

**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	09 June 2026
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Integrated Performance Report
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Huw Thomas, Executive Director of Finance Sharon Daniel, Executive Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Timothy John, Head of Accounting & Statutory Reporting Nicola Llewelyn, Head of Hywel Dda Health Charities

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

Ar Gyfer Trafodaeth/For Discussion

ADRODDIAD SCAA

SBAR REPORT

Sefyllfa / Situation

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated overview of Hywel Dda Health Charities' (HDdHC) performance and financial position as of 31 March 2026.

Cefndir / Background

Hywel Dda University Health Board's (HDdUHB) standing orders state that "The Board may and, where directed by the Welsh Government must, appoint Committees of the Health Board (HB) either to undertake specific functions on the Board's behalf or to provide advice and assurance to the Board in the exercise of its functions. The Board's commitment to openness and transparency in the conduct of all its business extends equally to the work carried out on its behalf by committees."

In accordance with the Standing Orders (and the Health Board's Scheme of Delegation), the Board has nominated a committee to be known as the Charitable Funds Committee (CFC). The CFC has been established as a Committee of the Health Board and constituted from 22 July 2010.

HDdUHB is the Corporate Trustee of Hywel Dda Health Charities (HDdHC).

The purpose of the CFC is:

- To make and monitor arrangements for the control and management of the Health Board's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with the legislative framework.
- To provide assurance to the Board in its role as Corporate Trustee of the charitable funds held and administered by the Health Board.

- To develop the strategy and objectives for the Charity for consideration by the Board, and to provide assurance that an appropriate infrastructure is in place for the efficient and effective running of the Charity.
- To agree issues to be escalated to the Board with recommendations for action.

Asesiad / Assessment

The charity's key financial performance considerations for the period ended 31 March 2026. are detailed in the Integrated Performance Report slide pack attached at Annex 1.

The Integrated Performance Report:

- Presents an overview of incoming resources (donations, legacies, grants, trading income and investment income) compared with the same period in 2024/25 and highlights the drivers behind movements in income (slides 2 to 4).
- Provides analysis of resources expended, including charitable activities, fundraising, governance and support costs (slides 5 to 7) and commentary explaining any variances.
- Contains supplementary financial information including the Statement of Financial Activity for the period and material outstanding commitments approved by the CFC (slides 9 to 10).

In addition to the Integrated Performance Report at Annex 1, attached at Annex 2 is the Summer 2026 highlights from the fundraising and communications support team.

Investment performance and apportionment of investment losses

Fundraising, governance and support costs are funded from investment income and gains. During the year, these income sources were insufficient to cover the costs incurred, resulting in a deficit of £700k. This was largely driven by a significant loss of £571k on restricted and unrestricted investments. The impact of this position was partially mitigated through cost controls, including holding staff vacancies, which contributed to an overall underspend of £42,634 against the approved governance, support and fundraising budget of £563,116 for 2025/26.

This deficit will be allocated between restricted and unrestricted funds when the final accounts are prepared over the summer.

Our policy is to apportion these costs based on the average fund balances held during the year. Restricted funds are adjusted individually each year to reflect their share of income and expenditure. For unrestricted funds, the calculated share is held within a separate apportionment fund.

In recent years, the balance on this apportionment fund has been sufficient to absorb any losses, meaning individual unrestricted funds have not been affected. However, the balance brought forward this year is £181k, which is not enough to cover the full deficit. As a result, the remaining deficit will be allocated across the individual unrestricted funds, reducing the amounts available for future spending.

Looking ahead, where investment income and gains exceed fundraising, governance and support costs, the unrestricted surplus will be added to the apportionment fund (up to a maximum of 10% of total funds held). If a deficit arises, it will first be met from any balance in the apportionment fund, with any remaining shortfall then allocated to the individual unrestricted funds.

Argymhelliad / Recommendation

The Charitable Funds Committee is requested to:

- **DISCUSS** the content of this report on the charity's performance.
- **NOTE** that the investment losses position at year end exceeds the available balance on the apportionment fund and will therefore result in a reduction to individual unrestricted funds.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.1 To make and monitor arrangements for the control and management of the Health Board's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with the legislative framework. 3.2 To provide assurance to the Board in its role as Corporate Trustee of the charitable funds held and administered by the Health Board. 3.3 To develop the strategy and objectives for the Charity for consideration by the Board, and to provide assurance that an appropriate infrastructure is in place for the efficient and effective running of the Charity. 3.4 To agree issues to be escalated to the Board with recommendations for action.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Risk reference: 2045 Risk description: There is a risk of HDdUHB not being able to sustain a paid fundraising function for its charity. Causes: This is caused by the increased investment in fundraising costs since 2021/22 and the level of charitable income generated by the charity resulting in variable levels of Return of Investment (ROI).
Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)	Not Applicable
Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)	Not Applicable
Amcanion Strategol y BIP: UHB Strategic Objectives:	Not Applicable
Amcanion Cynllunio Planning Objectives	Not Applicable

Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022	10. Not Applicable
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Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	Ledger reports and investment reports.
Rhestr Termiau: Glossary of Terms:	Included within the body of the report.
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Deputy Head of Financial Accounting Assistant Head of Financial Accounting Fundraising Manager Senior Communications Officer

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	The report sets out the financial position of the charity. Income generated from fundraising activities is a key source of income for Hywel Dda Health Charities. The charity is therefore duty bound to ensure that the correct controls and governance arrangements exist with regards to all aspects of fundraising.
Ansawdd / Gofal Claf: Quality / Patient Care:	Charity objects are in support of NHS services locally.
Gweithlu: Workforce:	Expenditure on governance and support costs (including fundraising and finance) included in the Integrated Performance Report.
Risg: Risk:	Reputational risk if associated with unethical fundraising.
Cyfreithiol: Legal:	The charity's financial reporting is in line with charity law and guidance.
Enw Da: Reputational:	Reputational risk if associated with unethical fundraising.
Gyfrinachedd: Privacy:	No impact.
Cydraddoldeb: Equality:	No EqIA is considered necessary for a report of this type.



Elusennau Iechyd
HYWEL DDA
Health Charities

Integrated Performance Report

Financial Overview
Month 12 2025/26

Incoming Resources

Income

Incoming Resources	Year ending 31 March 2026 £	Year ending 31 March 2025 £	Variance £	Variance %
Donations	577,191	672,775	(95,584)	(14)
Legacies	400,543	734,386	(333,843)	(45)
Grant funding received	96,374	31,994	64,380	201
Income from other trading activities (HDdHC Lottery)	14,959	16,327	(1,369)	(8)
Investment Income	478,645	570,679	(92,034)	(16)
Total Income	1,567,712	2,026,161	(458,449)	(22)

Summary

- The most significant driver of the income reduction is legacies, which have decreased by £334k (45%). This reduction reflects the inherent variability of legacy income as the previous year benefited from a significant legacy gift that has not recurred in the current reporting period.
- The reduction is also driven by cost-of-living pressures, reduced disposable income and changing public attitudes to charitable giving.
- The charity team is proactively planning for the year ahead, including participation in key events such as Long Course Weekend and the Cardiff Half Marathon, alongside a continued focus on supporting and enabling community and staff-led fundraising, which remains a vital and valued source of income and engagement.
- There is a continued focus on long-term income growth, including strengthening legacy income, expanding corporate partnerships and enhancing supporter engagement.
- Benchmarking shows a fundraising return of £4.11 raised per £1 spent placing the charity above national benchmarks and demonstrating strong performance in a challenging financial climate.

Benchmarks

Income generated for every £1 spent on fundraising

£4.11

£5.05 to 31 March 2025

Donations

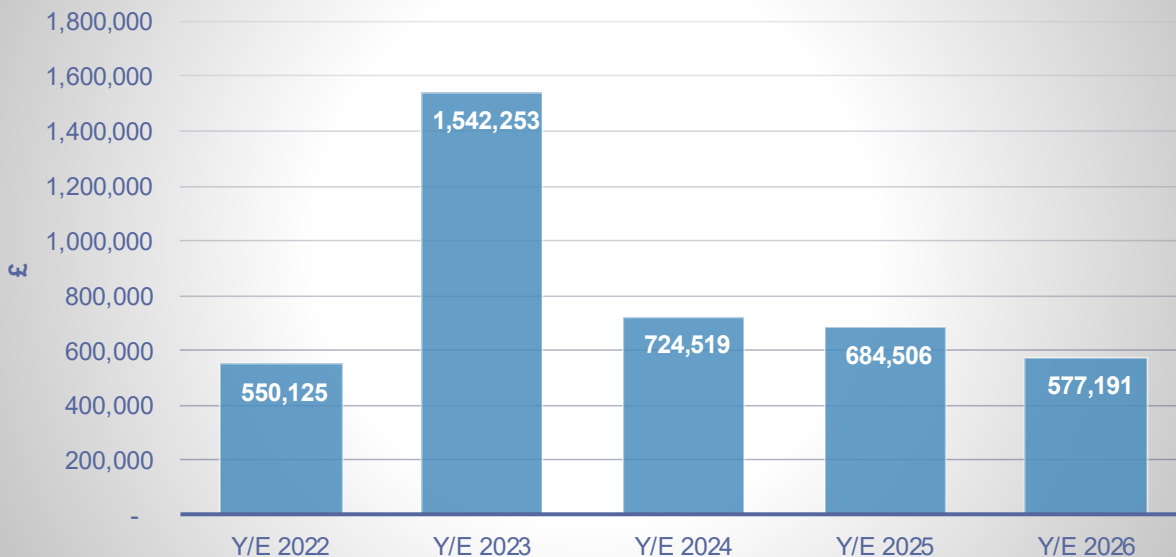
	Year ending 31 March 2026 £	Year ending 31 March 2025 £	Variance £	Variance %
Donations	577,191	672,775	(95,584)	(14)

