



Integrated Performance Report

Position as at
31st January 2021



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Hywel Dda
University Health Board

Contents

	Page
1 Introduction.....	3
2 Summary of key financial activity.....	4
3 Our income.....	6
3.1 Donations.....	6
3.2 Grant funding.....	8
3.3 Legacies.....	11
4 Fundraising.....	12
4.1 Our fundraising activities.....	12
4.2 Our Christmas fundraising campaign.....	12
4.3 Staff lottery.....	13
4.4 Our focus for the next reporting period.....	13
4.5 Our fundraising resources.....	14
5 Our expenditure.....	15
5.1 Charitable expenditure.....	15
5.2 NHS Charities Together stage 1 'COVID-19 urgent response' grants.....	16
5.3 Apêl Hywel Dda COVID-19 Appeal.....	18
5.5 Christmas expenditure.....	19
5.5 Our governance and support costs.....	20
6 Our marketing and communications activity.....	22
7 Appendices	
Appendix 1: Statement of financial activity.....	26
Appendix 2: Fund balances for all directorates, including future commitments..	27
Appendix 3: Closing balances and fund movement.....	27
Appendix 4: Investment performance.....	28
Appendix 5: Working balances.....	29
Appendix 6: Material commitments.....	30
Appendix 7: Expenditure over £5,000.....	30

1. Introduction

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated picture of performance of Hywel Dda Health Charities.

The report provides an update on the charity's financial performance and position as at 31st January 2021 as well as a summary of activities and key achievements in line with the objectives of the charity's approved three-year plan.

2. Summary of key financial activity

2.1 The **net assets** of the charity have increased by **£1,053,416** for the period ending 31st January 2021.

2.2 Total **incoming resources** to 31st January 2021 were **£1,798,171** of which:

- **£673,058** related to **donations and fundraising income**, a **decrease of 9.95%** in comparison to income for the same period during the previous financial year.
- **£264,429** related to **grant funding** (NHS Charities Together £243k; Groundwork £12k, Macmillan Cancer Support £2k, National Lottery £5k, Co-Op £1k and Starbucks £2k), an **increase of 1893%** in comparison to income for the same period during the previous financial year. Excluding the grant funding received from NHS Charities Together, grant income would represent an increase of 61.5% in comparison to the same period during the previous financial year.
- **£799,635** related to **legacy income**, a **decrease of 8.33%** in comparison to income for the same period during the previous financial year.
- **£61,049** related to **investment income**, an **increase of 23.55%** in comparison to income for the same period during the previous financial year.

2.3 The charity's **overall income from donations, grants and legacies** to 31st January 2021 has **increased by 6.37%** in comparison to income for the same period in the previous financial year.

2.4 The **value of investments** held by the charity as at 31st January 2021 was **£8,455,262**. The **value of total funds** held at the same date was **£9,222,525**. Our investment advisors Sarasin & Partners LLP report that our portfolios compare favourably against all performance comparators.

2.5 **Realised and unrealised gains** (endowment) on **investment assets** amount to **£395,964** as at Quarter 3, an **increase of 132.74%** (£225,829) in comparison to previous year gains.

2.6 The **balances** of our charity **bank accounts** as at 31st January 2021 were **current account £100** and **deposit account £3,637,081.10**.

2.7 Our **charitable expenditure** for the period 1st April 2020 to 31st January 2021 was **£818,998**, which represents a **19% increase** in comparison to expenditure for the same period during the previous financial year.

2.8 The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred to 31st January 2021 is **£253,669**, an **underspend of £95,003** against budget.

2.9 There is a **net surplus** from **unrestricted apportionments** across funds of **£471,669** for the period ending 31st January 2021, which is **sufficient to cover the governance and support costs** and audit fees incurred by the charity.

Further information:

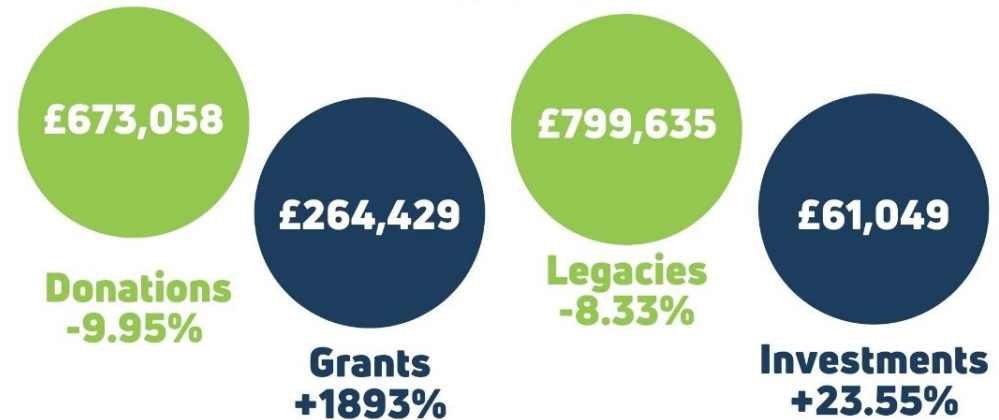
- The **statement of financial activity** for the period ending 31st January 2021 is included as **Appendix 1**.
- **Fund balances** for all directorates, including **future commitments** as at 31st January 2021 are included as **Appendix 2**.
- **Closing balances** and **fund movement** to 31st January 2021 are included as **Appendix 3**.
- A summary of our **investment performance** for the period ending 31st January 2021 is included as **Appendix 4**.
- A summary of our **working balances** and **summary of funds** held by the charity for the period ending 31st January 2021 is included as **Appendix 5**.
- Details of the charity's **material commitments** to 31st January 2021 is included in **Appendix 6**.
- Details of the charity's **expenditure over £5,000** to 31st January 2021 is included in **Appendix 7**.

3. Our income

Objective: Increase our income levels by 10% on an annual basis from April 2020 to March 2023

The charity's overall income from donations, grants and legacies to 31st January 2021 has **increased by 6.37%** in comparison to the same period in the previous financial year.

