



CASE STUDY



AT A GLANCE...

Bright Northumbria is a registered charity which was formed in 1998. Donations make it possible for them to support a number of projects which can make a huge difference to their patients and staff. They aim to bring a little brightness to the world and improve the patient experience for those accessing Northumbria Healthcare NHS Foundation Trust's services as well as allowing their staff to provide the very best care.



Q1. WHY DID YOU DECIDE TO PROVIDE THESE BOXES TO STAFF AND WHAT SPECIFICALLY MADE YOU CHOOSE SMILE BOX?

We wanted to provide something that genuinely supported staff wellbeing and showed our appreciation for their hard work. The Wellbeing Boxes felt like a thoughtful, personal gesture rather than a generic initiative. We chose Smile Box because of the quality of the products, the strong focus on wellbeing and the flexibility to tailor boxes to our needs.



Working with Smile Box was a very positive experience from start to finish. Communication was clear, friendly and professional, the team was responsive and accommodating throughout the process. They made everything straightforward, from selecting the contents to organising delivery and we felt supported at every stage.

**ROB
GRAHAM**
Head of Charity



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Q2. WHAT EFFECT DID THE WELLBEING BOXES HAVE ON YOUR STAFF?

The response from staff was extremely positive. Many commented on how thoughtful and uplifting the boxes are as they helped boost morale and make people feel valued. The Wellbeing Boxes created a real sense of appreciation and sparked positive conversations around wellbeing and support from the charity team

Q3. HOW WAS YOUR EXPERIENCE OF WORKING WITH SMILE BOX AND WOULD YOU USE US AGAIN IN THE FUTURE?

Our overall experience with Smile Box was excellent. The service was professional, the products were high quality and the impact on staff wellbeing was clear. We would absolutely consider using Smile Box again in the future and would happily recommend them to other organisations looking for a meaningful wellbeing initiative.