- Donations have reduced by 14% despite continued strong fundraising activity.
- There is evidence of early external impact believed to be linked to the Clinical Services Plan (CSP), with some services seeing notable declines - for example, a 54% reduction in donations to Bronglais stroke services to M9.
- Donations to Ceredigion and Pembrokeshire services have reduced while Carmarthenshire donations have increased.
- While the fundraising team has delivered well operationally, cost-of-living pressures which are affecting disposable income and giving behaviours remain a key influencing factor alongside public perception of local NHS services.

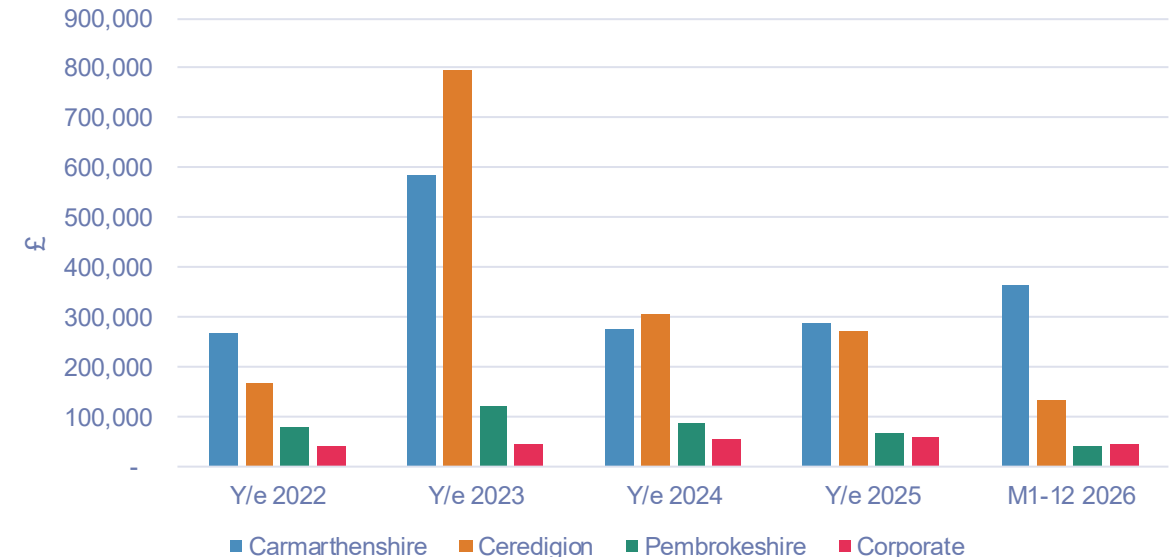
Annual donations from 2021/22 to 31 March 2025/26

Annual donations split by region

Donations



Donations by region



Legacies

	Year ending 31 March 2026 £	Year ending 31 March 2025 £	Variance £	Variance %
Legacies	400,543	734,386	(333,843)	(45)

- This reduction reflects the inherent volatility of legacy income, as the prior year included the receipt of a substantial legacy gift which has not been repeated in the current reporting period.
- It is important to note that this does not indicate a weakening of the legacy pipeline, but rather the timing and unpredictability of legacy income.
- The charity currently has approximately 12 open legacy cases, with an estimated combined value of £1.4 million, providing confidence in future income levels.
- The team is actively prioritising legacy fundraising and stewardship, with a focus on progressing existing cases and strengthening long-term supporter relationships to build a more sustainable pipeline.
- Early activity, including “Make Your Will Month” in May, is already helping to raise awareness and stimulate interest in legacy giving.
- A further targeted legacy campaign is planned later in the year to build on this momentum, increase pledges, and strengthen future income.