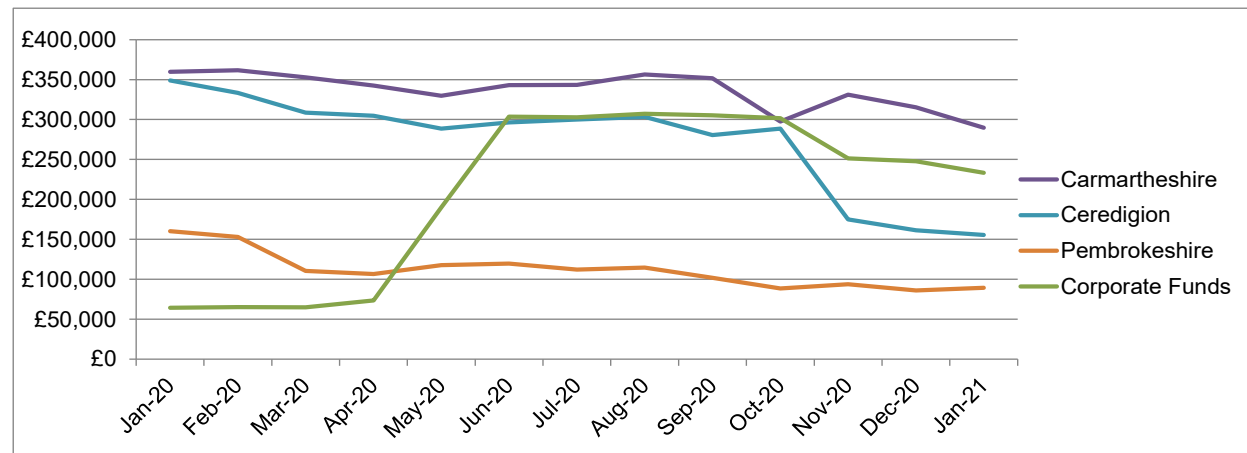
**From 1st April 2020 to 31st January 2021,
we received.....**



3.1 Donations

Figure 1 depicts our income from charitable donations on a rolling basis for a full calendar year to 31st January 2021:

Figure 1: Rolling annual donation figures by county



- 3.1.1 Our donations and fundraising income has seen a decrease of 9.95% up until 31st January 2021 in comparison to the same period during the previous financial year. However, our overall income from donations, grants and legacies has increased by 6.37% in comparison to the same period during the previous financial year.
- 3.1.2 The charity's income has grown steadily in recent years to a level that a decrease in the current climate would be expected. Our income from donations remains above the national UK levels of average charitable giving, with a large percentage of the UK's largest and smallest charities experiencing a significant impact to their income levels as a result of the pandemic. The decrease of 9.95% that we have seen in this reporting period can be attributed to a significant reduction in community and mass participation fundraising events.
- 3.1.3 In Carmarthenshire, the recent downward turn across the county is a result of fewer donations received within scheduled and unscheduled care as well as mental health services following the significant level of donations received during the first Quarter of 2020/21.
- 3.1.4 In Ceredigion, the downward turn across the county can be mainly attributed to a decrease in donations to cancer services. During 2019/20, donations to cancer services increased greatly in anticipation of the launch of a fundraising appeal for a new Chemotherapy Day Unit at Bronglais General Hospital. It is envisaged that income levels will recover with the anticipated launch of a fundraising appeal during 2021/22.
- 3.1.5 In Pembrokeshire, donations have remained steady this year. The downward turn in donations since January 2020 can be mainly attributed to the closure of the Elly's Ward 10 Flag fundraising appeal for ward 10 at Withybush General Hospital which raised over £210,000. Donations to our services across Pembrokeshire are higher in comparison to previous years, prior to the launch of the appeal.
- 3.1.6 Donations reported as 'corporate funds' are those directed to a small number of Hywel Dda three county wide funds and our general fund (Support for Life Response Fund). The significant increase in donations from April 2020 is as a result of the Apêl Hywel Dda NHS COVID-19 Appeal. Although donations to our corporate funds have seen a downward turn since October 2020, income levels to our general fund are significantly higher than in previous years.

3.2 Grant funding

3.2.1 NHS Charities Together - Stage 1 'COVID-19 urgent response' grants

The stage 1 'COVID-19 urgent response' grants received from NHS Charities Together totalling £155,000 have fulfilled the requests received from colleagues across Hywel Dda University Health Board (HDdUHB) to the COVID-19 small grants scheme to enhance the welfare and well-being of staff, volunteers and patients impacted by COVID-19. Further information on how this funding has been spent is included in section 5 (our expenditure).

A further stage 1 'COVID-19 urgent response' grant of £50,000 was received from NHS Charities Together on 16th December 2020, to support the health and wellbeing of staff, volunteers and patients affected by the second wave of COVID-19.

3.2.2 NHS Charities Together - Stage 2 community partnership grants

Hywel Dda Health Charities is eligible to apply for a maximum allocation of £171,804.12 from this funding stream. The priority for funding is supporting communities through new or existing partnerships with health and social care (public and/or third sector), with a focus on personalised care, reducing disparity in health inequalities and outcomes as well as increasing preventative healthcare and social care.

At the September 2020 CFC meeting, members endorsed three priorities for consideration from this funding stream:

a) Black, Asian & Minority Ethnic (BAME) outreach workers

We received notification in December 2020 that our grant application for £75,000 had been successful. This grant will fund a 12-month project to provide a Black, Asian & Minority Ethnic (BAME) outreach service in order to address the disproportionate impact of COVID-19 on groups who have historically faced barriers to accessing health services in conjunction with local authority and third sector partners. This project is being led by the Assistant Director of Strategic Partnerships, Diversity & Inclusion within the Public Health Directorate. A first grant instalment of £37,500 has been received with the project commencing from April 2021. An interim performance report will be presented to the CFC in September 2021.

b) Patient & family liaison service at Bronglais General Hospital

Our initial grant proposal to provide a dedicated patient and family liaison service at Bronglais General Hospital, working in conjunction with social care and third sector partners was unsuccessful.

c) Caring Communities Innovation Fund

A full application for the remaining stage 2 allocation of £96,804 was submitted in January 2021 to establish a 'Caring Communities Innovation Fund', administered by our local County Voluntary Councils (CVCs), to make small micro-grants available to health and social care community groups who have emerged during the COVID-19 pandemic and are looking to establish a more sustainable basis for their future activities.

3.2.3 NHS Charities Together - Stage 3 recovery grants

Hywel Dda Health Charities is eligible to apply for a maximum allocation of £242,000 from this funding stream. This is an increase of £22,000 from the allocation previously reported. The priority for funding is to help member charities tackle some of the longer-term effects of COVID-19 within their organisations.

