

4.2 Integrated Hywel Dda Health Charities Performance Report

Presenter: Mandy Rayani/Huw Thomas

4.2 SBAR IPReport HDdHC_15Sept2020

Integrated Performance Report As At 31st July

App 6 Integrated Performance Report Sept2020



**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	15 September 2020
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Integrated Performance Report
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Mandy Rayani, Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Jennifer Thomas, Senior Finance Business Partner and Nicola Llewelyn, Head of Hywel Dda Health Charities

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

For discussion

**ADRODDIAD SCAA
SBAR REPORT**

Sefyllfa / Situation

This paper provides the Charitable Funds Committee (CFC) with an integrated picture of performance of Hywel Dda Health Charities. The report provides an update to the CFC on the charity's performance and position as of 31st July 2020.

Cefndir / Background

This report has been developed to provide assurance to the CFC on the charity's performance and is intended to bring together both financial and non-financial information.

The report is intended to provide the CFC with the relevant financial information required to scrutinise key performance information on behalf of the Corporate Trustee.

The report is also intended to provide the CFC with a summary of activities and key achievements in line with the objectives of the charity's three-year plan approved by the CFC in March 2020.

Asesiad / Assessment

The charity's performance is summarised in the main body of the report which is presented in a dashboard style format, as per the request of CFC members. The key performance considerations are:

1. The value of funds has increased by £480,613 for the year period ending 31st July 2020.
2. The total incoming resources to 31st July 2020 was £596,422 of which £186,513 related to grants, legacy and investment income.
3. Donations and fundraising income to 31st July 2020 was £409,906. This represents an increase of 118% in comparison to previous year income received of £188,252.

4. Legacy income has reduced by 86% in comparison to the same period in the previous financial year.
5. Realised and unrealised gains on investment assets amount to £225,858 as at Quarter 1 2020/21, an increase in comparison to the previous year gain of £62,869 (259%).
6. Expenditure during 2020/21 has been minimal to date; there was a slight increase in May 2020 mainly due to expenditure being incurred against the NHS Charities Together COVID-19 grant funding.
7. As at 30th June 2020, the value of those investments held was £7,810,631, with the total funds held by the charity at the same date being £8,020,137.
8. For the year to 31st July 2020, the reported position for the approved governance & support costs budget is an underspend of £56,569 against budget.

Argymhelliad / Recommendation

The Charitable Funds Committee is asked to **NOTE** the content of this report and **RECEIVE ASSURANCE** on the charity's performance.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

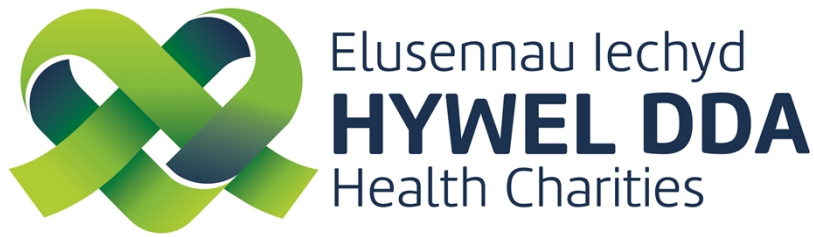
Cyfeirnod Cofrestr Risg Risk Register Reference:	Not applicable for this paper.
Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	Governance, Leadership and Accountability
Amcanion Strategol y BIP: UHB Strategic Objectives:	9. To improve the productivity and quality of our services using the principles of prudent health care and the opportunities to innovate and work with partners.
Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Statement	Not applicable for this paper.

Gwybodaeth Ychwanegol:

Further Information:

Ar sail tystiolaeth: Evidence Base:	Ledger reports and investment reports
Rhestr Termau: Glossary of Terms:	Included within the body of the report
Partïon / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Director of Finance Fundraising team

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:	The charity has no employees but may access staff time via the University Health Board.
Risg: Risk:	Reputational risk if associated with unethical fundraising.
Cyfreithiol: Legal:	The charity's financial reporting is in line with charity law and guidance.
Reputational:	Reputational risk if associated with unethical fundraising.
Privacy	No impact
Cydraddoldeb: Equality:	No EqIA is considered necessary for a paper of this type.