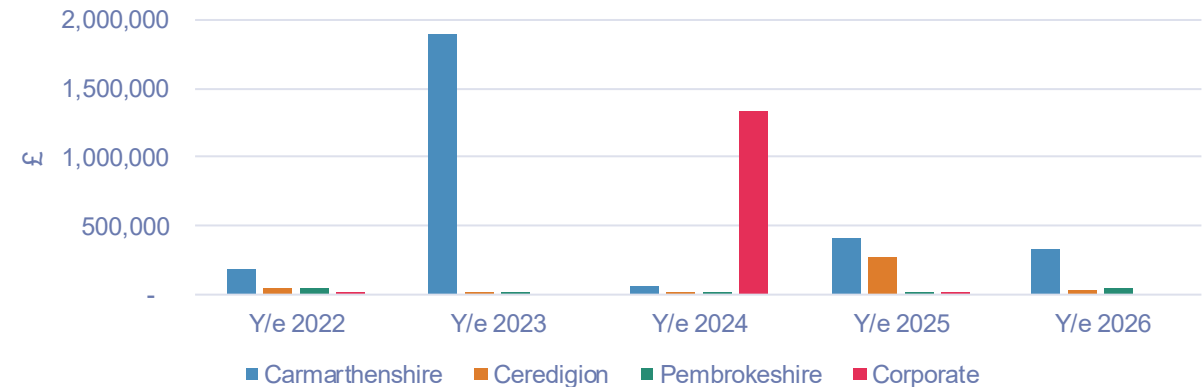
Legacy income from 2021/22 to 31 March 2025/26

Legacies



Annual legacy income split by region

Legacies by region



Resources Expended

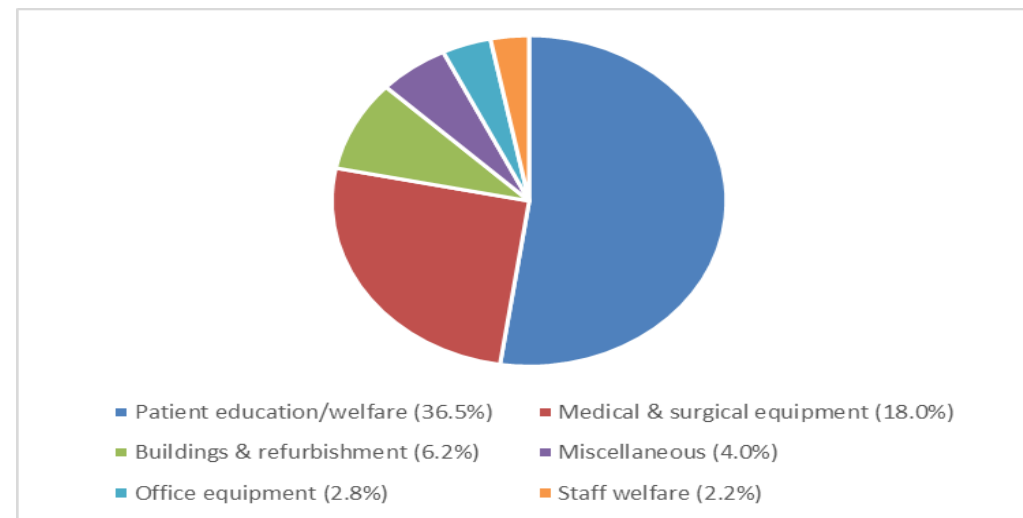
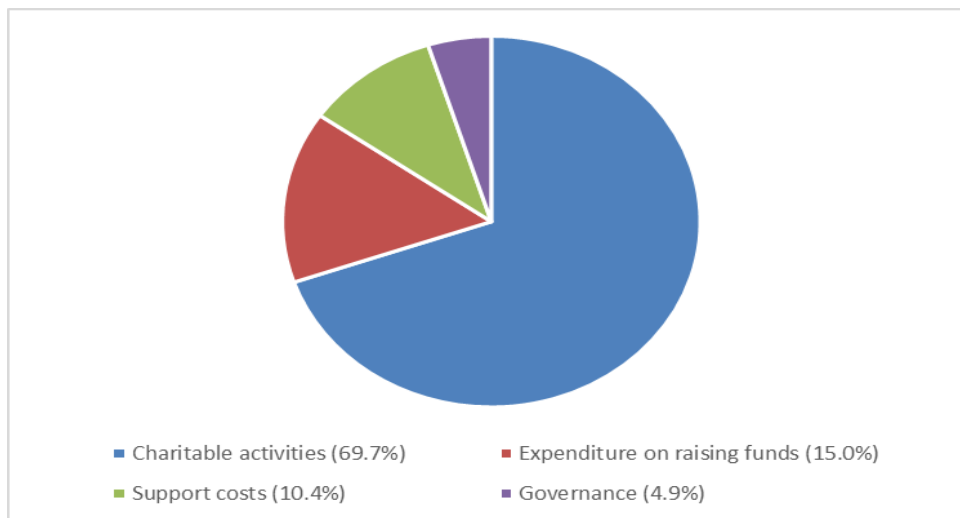
Expenditure