At the November 2020 CFC meeting, members received an update on the priorities being considered for this funding stream and endorsed the proposed approach with a focus on staff health and well-being initiatives to be led by the Workforce & Organisational Development Directorate.

A grant application for the charity's allocation of £242,000 stage 3 funding was submitted in January 2021 for the following projects listed below following further engagement with Staff Side County Chairs, the Bronze Workforce Group, Staff Psychological Well-being Services, Occupational Health Department and hospital directors:

a) Nature based eco therapy programme (£33,000)

An eco therapy programme for HDdUHB staff to provide psychological wellbeing support with the aim of reducing sickness absence. Delivery of five programmes per annum for a 2-year period with each programme accepting a maximum of 12 participants.

b) Health and Wellbeing Champions Network (£21,000)

Establishment of a network of Health and Wellbeing Champions across all three counties covered by HDdUHB with the aim of:

- Promoting health and wellbeing within the workplace.
- Publicising health and wellbeing initiatives and awareness days.
- Advising/sign posting to support services.
- Generating information on the needs of staff to help shape our staff health and wellbeing offerings.
- Accessing funding from a staff health and wellbeing 'activities fund' for the development and delivery of local health and wellbeing activities, according to the priorities identified by staff locally.

c) Bereavement support and training for staff (£71,362)

Increase the workforce resource within HDdUHB's current specialist bereavement team to provide open access support to staff who have been affected by bereavement, either personally or professionally, whilst the pandemic has been ongoing and in the aftermath period. To also provide educational in-reaching sessions to clinical areas and teams where staff are managing the process of death and dying, and supporting newly bereaved families.

d) Outdoor gym for acute hospital sites (£67,896)

Provision of an outdoor gym on each acute site across HDdUHB (Bronglais General Hospital, Prince Philip Hospital, Glangwili General Hospital, Withybush General Hospital) to offer a sustainable form of exercise for staff, particularly those who may be unable to afford gym fees.

e) Lifelong Learning Recovery and Restoration Education Fund (£30,000)

Project to enable staff to access learning opportunities for the development of new skills that will help them to recover from the experience of the pandemic and support the restoration of their wellbeing.

f) Arts in health and wellbeing activities for staff (£18,742)

Pilot the provision of positive experiences for a cross section of our workforce through participation in the arts, to allow us to document the impact and effectiveness of interventions of this nature and how arts activities can contribute positively to the wellbeing of our workforce.

3.3 Legacies

- 3.3.1 Our legacy income has seen a decrease of 8.33% to 31st January 2021 in comparison to the same period during the previous financial year.
- 3.3.2 Nationally, legacy income is predicted to be reduced by 11% during 2020/21, however latest market predictions forecast an increase in income by between 18% and 23% in 2021/22, as legacies start recovering from both the pandemic and administrative delays at the probate service (Source: Legacy Foresight December 2020).
- 3.3.3 Legacy income is an unpredictable income source, however during the next quarter resources to proactively promote legacy giving will be produced to support a sensitive and tactful legacy giving campaign during 2021/22.
- 3.3.4 Material legacies (those received over the value of £5,000) received up until 31st January 2021 are listed below. £25,500 of the legacies received were known and accrued for in 2019/20 financial year. The remaining balance of £799,635 is accounted for in 2020/21 financial year.

Figure 2: Material legacies received to 31st January 2021

£	To Benefit	Date Received
2019-20 Accrued Income		
5,000	GGH General Fund	Apr-20
5,000	WGH General Fund	Apr-20
5,000	South Pembrokeshire Hospital	Apr-20
10,000	Ty Bryngwyn Fund	Jan-21
2020-21 Legacy Income		
10,000	GGH General Fund	Jul-20
50,000	GGH General Fund	Sep-20
50,000	WGH General Fund	Sep-20
50,000	BGH General Fund	Sep-20
5,000	Meurig Ward	Nov-20
60,891	Carmarthen - Cardiac	Dec-20
64,127	Carmarthen - Dialysis Patients' Amenities	Dec-20
60,891	Carmarthen Oncology Fund	Dec-20
60,891	Haematology Fund	Dec-20
121,782	Minafon Surgery	Dec-20
210,052	Ty Bryngwyn Fund	Jan-21
50,000	Cardigan Integrated Care Centre	Jan-21
818,635		

4. Fundraising

4.1 Our fundraising activities

During this time, the fundraising team has continued to proactively raise the profile of, and encourage fundraising for the charity:

- 4.1.1. To make it as easy as possible for people to donate and fundraise online, we have signed up to Facebook Donate as a new digital fundraising platform and are in the process of signing up to PayPal Giving. We also continue to promote Amazon Smile as a platform for charitable giving.
- 4.1.2. To promote our fundraising activities and donor stewardship, we are in the process of creating refreshing branded fundraising resources including collection tins, pin badges, medals and thank you cards.
- 4.1.3. We have continued to develop our charity led events programme. We launched a new eco-friendly virtual balloon race in January 2021, a week long race simulation from Paris on Valentine's Day with entry priced at £3.00 per balloon.
- 4.1.4. We have continued to develop a range of corporate relationships and are currently working with [Coaltown Coffee Roasters](#) who are donating an extra bag of coffee for every purchase made to their 'Fuel our NHS promotion' to our four Intensive Care Units.
- 4.1.5. We have maximised opportunities from grant giving trusts and foundations and successfully applied for five Tesco Bags of Help grants totalling £5,000 and successfully applied for a National Lottery grant to support mental health services at Cwm Seren's Low Secure Unit.



4.2 Our Christmas fundraising campaign

- 4.2.1 We launched our Christmas fundraising campaign on 16th November 2020, in aid of adult mental health patients across Carmarthenshire, Ceredigion and Pembrokeshire.
- 4.2.2 For the first time, we signed up as charity partner with Giving Tuesday, promoting the global day of generosity on 1st December. As well as promoting our Christmas fundraising appeal, we also used the opportunity to encourage donations to our generic JustGiving page.

- 4.2.3 Our Give a Gift Appeal received 47 gifts purchased from the appeal wish list, totalling £743.33. Items included a microwave, cookbooks, distraction items, musical instruments and arts and crafts materials.
- 4.2.4 Proceeds from our Christmas cards were credited to the Give a Gift appeal with 234 packs sold, totalling £1,000. This year we successfully directed sales online via a JustGiving page.
- 4.2.5 Donations for the Hywel Dda Christmas Jumper Day were also made online via a JustGiving Page, with donations totalling £568.00.
- 4.2.6 In total £2,311 worth of gifts, Christmas card sales and Christmas Jumper Day donations were received as a direct result of the Christmas appeal.