Hywel Dda Health Charities

Integrated

Performance Report

Position as at
31st July 2020

Charitable Funds Committee –15th September 2020

1. Summary

Purpose	Key Messages
<ul style="list-style-type: none"> The purpose of this report is to provide an integrated picture of the performance of Hywel Dda Health Charities. The report details the financial performance and position for the financial year to 31st July 2020 and provides an update on progress made against the Hywel Dda Health Charities work plan (see appendix 6). For the period ending 31st July 2020, a summary statement of fund balances is shown in appendix 1. 	<ul style="list-style-type: none"> The value of funds has increased by £480,613 during this financial year. Donations have increased significantly within Corporate due to generous donations received during the COVID-19 pandemic (see 2.1). Legacy income received has reduced significantly in comparison to the same period in the previous financial year.

1.1 Summary of Key Financial Activity

The charitable funds balances for all directorates, including future commitments as at 31st July 2020, are shown below:

Fund Balances As At 31st July 2020	Hywel Dda (£)	Carms (£)	Ceredigion (£)	Pembs (£)	Total (£)	Less Commitments (£)	Total (£)
Corporate	463,480				463,480	125,991	337,489
Community		217,386	150,083	135,668	503,137	1,386	501,751
Mental Health & Learning Disabilities	24,273	63,920	6,653	73,327	168,172	1,100	167,072
Acute Services -							
<i>Scheduled Care</i>		473,913	110,247	35,570	619,730	310	619,420
<i>Unscheduled Care</i>		832,632	1,999,506	2,592,345	5,424,483	285,574	5,138,909
<i>Cancer Services</i>		543,069	739,677	334,967	1,617,713	560,833	1,056,880
<i>Women & Children's Service</i>		326,537	44,720	42,895	414,152	42,694	371,458
Other		118,326	22,287	33,080	173,693		173,693
Total	487,753	2,575,784	3,073,173	3,247,852	9,384,561	1,017,888	8,366,673

1. Summary (Continued)

1.1.1 Appendix 1 indicates the net movement in funds for period ending 31st July 2020.

1.1.2 The key movements are as follows:

- The **Net Assets** of the charity have increased by £480,613 for the year period ending 31st July 2020.
- Total **Incoming Resources** to 31st July 2020 was £596,422 of which £186,513 related to grants, legacy and investment income. Legacy income received has reduced by 86% in comparison to previous year.
- **Donations and Fundraising Income** is £409,906. This represents an increase of 118% in comparison to previous year income received of £188,252. (See also Fundraising and Donation Trend – point 2.1).
- **Realised & Unrealised Gains** on investment assets amount to £225,858 as at Quarter 1, an increase in comparison to previous year gain of £62,869 (259%).