Resources Expended	Year ending 31 March 2026 £	Year ending 31 March 2025 £	Variance £	Variance %
Charitable activities (grant making)	1,240,135	2,382,847	(1,142,712)	(48)
Expenditure on raising funds	265,378	283,181	(17,803)	(6)
Support Costs	185,424	181,549	3,875	2
Governance Costs	86,904	82,491	4,413	5
Total Expenditure	1,777,841	2,930,068	1,152,227	39

Summary

- Expenditure on charitable activities (i.e. grants made) has decreased by 48%, largely due to the £1.5m spend in 2025 on the Pentre Awel Hydrotherapy Pool.
- There has been a decrease in expenditure on raising funds compared to the same period in 2024/25, due to staff vacancies.
- Support and governance costs have increased slightly compared to the prior year due to A4C pay increases.

Analysis of % spend by type



Charitable Activities

Expenditure on Charitable Activities

	Year ending 31 March 2026 £	Year ending 31 March 2026 %	2024/25 £	2023/24 £
Medical and surgical equipment	319,904	18.0%	1,959,934	759,159
Office and computer equipment	49,875	2.8%	63,232	86,223
Building and refurbishment	109,842	6.2%	144,869	1,394,762
Staff education/welfare	39,404	2.2%	64,508	186,759
Patient education/welfare	649,626	36.5%	148,270	411,174
Miscellaneous	71,484	4.0%	2,035	61,090
Total	1,240,135	69.8%	2,382,848	2,899,167

Notable expenditure incurred to 31 March 2026 (over £5,000):

Medical and surgical equipment

- Newborn Anne simulator/manikin for Carmarthen Children's Services (£5,417)
- Cubescan Biocon-900S bladder scanner for Carmarthen (£5,405)
- Supply and install Croyde wall bed Carmarthen Community Midwifery (£16,123)
- 12 Iowa Oral Performance Instrument assessment & rehabilitation (£33,118)
- Patient Chairs for Emergency & Urgent Care at BGH (£17,088)
- Fibroscanner at BGH (£98,235)
- Rehab equipment for intensive upper limb programmes for neurorehabilitation (£9,997)
- Electric gynaecologic chair at GGH (£8,025)
- 4 Tilt in Space chairs at GGH (£10,572)
- 2 CPM Machines for GGH & PPH (£7,523)
- Over Bed Moto for stroke rehabilitation at BGH (£6,745)
- Echocardiography Machines at WGH (£9,003)

Building and refurbishment

- Refurbishment of patient waiting room in GGH Chemotherapy Day Unit (£34,211)
- Refurbishment of staff rest room in WGH Pharmacy department (£15,554)
- Refurbishment of Tenby Cottage waiting area (£18,360)
- Upgrade GGH theatre reception area (£13,079)
- Conversion of locker room into quiet room at PPH AMAU (£7,998)

Patient education and welfare

- Development of Sensory Gardens at Prince Philip Hospital (£200,088)
- Heads Up! Initiative: Cancer Services Hair Loss Support (£99,235)
- HARP: Hywel Dda Arts Referral Programme (£25,050)
- Enhancement of outdoor play area at Cilgerran ward GGH (£15,745)
- Year 2 Health Domestic Violence Advocate project at BGH (£5,359)
- 4 Lifestyle Checkpoint (K2) Health Kiosks (£47,520)
- Installation of art in emergency departments at BGH, GGH & WGH (£60,000)
- Christmas festive expenditure 2025 (£25,000)

Expenditure on Governance, Support and Raising Funds

Governance, support and expenditure on fundraising				
£		Budget to 31 March 2026	Spend to 31 March 2026	(Under) / Over spend to 31 March 2026
Finance		107,487	107,487	0
Fundraising team	Pay	408,719	383,209	(25,510)
Fundraising	Non- Pay	46,910	29,786	(17,124)
Sub-total		563,116	520,482	(42,634)
Audit		17,016	17,223	207
Total		580,132	537,705	(42,427)

Costs analysed by category of spend				
£	Expenditure on raising funds	Support	Governance	Total
Fundraising Team				
Pay	235,591	114,397	33,221	383,209
Non-Pay	29,786	-	-	29,786
Finance	-	71,027	36,460	107,487
Audit	-	-	17,223	17,223
Total	265,377	185,424	86,904	537,705

Apportionment of costs across funds			
£	Restricted/ Unrestricted Funds	Endowment Funds	Total
Investment Income	(407,946)	(70,699)	(478,645)
Governance & Support - Finance, Fundraising & Support Team	520,482	0	520,482
Audit Fees	17,223	0	17,223
Investment Losses	570,596	208,545	779,141
Deficit	700,355	137,846	838,201