4.3 Staff Lottery

- 4.3.1 At the September 2020 CFC meeting, members endorsed the development of the staff lottery scheme for launch in spring 2021 following recommendations from Staff Partnership Forum leads, the Organisational Development team and feedback from the Staff Psychological and Well-Being Service.
- 4.3.2 The Fundraising Manager attended a Staff Partnership Forum meeting on 9th February 2021 to discuss the launch of our staff lottery and seek feedback on the appropriateness of launching the lottery at this time. Members were fully supportive of launching the lottery in the first Quarter of the 2021/22 financial year and noted the positive benefits to our workforce from such a scheme.
- 4.3.3 Further discussions will take place during February 2021 to determine the capacity of payroll and finance colleagues to support the launch of the scheme to agree a launch date during the first Quarter of 2021/22.

4.4 Our focus for the next reporting period will include:

- 4.4.1 Implementing the charity's 2021/22 event plans to maximise alternative fundraising opportunities including virtual events whilst large-scale participation events are postponed. This includes introducing a new Easter Bonnet Competition event.
- 4.4.2 Preparing to launch the staff lottery scheme.
- 4.4.3 Developing resources to proactively promote legacy giving.

4.4.4 Developing and produce fundraising resources to support in-memory giving.

4.4.5 Reviewing our privacy policies and data capture to build our database of supporters for regular information sharing on our activities and the impact of our work.

4.5 Our fundraising resources

During this period we have begun to implement the charity's new staffing structure, approved by the CFC in March 2020 and have successfully recruited:

4.5.1 A Senior Marketing and Communications Officer, who started in post on 16th November 2020, to further develop our marketing and communications activities. Due to the vacant post, we had utilised the services of a freelance communications specialist to provide dedicated support for our marketing and communications work with our approved pay budget up until December 2020.

4.5.2 A Fundraising Officer, who started in post on 7th December 2020, who will support the development of the legacy and individual giving campaigns.

4.5.3 A Fundraising Support Officer, who started in post on 1st December 2020, to support the fundraising team and the development and delivery of the staff lottery.

4.5.4 An Administration Officer and it is hoped that the new post holder will be joining the team in April 2021.

4.5.5 The remaining Fundraising Officer vacancy will be considered during the first Quarter of 2021/22.

5. Our expenditure

Objective: Increase our charitable expenditure by 15% on an annual basis from April 2020 to March 2023

5.1 Charitable expenditure

5.1.1 Our non-pay charitable expenditure for the period 1st April to 31st January 2021 was £818,998, which represents a **19% increase** in comparison to expenditure for the same period in the previous financial year.

Figure 3: Charitable expenditure to 31st January 2021

Expenditure	2017-18	2018-19	2019-20	2020-21 (April - Jan)
Support costs	75,828	89,777	97,372	83,328
Medical and surgical equipment	375,829	483,371	480,453	340,444
Office and computer equipment	104,944	152,337	290,121	135,531
Building and refurbishment	179,634	36,820	1,390,282	3,021
Staff education/ welfare	49,754	215,282	90,187	13,290
Patient education/ welfare	35,048	167,000	85,313	54,604
Miscellaneous	73,944	175,455	151,189	188,780
Total (£)	894,981	1,320,042	2,584,917	818,998

5.1.2 A large percentage of charitable expenditure to date has been focused on items to support staff and patient well-being via the COVID-19 small grants scheme from our 'corporate funds' and grant funding from NHS Charities Together.

5.1.3 £250,279 has also been incurred from our acute funds on medical and surgical equipment. Charitable expenditure within the community and mental health services continues to be minimal.

5.1.4 Details of the charity's **material commitments** to 31st January 2021 is included in **appendix 6**.

5.1.5 Details of the charity's **expenditure over £5,000** is included in **appendix 7**.

5.1.6 Key achievements during this period include:

- Provided Finance Business Partner training on the eligibility criteria of charitable funds to enable them to support our directorates.

- Completion of the review of the charitable funds signatory/fund approvers list.
- Successful application of the process for charitable funds Christmas monies which was adapted due to COVID-19.
- Finance Committee approval of updated financial policy in December 2020.
- Reviewed the charitable funds application process forms submitted to the Charitable Funds Sub-Committee for consideration.
- Work underway with HDdUHB's Programme Management Office in reviewing and implementing on-line Charitable Funds application form and a standard operating procedure for the Charitable Funds Sub-Committee.

5.1.7 Our focus for the next reporting period will include:

- Finalising the Christmas monies update report to include a final breakdown of expenditure.
- Finalising the Power BI reports and dashboard ensuring they are shared across directorates.
- Completion of the review currently being undertaken of the charitable funds operational structure within the ledger.
- Continue to support the HDdUHB's Programme Management Office in reviewing and implementing on-line Charitable Funds application form and a standard operating procedure for the Charitable Funds Sub-Committee.

5.2 NHS Charities Together stage 1 'COVID-19 urgent response' grants

5.2.1 Up until 31st January 2021, 245 applications received to the COVID-19 small grants scheme are to be funded from stage 1 NHS Charities Together grant funding, totalling £144,406:

- 83 applications to support patient well-being totalling £58,342.
- 1 application to support patient and staff well-being totalling £500.
- 161 applications to support staff well-being totalling £85,564.

5.2.2 The remaining balance of £10,594 from the £155,000 of grant funding received will be committed during February and March 2021, supporting new and emerging staff and patient welfare and wellbeing needs, in line with the criteria of the small grant scheme, which will allow us to submit an end of grant report to NHS Charities Together.

5.2.3 Colleagues who have received items from the small grant scheme have been invited to complete a survey by 1st March 2021 to enable us to capture the impact of the expenditure on staff, patient and volunteer welfare and wellbeing.

**Figure 4:
Applications to
be funded from
the COVID-19
small grants
scheme**

Patient welfare & well-being		
Category	Number of claims	Value
Crockery	1	£836
Electrical	18	£10,975
Nutrition/hydration	1	£372
Gift Cards	1	£97
Indoor furniture	8	£6,219
IT equipment	6	£40
Well-being ¹	20	£19,539
Miscellaneous ²	19	£13,496
Outdoor furniture	2	£2,317
Patient clothing	5	£1,675
Toiletries	2	£2,776
Staff and patient welfare & well-being		
Category	Number of claims	Value
Miscellaneous	1	£500
Staff welfare & well-being		
Category	Number of claims	Value
Crockery	5	£2,036
Electrical	61	£20,398
Nutrition/hydration	23	£16,621
Gift Cards	1	£50
Rest room furniture	19	£18,330
IT equipment	2	£506
Well-being ³	8	£4,626
Miscellaneous ⁴	20	£17,339
Outdoor furniture	11	£5,374
Toiletries	8	£284

Patient well-being¹
Items such as games, activities, books and exercise items.