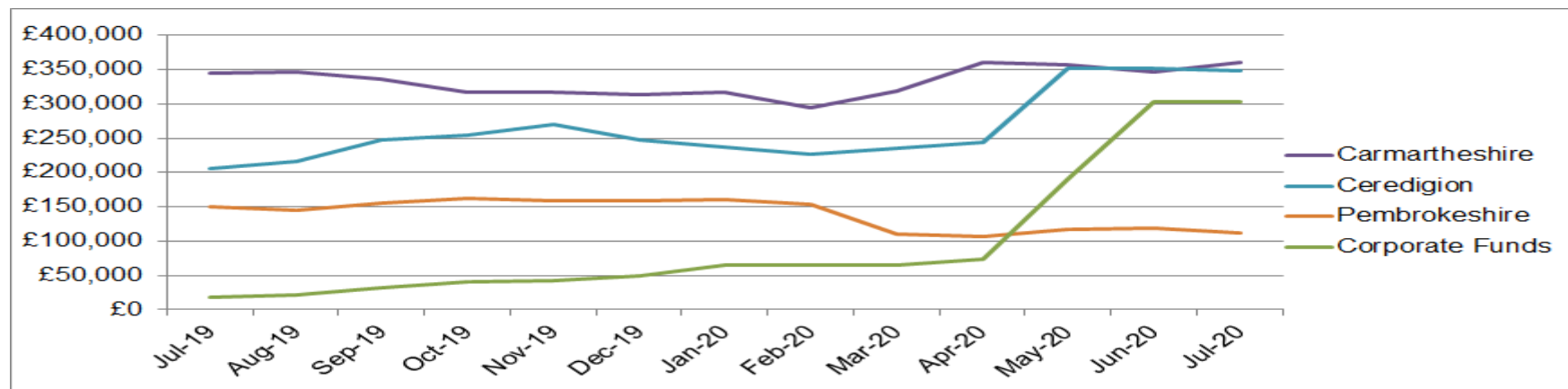
2. Financial Activity

2.1 Donation and Fundraising Trend

- Donations of £217,227 were received via JustGiving for the period up to 31st July 2020. There has been a significant increase of £198,364 in JustGiving donations in comparison to the same period last year due to COVID-19 donations received.
- Material legacies (those received over the value of £5,000) received in the financial year to 31st July 2020 are listed below. £15,000 of this was known and accrued for in 2019-20 financial year. The remaining balance of £10,000 is accounted for in 2020-21 financial year.

£	To Benefit	Date Received
5,000.00	GGH General Fund	Apr-20
5,000.00	WGH General Fund	Apr-20
5,000.00	South Pems Hospital	Apr-20
10,000.00	GGH General Fund	Jul-20
25,000.00		

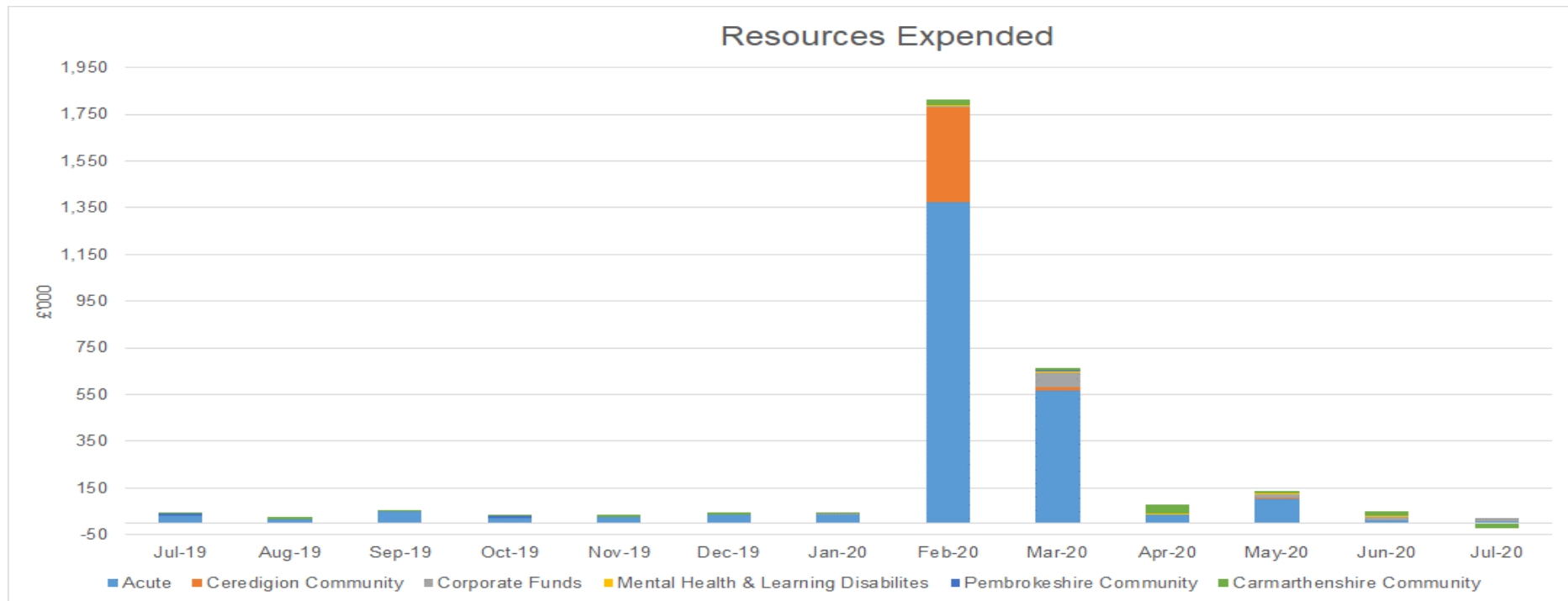
- The graph below depicts the rolling annual donations by each county. The donation trend is calculated on a rolling basis for a full calendar year, to the current period being reported on. The increase within corporate donations relates to COVID-19 donations received during the pandemic.