- In March 2025, the CFC approved a total governance, support and fundraising budget of £563,116 for the 2025/26 financial year.
- For the period ending 31 March 2026, the reported position is an underspend of £42,634, mainly due to a vacancy being held within the team.
- Dividend and interest on endowment funds have been applied to their restricted funds.
- There was a net deficit from unrestricted/restricted apportionments (after investment losses) across funds of £700,355 for the period ending 31 March 2026.
- *Unrestricted and restricted funds: income earned from surplus cash from general restricted funds invested. 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.*

Appendix 1

Financial Performance

Supplementary Information

Position as at 31 March 2026

1. Statement of Financial Activity for the year ended 31 March 2026

HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT - SUMMARY													
FOR THE YEAR ENDING 31 MARCH 2026													
	Allied Health & Health Sciences	Community & Intergrated Medicine Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Scheduled Care	Planned & Specialist Care Cancer Services	Woman & Children	Primary Care	Corporate	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£	£	£	£	
Incoming resources													
Donations	3,714	81,023	41,667	26,493	18,133	55,776	205,266	117,631	2,334	25,154	0	577,191	
Legacies	0	151,000	29,571	40,000	0	0	97,972	77,000	5,000	0	0	400,543	
Grants receivable	0	0	0	0	7,250	0	0	16,123	0	73,001	0	96,374	
Investment income	0	0	0	70,699	0	0	0	0	0	0	407,946	478,645	
Income from other trading activities	0	0	0	0	0	0	0	0	0	14,959	0	14,959	
Other incoming resources	0	0	0	0	0	0	0	0	0	0	0	0	
	3,714	232,023	71,238	137,192	25,383	55,776	303,238	210,754	7,334	113,113	407,946	1,567,712	
Resources expended													
Expenditure on raising funds	0	0	0	0	0	0	0	0	0	0	(265,378)	(265,378)	
Charitable activities	(1,037)	(259,601)	(154,685)	(31,624)	(49,026)	(13,312)	(148,143)	(76,169)	(30,469)	(476,088)	0	(1,240,135)	
Support Costs	0	0	0	0	0	0	0	0	0	0	(185,424)	(185,424)	
Governance costs	0	0	0	0	0	0	0	0	0	0	(86,904)	(86,904)	
Investment Management	0	0	0	0	0	0	0	0	0	0	0	0	
	(1,037)	(259,601)	(154,685)	(31,624)	(49,026)	(13,312)	(148,143)	(76,169)	(30,469)	(476,088)	(537,705)	(1,777,840)	
Net incoming/(outgoing) resources before transfers	2,677	(27,578)	(83,447)	105,569	(23,643)	42,464	155,095	134,585	(23,135)	(362,955)	(129,759)	(210,128)	
Gross transfers between funds	0	(988)	0	0	988	0	0	0	0	0	0	(0)	
Net incoming/(outgoing) resources	2,677	(28,566)	(83,447)	105,569	(22,655)	42,464	155,095	134,585	(23,135)	(362,955)	(129,759)	(210,128)	
Gains/(losses) on investment assets													
Realised and Unrealised	0	0	0	(208,545)	0	0	0	0	0	0	(570,596)	(779,141)	
Net movement in funds	2,677	(28,566)	(83,447)	(102,976)	(22,655)	42,464	155,095	134,585	(23,135)	(362,955)	(700,355)	(989,269)	
Opening balance at 01 April 2025	362,628	1,357,269	1,954,208	2,824,025	221,649	616,548	1,615,943	312,188	293,430	1,156,686	0	10,714,574	
Closing balance at 31 March 2026	365,306	1,328,703	1,870,761	2,721,048	198,994	659,012	1,771,038	446,773	270,295	793,732	(700,355)	9,725,305	
Less Endowment funds (non-spendable)	0	42,310	91,363	2,023,701	0	0	0	0	0	0	0	2,157,373	
Available to spend at 31 March 2026	365,306	1,286,393	1,779,398	697,347	198,994	659,012	1,771,038	446,773	270,295	793,732	(700,355)	7,567,932	

