

We aim to...



Educate Talk Support

Our website



Opening exactly 10 years after the soft opt out legislation in Wales (December 1st 2015), our garden will be a place to start conversations, remember loved ones, support families affected and educate around organ donation.

About Us

Believe Organ Donor Support was set up in December 2015 by Anna Louise Bates, following the passing of her husband Stuey and son Fraser Bear, whose organs and tissues were donated and went on to save at least 4 lives.

Now joined with a team of trustees from the medical and professional industries, we continue to believe that we can make a difference by educating and supporting all those affected by organ donation. Overriding all of this is the need to remove the taboo of discussing the subject.

We work together with the NHS, Welsh and UK Governments and other charities to advance our objectives.



Registered Charity Number: 1167626

believe

ORGAN DONOR SUPPORT

Organ Donor Memorial Garden



**OPENING
DECEMBER 2025**

Our Memorial Garden

Through Believe being the Charity of the year 2021/2022 for Cardiff Bereavement Services, Cardiff Council has donated a large area of land to the charity at the new crematorium in Thornhill, Cardiff.

The aim of the garden is to reflect all areas of organ donation, be a wellbeing space for families and a time to reflect upon the 'Fab Gift of Life'.

The Believe Garden will include a heart that will be visible from above and Google Earth, as well as educational tools along the way from celebrity handprints you can match up with, butterfly sanctuaries in organ mounds, and a place for donors to be honoured and remembered by their loved ones.

Now we need your help to make this possible for the December 1st launch.



Become a Partner

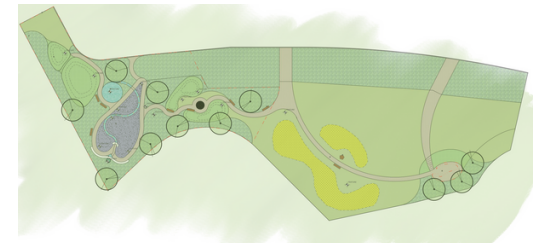
We're inviting visionary corporate partners to support a groundbreaking, Welsh-rooted initiative with the power to transform - and even save - lives.

By partnering with us, your organisation can:

- Champion life-saving innovation
- Align with a cause rooted in compassion, resilience, and real-world change
- Demonstrate bold leadership and corporate social responsibility
- Inspire your staff, customers, and stakeholders with a powerful story of hope

As a sponsor, your organisation will receive:

- Your company logo displayed on signage in our flagship garden project
- An invitation to our VIP launch, an exclusive, closed event for key supporters
- Social media and PR coverage across our channels and media partners
- A keynote speech from our founder, award-winning author and campaigner Anna-Louise Bates, at your corporate event
- Priority access to future Believe events, including our 10th Anniversary Ball in June 2026
- Exclusive Believe merchandise - including your very own Believe bear!



Special features

MEMORY BOWL

Granite boulder cut into bowl, deeply engraved with silver or white paint, small water drainage hole in centre.

MEMORY STONES

Unique memory stones with tea light holder, piece of stone removed for tea light can be engraved with initials and sent to the family of loved one.

HEART CENTRE PIECE

Welsh slate heart bedded into turf at ground level, deeply engraved with educational quotes from donor families.

RETAINING WALL WITH HAND PRINTS

Local stone retaining wall with a matching stone carved with Castle Coch, with granite handprints from high profile inspirational people connected to Wales inset into retaining wall.

DONOR MONOLITHS

Welsh slate donor monoliths deeply engraved and painted that can be placed alongside the path, that will include our Welsh icon handprints and signposting.

If our values align, please
contact our CEO,
Anna-Louise Bates, at
anna@believeods.org.uk to
start the conversation.