2. Financial Activity continued

2.1.2 Resources Expended

- Expenditure during 2020-21 has been minimal to date; there was a slight increase in May 2020 mainly due to expenditure being incurred against the NHS Charities Together COVID-19 grant funding.
- The increase in expenditure identified in February and March 2020 was due to the reporting of commitments on the ledger replacing the manual process previously undertaken. In addition, recharges were actioned for capital costs incurred for Aberareon Integrated Care Centre (£405,531) and Withybush General Hospital (WGH) Ward 10 (£305,000).
- Considering the exceptional operational pressures that the organisation has faced during the COVID-19 pandemic, spend remains consistent with previous years. However, it is acknowledged through the three-year plan that a focus on increasing our expenditure is imperative in future years and there is now a very exciting opportunity to make real impact and achieve our charitable objectives.



3. Investment Position

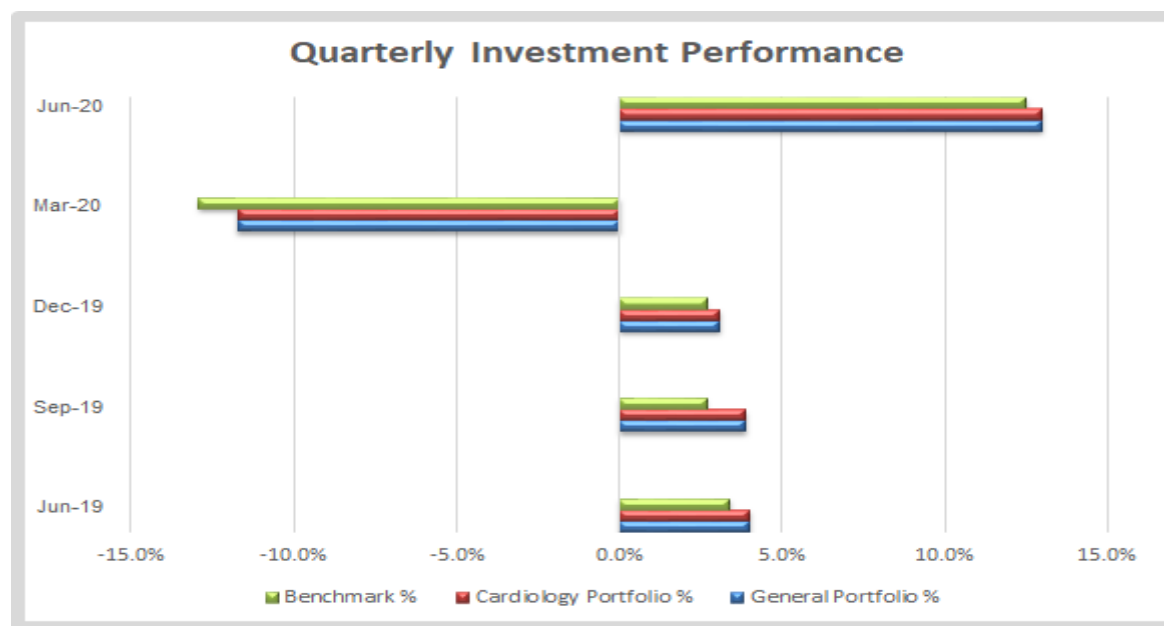
3.1 Investment performance

As at 30th June 2020, the value of those investments held, was £7,810,631, with the total funds held by the charity at the same date being £8,020,137.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,090,604, and a General charity fund of £5,720,027.

The chart below indicates the reporting quarterly performance against the benchmark for quarter ending 30th June 2020.