Patient miscellaneous²
Items including medical devices, fixtures and fittings, decorative items for outdoor areas.

Staff well-being³
Items including artwork, books, fixtures and fittings, for staff rest areas.

Staff miscellaneous⁴
Items including staff lockers, decorative items for outdoor areas and rest rooms, reusable water bottles.

Figure 5: Status of the approved applications in the purchase to pay process

Purchase orders raised and invoices received	Purchase orders raised awaiting invoices	Requisitions raised	Orders yet to be processed	Total
£90,699	£16,751	£7,857	£29,099	£144,406

- 5.2.4 Up until 31st January 2021, 10 applications totalling £10,207 had not progressed to the requisition stage, including a small number of applications which are partially completed and require further support.
- 5.2.5 The delays in completing these applications are due to the complexity of the applications, for example staff rest room refurbishment works, purchase of specific furniture and equipment as well as improvements to outdoor areas. Finance and Procurement colleagues continue to work through these applications and every effort is being made to resolve any outstanding issues as soon as possible.
- 5.2.6 The additional stage 1 'COVID-19 urgent response' grant of £50,000 received from NHS Charities Together to support the health and wellbeing of staff, volunteers and patients affected by the second wave of COVID-19 has been utilised to provide over 1,100 winter 'resilience packs' for community staff, endorsed by the CFC in December 2020. The remaining balance of circa £6,000 has been utilised to purchase emergency toiletries for patients being admitted to hospital with little or no belongings as well as distraction items for patients to help alleviate boredom.



5.3 Apêl Hywel Dda COVID-19 Appeal

- 5.3.1 The Apêl Hywel Dda NHS COVID-19 Appeal received donations totalling £96,943 plus Gift Aid from the general public wanting to thank their local NHS for caring for our local communities at such unprecedented times.
- 5.3.2 At the CFC meeting held on 30th November 2020, members approved expenditure of £39,845.71 from the balance of the appeal to fulfil all staff welfare and wellbeing requests received to the COVID-19 small grant scheme. As the reported position in item 5.2 above no longer requires this additional funding to fulfil the requests received, the full balance of the appeal is available to support expenditure on staff and volunteer welfare and well-being needs. The money raised from the appeal is currently held within the charity's designated general fund (T600).

5.3.3 The CFC is therefore asked to endorse that the recently established Rest, Recovery and Recuperation working group, in conjunction with the Director of Nursing, Quality and Patient Experience and Director of Workforce and Organisational Development, assumes the lead on establishing the most appropriate use of this funding, in line with the spirit in which the donations were made to support the welfare and well-being of our NHS staff and volunteers.

5.4 Christmas expenditure

At the December CFC meeting, members approved a maximum allocation of £15,000 from the general Support for Life Response Fund (T600) to support Christmas charitable expenditure for 2020.

Revised guidance on Christmas expenditure was developed to reflect the introduction of new infection prevention and control guidelines in relation to how the festive period across HDdUHB was marked, to keep staff and patients safe.

Staff were invited to apply for funds:

- Gifts up to a maximum value of £5 per inpatient to support the purchase of gifts for those spending the Christmas period in hospital.
- Maximum allocation of £100 per inpatient area to support the purchase of items to mark the festive season and improve the experience within our inpatient areas across the festive period.
- Gifts up to a maximum value of £5 per patient for our most vulnerable patients who will be alone this Christmas and will not receive a gift from any other source, facilitated by our community nursing teams.

Requests for any additional expenditure relating to the festive period outside of these guidelines were made to our individual designated charitable funds via the regular charitable funds application process.

This year, the allowance was made in the form of a gift card replacing the cash option available in previous years.

An update on expenditure will be presented to the Charitable Funds Sub-Committee in April 2021 for review and a final report presented to the CFC in June 2021.

5.5 Governance and support costs

5.5.1 In March 2020, the Committee approved a governance & support costs budget of £418,406 for 2020/21, in line with the resources required to deliver the charity's three-year plan. For the year to 31st January 2021, the reported position for the total of finance and fundraising costs is an underspend of £95,003 against budget, as per the table below:

Figure 6: Finance and fundraising costs to 31st January 2021

	Approved Annual Budget 2020-21 £	Budget to 31/01/21 £	Actual Costs to 31/01/21 £	(Under) / Over Budget £
Finance	90,993	75,828	75,828	0
Fundraising	327,413	272,844	177,841	(95,003)
Total	418,406	348,672	253,669	(95,003)

5.5.2 The year-end position, as demonstrated in the charity's **projected governance and support costs for 2020/21**, is an underspend of £87,021, largely as a result of recruitment delays within the fundraising team.

5.5.3 The Committee is asked to consider and approve a governance & support costs budget of £425,845 for the 2021/22 financial year. This budget is in line with the approved budget for 2020/21, allowing for a 2% inflation increase for pay costs.

5.5.4 The table below depicts all investment income, returns and charges apportioned across funds for the period ending 31st January 2021. There is a net surplus from unrestricted apportionments of £471,669. The unrestricted funds surplus is sufficient to cover the governance and support costs and audit fees incurred by the charity.

Figure 7: Investment income, returns and charges to 31st January 2021

	Restricted Funds (£)	Unrestricted Funds (£)	Total (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(89,315)	(86,973)	(176,288)	(63,872)	(240,161)
Governance & Support - Finance, Fundraising & Support Team	142,977	126,015	268,992	0	268,992
Investment Management Fees	13,052	11,803	24,855	9,084	33,939
Audit Fees	3,944	3,556	7,500	0	7,500
Investment Gains & Losses	(540,235)	(526,070)	(1,066,305)	(413,041)	(1,479,346)
(Surplus) / Deficit	(469,577)	(471,669)	(941,247)	(467,829)	(1,409,075)

For clarity on the nature of dividends and interest earned by 'unrestricted', 'restricted' and 'endowment' funds, these can be defined as follows:

- Unrestricted and restricted funds – income earned from surplus cash from general and restricted funds invested with Sarasin & Partners LLP. The income earned is apportioned against all unrestricted and restricted funds based on an average fund balance across the whole year.
- Endowment funds – income earned from an investment where the capital cannot be spent and that income earned is to be used for a specific purpose, and is therefore restricted and will not be generally apportioned across all funds.