2. Outstanding material commitments as at 31 March 2026 (approved by CFC)

Service	£	Description	Date Approved	Status
Cancer Service - Ceredigion	88,729	BGH Chemotherapy Development	Mar-24	Funds committed to the delivery of a new Chemotherapy Day Unit at BGH. Expenditure of funds will be aligned to the delivery of the capital scheme.
Arts and Health (Nursing, Quality & Patient Experience)	22,528	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	159,107	Arts and Health Capacity Building- to contribute to the salary and oncosts of a B6 Project Support Officer and activities budget for patients	Mar-24	On going project
Mental Health & Learning Disabilities, Community & Integrated Medicine	38,965	Interactive singing & movement sessions	Jun-24	On going project
Arts and Health (Nursing, Quality & Patient Experience)	25,050	HARP: Hywel Dda Arts Referral Programme	Sep-25	On going project
Carmarthenshire System - Community & Integrated Medicine	103,336	Development of Sensory Gardens at Prince Philip Hospital	Sep-25	On going project
Public Health Directorate	47,520	4 Lifestyle Checkpoint (K2) health kiosks	Dec-25	On going project
Allied Health & Health Sciences	33,118	Purchase of 12 x IOWA Oral Performance Instrument (IOPI) assessment and rehabilitation tools for acute and community adult dysphagia rehabilitation patients.	Dec-25	On going project
Arts and Health (Nursing, Quality & Patient Experience)	60,000	Installation of art in emergency departments (BGH, GGH, WGH)	Dec-25	On going project
Endoscopy & Gastroenterology	152,160	Colon Capsule project	Jan-26	On going project
	725,513			



CHARITY-FUNDED GARDENS GETTING READY FOR SUMMER OPENING

Work is progressing on charity-funded therapeutic gardens at Prince Philip and Amman Valley hospitals which are due to open this summer. The new gardens have been made possible by generous donations from our local communities.

Work on the new therapeutic gardens at Mynydd Mawr ward, a rehabilitation unit, and Bryngolau ward, an older adult mental health unit, is nearing completion (see photos above from the commencement of the work).

The gardens incorporate tactile, colourful and varied planting and grass areas; bird feeders and native rich planting to encourage birds and other wildlife to visit; artwork and installations to provide points of interest and reflection, and level and bound surfaces with handrails to promote increased accessibility and safety.

Once completed, the new gardens will create vibrant, accessible outdoor environments that promote wellbeing, stimulate the senses, encourage gentle activity, and offer peaceful areas for relaxation, reflection, and social interaction.

Meanwhile, work on the new front garden at Amman Valley Hospital also continues, ready for a summer launch to mark the 90th anniversary of the hospital's opening.

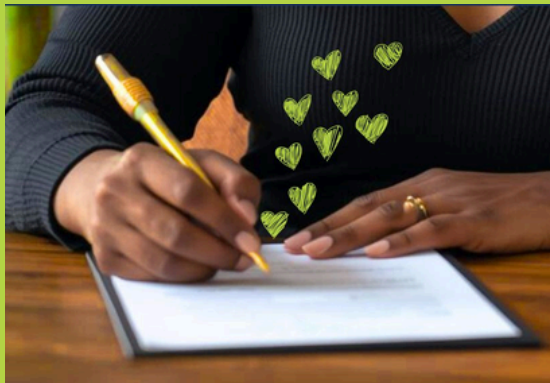
The dementia-friendly, therapeutic outdoor space is designed to support patient rehabilitation, staff wellbeing, and community engagement.

The project represents a total investment of nearly £140,000, with Amman Valley Hospital League of Friends providing £114,533, and Hywel Dda Health Charities contributing the remaining £25,000.

Pictured below are members of the Amman Valley Hospital League of Friends with staff at the beginning of the development.



MAKE YOUR WILL MONTH PROMOTES LEGACY GIVING



Legacy donations are a vital part of the charity's income. Throughout the year we run campaigns which provide our supporters with opportunities to write their will at a reduced cost, and we promote legacy donations across our communications platforms.

In May 2026 we ran our annual Make Your Will Month campaign which sees us team up with solicitors across Carmarthenshire, Ceredigion and Pembrokeshire. During May, the solicitors waive their usual fee in exchange for a donation to our charity, and our supporters are able to make or update their will at a greatly reduced rate.

By the end of May, 25 supporters had signed up and made their will, which saw donations to the charity reach £2,500. We'll be updated later in the year about any legacy pledges to the charity which were written into those wills.

SPRING CAMPAIGN SHOWCASES POWERFUL BEREAVEMENT SUPPORT FOR LOCAL FAMILIES



Throughout spring we ran a campaign to highlight our Wish Fund which provides support to families during times of bereavement.

The Wish Fund supports Hywel Dda's Paediatric Palliative Care team to provide personalised support to families of children and young people receiving palliative care, and helps them create treasured memories when their child sadly passes away. From hand moulds and fingerprint jewellery to memory boxes and specialist sibling support, the fund ensures bereaved families are not alone during the most devastating moments of their lives.