A further update will be presented by Sarasin at the CFC meeting.



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.

4. Working Balances

The need for access to funds is monitored on an ongoing basis; this informs discussions with our Investment Advisor.

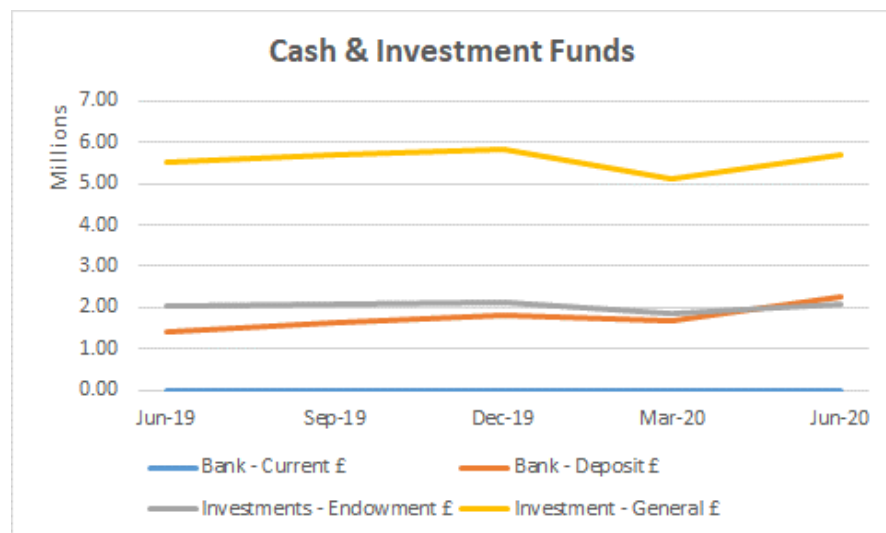
The Charity Bank Accounts (as at 31st July 2020):

Current Account: £100

Deposit Account: £2,094,418.59

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

Please see below a quarterly summary of funds held by the charity. This is reported on a quarterly basis in line with the quarterly Investment Reporting from Sarasin.



5. Governance & Support Costs

In March 2020, the CFC approved a governance & support costs budget of £418,406 for 2020/21.

For the year to 31st July 2020, the reported position for the total of Finance and Fundraising costs is an underspend of £56,569 against budget, see below for the breakdown:

	Approved Annual Budget 2020-21 £	Budget to 31/07/20 £	Actual Costs to 31/07/20 £	(Under) / Over Budget £
Finance	90,993	30,331	30,331	0
Fundraising	327,413	109,138	52,569	(56,569)
Total	418,406	139,469	82,900	(56,569)

5. Governance & Support Costs (Continued)

Detailed below is a table presenting all income, returns and charges that are apportioned across funds for the period ending 31st July 2020, categorised into Unrestricted, Restricted and Endowment funds. There is a net surplus from unrestricted apportionments of £267,897.