6. Marketing & Communications

Objective: Increase the charity's profile and raise awareness of the positive difference we make.

The reach of our communications from 1 November 2020 - 31 January 2021



- 6.1 During this period, we have developed a communications plan and explored innovative engagement approaches. These have included producing video content internally, building wider internal and external communications channels, collaboration with celebrity supporters and increased the use of consistent branding in social media content to strengthen the profile of the charity.
- 6.2 Key campaigns have focused on promoting our Christmas 2020 appeal and launching a virtual fundraising event for Valentine's Day. Our storytelling has continued to highlight the positive impact of our donations with expenditure stories showing our NHS colleagues with equipment purchased, encouraging the public to support our fundraisers or hold their own event.
- 6.3 A total of 31 bilingual press releases were written during this period and have been covered consistently in all weekly newspapers, magazines and websites across Carmarthenshire, Ceredigion and Pembrokeshire. The charity was featured in 138 media articles, web stories and broadcasts across local and Welsh national media publications, in Welsh and English language print, online and broadcast media.

6.4 Bespoke content was produced for national online publication Charity Today, with articles published at least once a month including our Christmas campaign, thanking 2020 fundraisers, fundraisers receiving awards and the launch of our online virtual fundraising eco balloon race.

6.5 We secured the support of local celebrities and influencers including Phil Bennett OBE, comedian Rhod Gilbert (332,000 Facebook followers), BBC TV presenter Rachel Treadaway-Williams and Great British Bake-Off finalist Michelle Evans-Fecchi (44,000 Instagram followers).

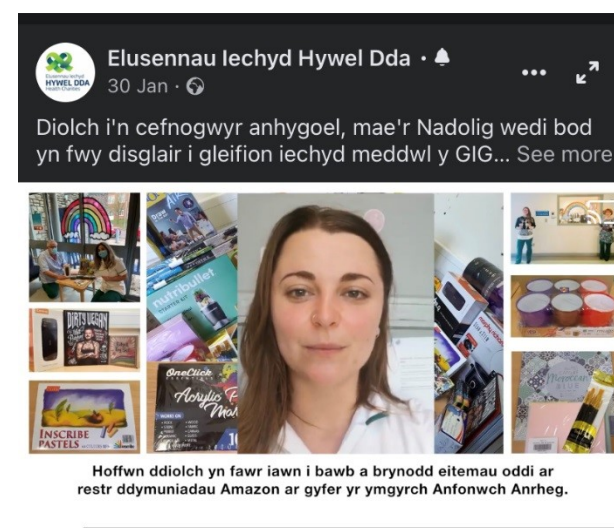


6.6 By engaging with well-known local personalities, we aimed to raise the profile of the Christmas Jumper and Give a Gift fundraising appeals. We increased engagement on social media, particularly among staff who became actively involved in the Christmas Jumper Day, sharing socially distanced photos of teams and individuals taking part.

6.7 Rhod Gilbert worked with us to create a video encouraging the public to support our overall Christmas campaign, which he shared on his own Facebook channel and which received almost 17,000 views. We also shared the video in a press release encouraging the public to support our Give a Gift Appeal, with over £2,300 in total being raised by the Christmas campaign as a whole.

6.8 As part of our communications plan we are developing a long-term proposal of how best to collaborate with appropriate celebrities and influencers to ensure we work appropriately to achieve maximum positive impact from these opportunities, and maintain beneficial working relationships.

6.9 We have begun to create bilingual video content internally, with no production costs to the charity. We created a video montage to promote Christmas Jumper Day, content to launch our virtual eco balloon fundraising event, and featuring NHS staff thanking the public for donations to the Give a Gift campaign. Our in-house video content has generated over 32,700 views between November and January.



6.10 Media activity included two of our fundraisers being featured in an S4C documentary Dathlu Dewrder, and one, Gwyndaf Lewis, continuing to support awareness-raising of the charity by supporting communications activity into February 2021 by taking part in the BBC Radio Five Live broadcast day at Glangwili Hospital.

6.11 While Facebook has a larger audience reach, there is a significant amount of staff engagement in particular on Twitter, especially in the case of expenditure stories. The use of hashtags can substantially increase engagement on Twitter, with a post we tagged NHS Charities Together and the Duke and Duchess of Cambridge in, receiving over 4,000 impressions in December 2020, making it our Top Tweet for the Quarter.

6.12 On all of our social media channels we have strengthened our brand by taking a consistent approach to the palate of colours and the fonts we use, and have tried to make our social media posts simpler and more engaging.

- 6.13 Our social media followers have increased by over 5% (up 350, from 6,500 to over 6,850). Social media posts featuring fundraisers regularly achieve over 1,000 audience reach on Facebook and fundraising storytelling has been well received by staff where there has been a tangible connection to care provided to the fundraiser.
- 6.14 We have also worked to make our website more engaging, including adding more visual content and an enhanced layout.
- 6.15 Our focus for the next reporting period will include:
- Maximising fundraising through virtual campaigns, including an easter bonnet competition and a month-long Spring/Summer challenge.
 - Promotion and launch of the staff lottery.
 - Working on fundraising campaigns including Paediatric Palliative Care.
 - Promoting mass participation events in line with fundraising objectives.
 - Building brand prominence by developing imagery and physical collateral for NHS sites.
 - Further development of the charity's web pages, exploring the functionality of the platform we have to make donating easier and increasing content including storytelling and fundraising resources.
 - Working with NHS Charities Together to maximise the opportunities to promote the impact of recent charitable expenditure and the benefits to our staff, volunteers and patients, including supporting their Digital Focus Group and providing translation support to develop bilingual collateral for the NHS Big Tea event.

