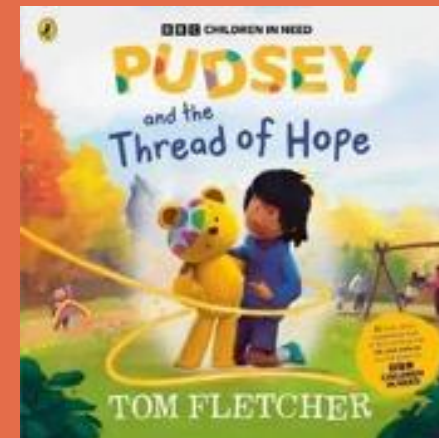
Charities and partners

"Can you knit the longest thread of hope?"



Children

"If someone you love dies, maybe have a read of this story"



Wear our T Shirt & show your support for the campaign this year

"After Goodbye, young or old we are all connected, by a Thread of Hope"



Help and hope in one place

National Grief Awareness Week

JOIN OUR NATIONAL LIGHT UP!

December 8th – 6pm



National Grief Awareness Week 2026



SOCIAL MEDIA
OUR 200K+ ONLINE COMMUNITY

PLEASE TAG US!



Hashtags

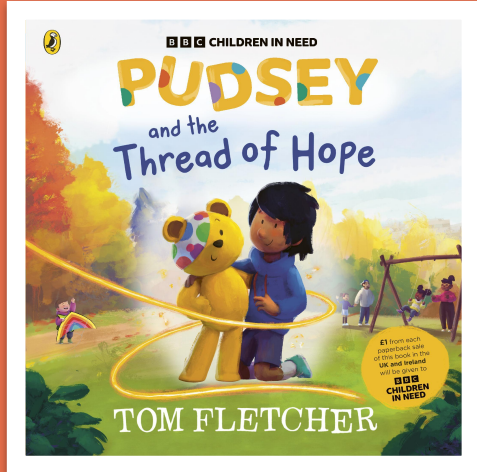
#NGAW26

#NationalGriefAwarenessWeek

#threadofhope

SHARING IS CARING

GET IN TOUCH & GET INVOLVED!



- NGAW Events & activities:
- Email details & we will add your links to our website
- Hello@thegoodgrieftrust.org
- <https://www.thegoodgrieftrust.org/ngaw/>
- Share your Thread of Hope events on social media & tag The Good Grief Trust
- UK Light Up - 8th December – 6pm:
- Light landmark buildings orange or light a candle in memory of someone you love



"After Goodbye, young or old we are all
connected, by a Thread of Hope"