For clarity on the nature of dividend and interest earned “Unrestricted & Restricted Funds” and “Endowment Funds”, definitions areas follows:

- Unrestricted and restricted funds – income earned from surplus cash from general and restricted funds invested with Sarasin. 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.

	Restricted Funds (£)	Unrestricted Funds (£)	Total (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(20,980)	(20,796)	(41,777)	(15,295)	(57,072)
Governance & Support - Finance, Fundraising &	52,626	51,976	104,602	0	104,602
Audit Fees	1,132	1,118	2,250	0	2,250
Investment Gains & Losses	(300,674)	(307,060)	(607,734)	(236,911)	(844,646)
(Surplus) / Deficit	(267,897)	(274,762)	(542,659)	(252,207)	(794,866)

- The surplus unrestricted funds is sufficient to cover the Governance/ Support costs and audit fees.

6. Financial Projections, Opportunities & Risks

6.1 Risks & risk management strategy

There are no new or emerging risks at present.

Appendix 1: Fund Balances

APPENDIX 1

HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT SUMMARY FOR THE PERIOD ENDING 31 JULY 2020

	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Total
	£	£	£	£			£
Incoming resources							
Donations	241,263	134,165	6,586	2,411	2,968	22,513	409,906
Legacies	0	10,000	0	0	0	0	10,000
Grants receivable	154,921	6,000	1,000	0	0	0	161,921
Investment income	0	14,592	0	0	0	0	14,592
Activities for generating funds	0	0	0	0	0	0	0
Other incoming resources	0	3	0	0	0	0	3
	396,184	164,760	7,586	2,411	2,968	22,513	596,422
Resources expended							
Costs of generating funds	0	0	0	0	0	0	0
Charitable activities	(160,563)	60,955	(810)	(1,959)	3,110	(8,403)	(107,670)
Governance costs	0	0	0	0	0	0	0
Support costs	0	0	0	0	0	0	0
Investment Management	0	(827)	0	0	0	0	(827)
	(160,563)	60,128	(810)	(1,959)	3,110	(8,403)	(108,497)
Net incoming/(outgoing) resources before transfers	235,621	104,632	6,776	452	6,078	14,110	367,669
Gross transfers between funds	0	0	0	0	0	0	0
Net incoming/(outgoing) resourc	235,621	104,632	6,776	452	6,078	14,110	367,669
Gains/(losses) on investment assets							
Realised and Unrealised	0	225,858	0	0	0	0	225,858
Net movement in funds	235,621	330,490	6,776	452	6,078	14,110	593,527
Opening balance at 1 April 2020	101,868	7,029,871	210,575	148,280	129,590	152,962	7,773,146
Closing balance at 31 July 2020	337,489	7,360,361	217,351	148,732	135,668	167,072	8,366,673

Appendix 2: Fund Balances Movement 2020-21

Fund Balances 2019-20	Month 4 movement %	Month 4 Closing Balance £000
Cancer Services - Carmarthenshire	0.06	484.79
Cancer Services - Ceredigion	1.14	438.87
Cancer Services - Pembrokeshire	0.05	133.22
Carmarthenshire Community	0.06	217.35
Ceredigion Community	-0.01	148.73
Pembrokeshire Community	0.03	135.67
Corporate	3.07	450.43
Mental Health & Learning Disabilities	0.18	167.07
Other - Carmarthenshire	-0.05	118.33
Other - Ceredigion	0.05	22.29
Other - Pembrokeshire	0.01	33.08
Planned - Ceredigion	0.05	109.94
Planned Care - Carmarthenshire	0.23	473.91
Planned Care - Pembrokeshire	0.04	35.57
Unscheduled Care - Ceredigion	0.04	1,733.94
Unscheduled Care - Pembrokeshire	2.53	2,585.87
Unscheduled Care - Carmarthenshire	0.56	819.10
Women & Children Srv - Carmarthenshire	-0.18	299.93
Women & Children Srv - Ceredigion	-0.01	30.00
Women & Children Srv - Pembrokeshire	-0.01	41.53
Total	7.84	8,479.62