Appendix 1: Statement of financial activity for the period ending 31st January 2021

HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT - SUMMARY

FOR THE PERIOD ENDING 31 JANUARY 2021

	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Total
	£	£	£	£			£
Incoming resources							
Donations	229,977	364,945	24,586	7,883	12,560	33,107	673,058
Legacies	0	589,583	210,052	0	0	0	799,635
Grants receivable	244,440	4,500	1,500	500	500	12,989	264,429
Investment income	0	61,049	0	0	0	0	61,049
Activities for generating funds	0	0	0	0	0	0	0
Other incoming resources	0	0	0	0	0	0	0
	474,417	1,020,077	236,138	8,383	13,060	46,096	1,798,171
Resources expended							
Costs of generating funds	0	0	0	0	0	0	0
Charitable activities	(170,704)	(535,236)	(9,750)	(4,909)	(2,329)	(12,743)	(735,671)
Governance costs	0	0	0	0	0	0	0
Support costs	0	0	0	0	0	0	0
Investment Management	0	(9,084)	0	0	0	0	(9,084)
	(170,704)	(544,320)	(9,750)	(4,909)	(2,329)	(12,743)	(744,755)
Net incoming/(outgoing) resources before transfers	303,713	475,757	226,388	3,474	10,731	33,353	1,053,416
Gross transfers between funds	0	0	0	0	0	0	0
Net incoming/(outgoing) resources	303,713	475,757	226,388	3,474	10,731	33,353	1,053,416
Gains/(losses) on investment assets							
Realised and Unrealised	0	395,964	0	0	0	0	395,964
Net movement in funds	303,713	871,721	226,388	3,474	10,731	33,353	1,449,380
Opening balance at 1 April 2020	116,384	7,018,010	210,837	145,045	129,815	153,054	7,773,145
Closing balance at 31 January 2021	420,097	7,889,731	437,225	148,519	140,546	186,407	9,222,525

Appendix 2: Fund balances for all directorates, inc. future commitments as at 31st January 2021

Fund Balances As At 31st January 2021	Hywel Dda (£)	Carms (£)	Ceredigion (£)	Pembs (£)	Total (£)	Less Commitments (£)	Total (£)
Corporate	565,065				565,065	144,968	420,097
Community		442,289	148,519	142,666	733,474	7,183	726,291
Mental Health & Learning Disabilities	26,994	70,087	10,620	81,466	189,167	2,760	186,407
Acute Services -							
Scheduled Care		472,487	108,402	35,707	616,596	51,808	564,788
Unscheduled Care		1,051,187	2,079,930	2,820,980	5,952,097	390,290	5,561,807
Cancer Services		622,400	800,321	328,921	1,751,642	646,045	1,105,597
Women & Children's Service		313,342	39,589	42,576	395,507	32,764	362,743
Other		243,577	22,951	34,667	301,195	6,400	294,795
Total	592,059	3,215,369	3,210,332	3,486,983	10,504,743	1,282,218	9,222,525

Appendix 3: Closing balances and fund movement to 31st January 2021

	Month 10 movement %	Month 10 Closing Balance £000
Fund Balances 2020-21		
Carmarthenshire Community	2.3	437
Ceredigion Community	0.0	149
Pembrokeshire Community	0.1	141
Corporate	2.6	420
Mental Health & Learning Disabilities	0.4	186
Cancer Services - Carmarthenshire	0.8	563
Cancer Services - Ceredigion	1.0	431
Cancer Services - Pembrokeshire	-0.2	111
Other - Carmarthenshire	1.2	241
Other - Ceredigion	0.1	23
Other - Pembrokeshire	0.0	31
Planned - Ceredigion	0.0	105
Planned Care - Carmarthenshire	-0.3	424
Planned Care - Pembrokeshire	0.0	36
Unscheduled Care - Ceredigion	0.9	1,811
Unscheduled Care - Pembrokeshire	4.4	2,762
Unscheduled Care - Carmarthenshire	2.3	988
Women & Children Srv - Carmarthenshire	-0.3	284
Women & Children Srv - Ceredigion	0.0	36
Women & Children Srv - Pembrokeshire	0.0	43
Total	15.3	9,222

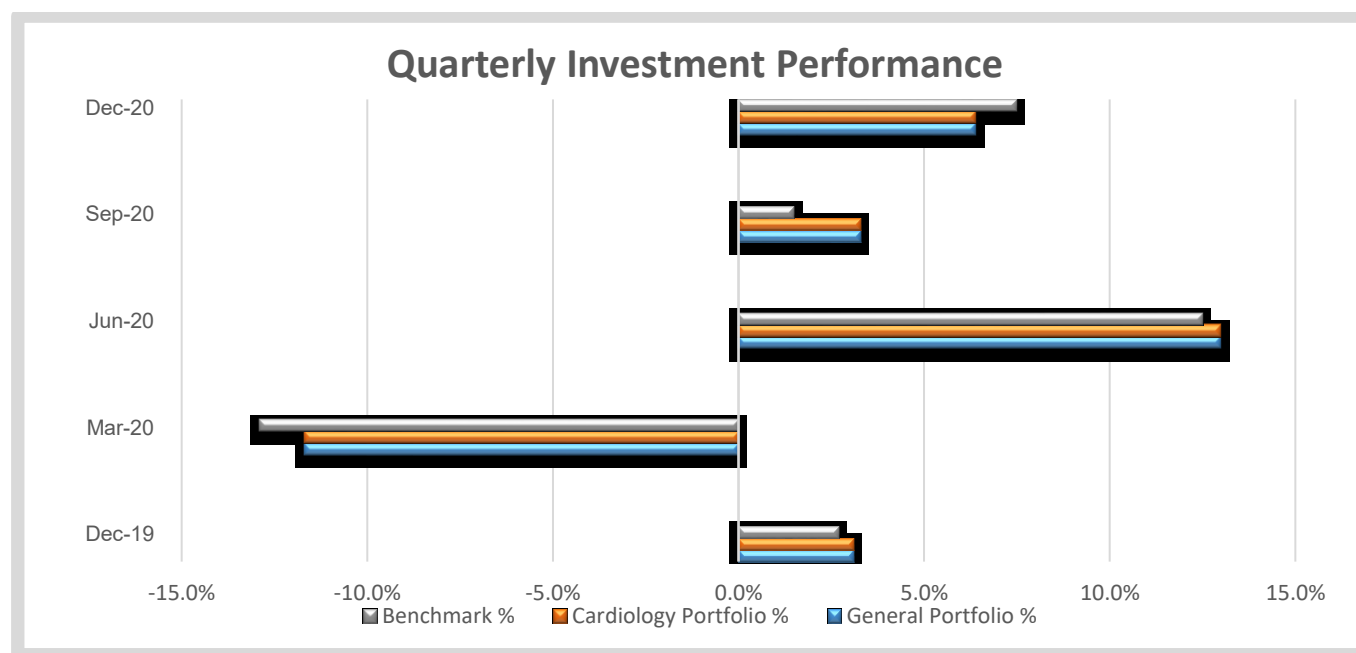
Appendix 4: Investment performance

As at 31st January 2021, the value of investments held by the charity was £8,455,262. The value of total funds held at the same date was £9,222,525.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,263,147 and secondly a general charity fund of £6,192,115.