The media and social media campaign highlighted how donations have supported families across Hywel Dda including the parents of Frankie (pictured) who said: "We will never be able to thank the Wish Fund enough. Thanks to the Wish Fund, we had the most amazing mementos, a Christmas bauble, a necklace with Frankie's fingerprint on it and a mould of his hand. Those simple objects are our most treasured possessions along with a lock of his beautiful hair."

In April, we continued our work with Scarlets Rugby on promoting the Wish Fund by organising a family day at Parc y Scarlets which was widely publicised on the Scarlets media channels.

COMMUNICATIONS FOCUS

Hywel Dda Health Charities has its own dedicated communications team members who cover all its communications, marketing and media work. In addition to securing extensive coverage online and in the press, this quarter we have refreshed our web and intranet sites, and other developments have included:



Securing slots in - and producing new videos for - the Staff Induction and New Managers courses which introduce the charity to new and progressing staff and provide key tips on how they can support our work and access funding.



- Additional patient comforts
- Up-to-date equipment
- More welcoming surroundings
- Staff development and wellbeing

Support us by:

- Ensuring your team knows about the charity
- Ensuring charity information is available
- Encouraging your team to apply for charitable funds
- Fundraising together for your service

Creating a charity profile on the WhatImpact platform to promote the ways local suppliers and businesses can support and engage with us.



Organisation Overview

- Areas of interest
- Health Charities
- Our Mission for a better future
- How the charity helps

Developing our mascot 'Calon' - this has included improving the character design and producing a series of engaging GIFs and visuals which can be used on social media.



IN FOCUS:

HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

PIONEERING CANCER HAIR LOSS SUPPORT SERVICE FUNDED FOR A FURTHER TWO YEARS



We were recently delighted to announce our funding award to support Phase 2 of the Heads Up initiative, a unique service that provides expert, person-centred, holistic hair loss care for people across Hywel Dda who are receiving cancer treatment.

This funding will enable the continuation of the Heads Up service until 31 December 2027, following its successful launch in January 2024. The funding has been generously match-funded by two partner organisations: the Withybush Hospital Cancer Day Unit Appeal and Cancer Hair Care.

Hywel Dda University Health Board is the first Health Board in Wales to provide a comprehensive support service for chemotherapy-related hair loss. The service connects healthcare professionals and haircare experts from local communities to empower patients to manage their hair loss journey with independence, dignity and choice.

NEW BABY MANIKIN WILL HELP TRAIN STAFF ON NEONATAL RESUSCITATION

We're delighted that we have been able to purchase a baby CPR manikin for Hywel Dda Maternity Services.

The manikin will help provide training to midwives and health care staff every year to ensure they are fully coached to provide neonatal resuscitation.

Faith Worrall, Clinical Supervisor for Midwives, said: "Newborn life support is an essential requirement of all nurses, midwives, doctors and health care support workers who provide care for newborn infants.

"This manikin will support improved training and simulation which will in turn help improve our service for newborn babies across Hywel Dda University Health Board."



NEW FENO DEVICES TO IMPROVE ASTHMA DIAGNOSIS ACROSS PEMBROKESHIRE COMMUNITIES



Thanks to generous donations we have been able to fund two FeNO devices worth over £1,800 for use across Pembrokeshire communities.

Fractional Exhaled Nitric Oxide (FeNO) devices test inflammation in the lungs. This can help diagnose high-risk asthma patients and stratify them into treatment groups.

Claire Hurlin, Strategic Head Community and Chronic Conditions, said: "These machines allow us to improve the assessment of children with asthma in our schools project and the spirometry hub.



"FeNO is a simple breath test. Early detection and effective treatment will improve quality of life for the patients and reduce the risk of hospital admission and death. Another benefit of the device is that patients often find the numerical readings motivating, seeing their inflammation levels decrease encourages them to maintain good treatment adherence, leading to better long-term outcomes.

"The devices will also help identify people on asthma and chronic obstructive pulmonary disease registers who do not have asthma or are being over-treated with anti-inflammatory inhalers."

NEW EQUIPMENT WILL HELP MONITOR PATIENTS' LEGS AND FEET

Thanks to kind donations, we have been able to purchase a Huntleigh Ankle and Toe Pressure Kit worth £2,200 for use by Ceredigion's Church and Borth Community District Nursing Team.

The kit will be used to assess blood flow in the legs and feet, combining a digital unit, cuffs and probes to measure ankle and toe pressures. This is especially useful for patients with diabetes, vascular disease, or lymphatic conditions.

Victoria Ashley, Team Leader, said: "This kit gives accurate results even if arteries are hard to measure, and really supports us in planning the best care for the patient's legs and feet."



For more charity updates, please visit:
hywelddahealthcharities.nhs.wales