Appendix 3: Material Commitments

Service	Fund Name	£	Description	Date Approved	Status
Unscheduled Care - Ceredigion	CMW - BAJ - Bronglais	250,000.00	BGH Chemotherapy Relocation	2015	Re-committed to the development in September 2019.
Cancer Service - Pembrokeshire	WGH Ward 10 Refurbishment Scheme	176,936.68	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	287,496.00	BGH Chemotherapy Development	Sep-19	Approved as contribution to the development in September 2019
Cancer Service - Ceredigion	Ceredigion - Cancer Services	13,271.00	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	24,620.00	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Cancer Service - Glangwili	GGH Oncology	30,967.00	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Cancer Service - Prince Philip	PPH Oncology	27,312.00	Cancer Psychological Support Pilot Project 2 years	Mar-18	
Unscheduled Care - Pembrokeshire	Cardiac/ Respiratory Fund - Pembs	2,250.00	Hypertrophic Cardiomyopathy project	Sep-19	Request received Feb 2020 to draw upon funds.
Unscheduled Care - Ceredigion	Ceredigion - Cardiovascular Services	2,250.00	Hypertrophic Cardiomyopathy project	Sep-19	Finance are working with Service Delivery Manager (USC) to ensure spend has complied with approved plan.
Unscheduled Care - Prince Philip	PPH Cardiology Fund	6,750.00	Hypertrophic Cardiomyopathy project	Sep-19	
Unscheduled Care - Glangwili	GGH Cardiology Fund	6,750.00	Hypertrophic Cardiomyopathy project	Sep-19	

Appendix 4: Significant Expenditure over £5,000

Expenditure over £5,000 for the period April 2020 - July 2020

Service	Fund Name	£	Description
Emergency Unit, GGH	GGH General Purposes	£27,895.50	Sonostie X-Porte Ultrasound Machine
Ward 12, WGH	WGH General Purposes	£5,838.00	Marsden Patient Transfer Scale
Ward 10, WGH	Ward 10 Refurbishment Scheme	£7,570.00	Patient Flat Lift Kit
Ward 11, WGH	Ward 11 Fund	£6,595.80	Tilt Chairs
Hywel Dda University Health Board	NHS Charities Together	£11,904.00	Bespoke Art Work Cards
Cardio- respiratory Diagnostics, BGH	Ceredigion Cardiovascular Services	£7,800.00	Portable ECG
Cilgerran Ward	Carms Childrens Service - General Purpose	£11,707.80	Buddy Day Bed
Cardio / Respiratory Department, WGH	PDT Cardiology Equip Income Fund	£31,644.37	Lung Function Machine

Appendix 5: Projected 2020-21 Governance and Support costs

HYWEL DDA CHARITABLE FUNDS PROJECTED 2020/21 GOVERNANCE & SUPPORT COSTS

Name <u>Finance function</u>	Days per Month	Total Budget £	Governance £	Support £	M4 £	M5-M12 estimated £	Total £	Variance to budget £
Charitable Funds Officer (Queries and fund analysis)	All	31,568	0	31,568	10,523	21,045	31,568	0
Creditors	6	9,883	0	9,883	3,294 0	6,589 0	9,883	0
Procurement	5	8,236	0	8,236	2,745	5,491	8,236	0
Charitable Funds Accountant (General supervision, queries, annual accounts, trustee committee)	6	14,350	14,350	0	4,783	9,567	14,350	0
Finance Supervisory Support (Reconciliation/ledger control/gains/income)	8	15,147	7,574	7,574	5,049	10,098	15,147	0
General Offices	2	2,866	0	2,866	955	1,911	2,866	0
Finance Senior Lead	2	7,942	7,942	0	2,647	5,295	7,942	0
Overheads (HFMA / Training / Other)	n/a	1,000	1,000	0	333	667	1,000	0
TOTAL		90,992	30,866	60,127	30,331	60,661	90,992	0