As at 31st January 2021, our investment advisors Sarasin & Partners LLP report that our portfolios compare favourably against all performance comparators.

Figure 8: Investment performance against the benchmark for the period ending 31st December 2020



Portfolio benchmark (from 1-Feb-20): ICE BofAML Sterling Corporate (7.5%), ICE BofAML UK Gilts All Stocks (7.5%), MSCI AC World ex UK (Local Currency) (GBP) (10%), MSCI AC World ex UK (Net Total Return) (40%), MSCI All Balanced Property Funds - One Quarter Lagged (5%), MSCI UK IMI (Net Return) GBP (20%), UK cash LIBOR 1 Month (Total Return) (10%). Performance is calculated 'net' of Sarasin's investment management fees, using Bid prices. This takes into account receipts to and withdrawals from the portfolio during the period, and their dates. Prices are sourced from Bloomberg. The report 'looks-through' to the underlying investments within the Sarasin funds in order to show the portfolio's overall allocation. Where a portfolio holds Sarasin Unit Trusts or OEIC Funds, we use a close of business unit price to enable more accurate performance comparison with the portfolio benchmark.

Appendix 5: Working balances

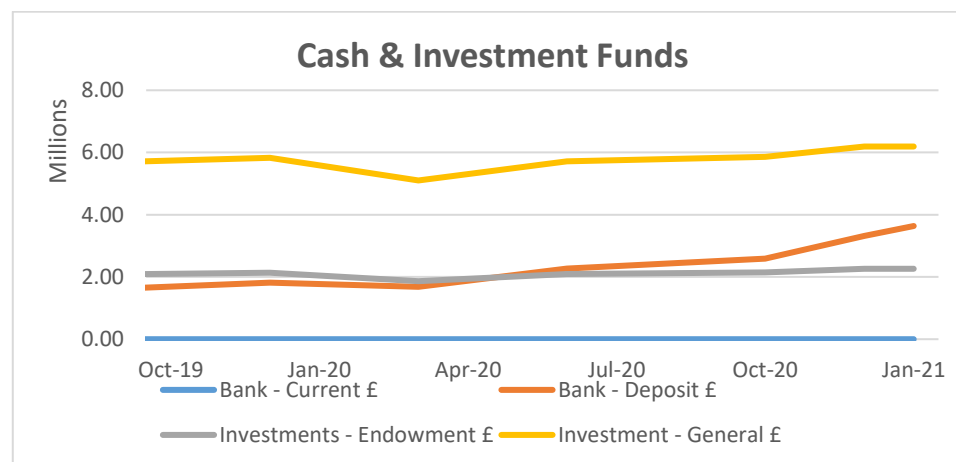
The need for access to funds is monitored on an ongoing basis, which informs discussions with our investment advisors Sarasin & Partners LLP.

The balances of our charity bank accounts as at 31st January 2021 were as follows:

- Current Account: £100
- Deposit Account: £3,637,081.10

The balance of cash held at bank is driven by the level of commitments.

Summary of funds held by the charity



Appendix 6: Material commitments to 31st January 2021

Service	Fund Name	£	Description	Date Approved	Status
Unscheduled Care - Ceredigion	CMW - BAJ - Bronglais	259,977	BGH Chemotherapy Relocation	2015	Re-committed to the development in September 2019.
Cancer Service - Pembrokeshire	WGH Ward 10 Refurbishment Scheme	159,621	Ward 10 Enhanced Scheme	Sep-19	Active Spend - Finance are working with Capital team to ensure spend has complied with approved expenditure plan.
Cancer Service - Ceredigion	Ceredigion - Cancer Services	287,496	BGH Chemotherapy Development	Sep-19	Approved as contribution to the development in September 2019
Cancer Service - Ceredigion	Ceredigion - Cancer Services	13,271	Cancer Psychological Support Pilot Project 2 years	Mar-18	Project commenced later than initiated; 1st year commenced 2019-20
Cancer Service - Pembrokeshire	Pembs Cancer Services	24,620	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Cancer Service - Glangwili	GGH Oncology	30,967	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Cancer Service - Prince Philip	PPH Oncology	27,312	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Unscheduled Care - Prince Philip	PPH Cardiology Fund	4,185	Hypertrophic Cardiomyopathy project	Sep-19	
Unscheduled Care - Glangwili	GGH Cardiology Fund	6,750	Hypertrophic Cardiomyopathy project	Sep-19	
Unscheduled Care - Ceredigion	Ceredigion Clinical Support - Haematology	5,000	Funding of Trainee Clinical Nurse Specilaist Post	Sep-20	Agreed via CFC Meeting 15th September 2020
Unscheduled Care - Pembrokeshire	Pembrokeshire Clinical Support - Haematology	5,000	Funding of Trainee Clinical Nurse Specilaist Post	Sep-20	
Cancer Service - Ceredigion	Cancer Service - Ceredigion	67,819	Funding of Trainee Clinical Nurse Specilaist Post	Sep-20	
Cancer Service - Pembrokeshire	Pembs Cancer Services	31,409	Funding of Trainee Clinical Nurse Specilaist Post	Sep-20	Agreed via Sub Committee - Form CF1750
Unscheduled Care - Prince Philip	Mynydd Mawr General Purpose (T253/T742)	39,054	Mynydd Mawr Garden Project		

Appendix 7: Expenditure over £5,000

Expenditure over £5,000 for the period November 2020 - January 2021

Service	Fund Name	£	Description
PPH Breast Centre	PPH Breast Centre	63,500	Faxitron Machine for PPH Breast Cancer Unit
Pembrokeshire Cardiology	Pembs Cardiology Equip Income Fund	18,137	GE Vivid Cardiovascular Ultrasound System
Hywel Dda	Support for Life Response Fund	6,699	Christmas monies - Tesco Stores
Hywel Dda	Support for Life Response Fund	7,664	Printing of 2021 Calendar of Religious Festivals and Events
Pembrokeshire Renal	Pembrokeshire Renal	5,156	MAC 2000 Resting ECG including Trolley