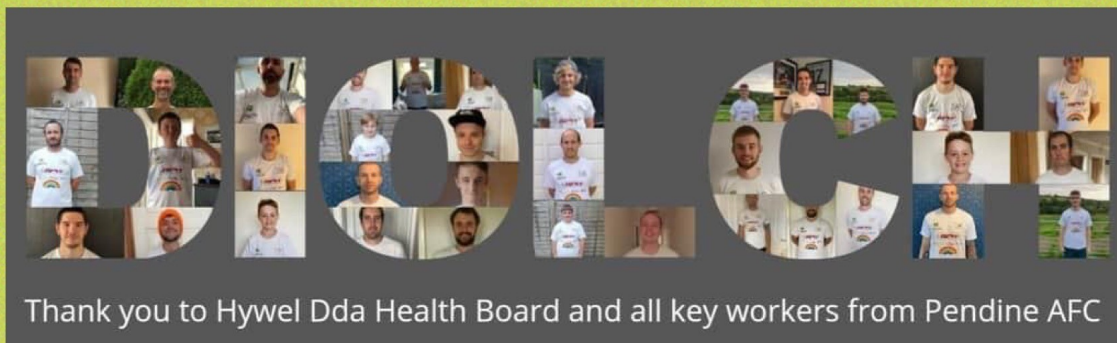
Appendix 5: Projected 2019-20 Governance and Support costs (continued)

Name	Days per Month	£	Governance £	Support £	M4 £	M5-M12 estimated £	Total £	Variance to budget £
<u>Fundraising and support team pay</u>								
Assistant Director Hywel Dda Health Charities	1 fte	66,989	0	66,989	20,147	46,842	66,989	0
Fundraising Manager	1 fte	48,690	0	48,690	3,844	36,731	40,575	-8,115
Community & Events Fundraising Officers x 3	3 fte	105,815	0	105,815	17,799	64,212	82,011	-23,804
Marketing & Communications Officer	1 fte	33,951	0	33,951	0	29,289	29,289	-4,662
Fundraising Support Officer (less 0.6 wte lottery funded)	1 fte	29,696	0	29,696	0	12,373	12,373	-17,323
		-17,817		-17,817		-7,424	-7,424	10,393
Administration Officer	0.6 fte	14,099	0	14,099	4,756	14,268	19,024	4,925
TOTAL	7.6 fte	281,423	0	281,423	46,546	149,449	242,837	-38,586
<u>Fundraising and support team non-pay</u>								
33000-Printing Costs	n/a	10,500	0	10,500	0	10,500	10,500	0
33010 - Stationary	n/a	250	0	250	132	118	250	0
33020-Books, Journals & Subscriptions	n/a	3,000	0	3,000	0	3,000	3,000	0
33050-Design Costs	n/a	7,500	0	7,500	36	7,464	7,500	0
33610-Travel & Subsistence	n/a	8,400	0	8,400	266	7,000	7,266	-1,134
34200-Training Expenses	n/a	500	0	500	0	500	500	0
34220 - Conference & Seminars	n/a	1,000	0	1,000	0	1,000	1,000	0
35550-Computer Software/License Fees	n/a	3,840	0	3,840	1,440	2,400	3,840	0
Fundraising costs (new subjective code)	n/a	8,500	0	8,500	0	8,500	8,500	0
Fundraising costs (new subjective code)	n/a	1,500	0	1,500	0	1,500	1,500	0
37470-Miscellaneous Expenditure (including fundraising	n/a	1,000	0	1,000	4,149	-3,149	1,000	0
TOTAL	n/a	45,990	0	45,990	6,023	38,833	44,856	-1,134
GRAND TOTAL		418,405	30,866	387,540	82,900	248,944	378,685	-39,720

Appendix 6

Update on the Hywel Dda Health Charities Three-year Plan

April to July 2020



1. Introduction

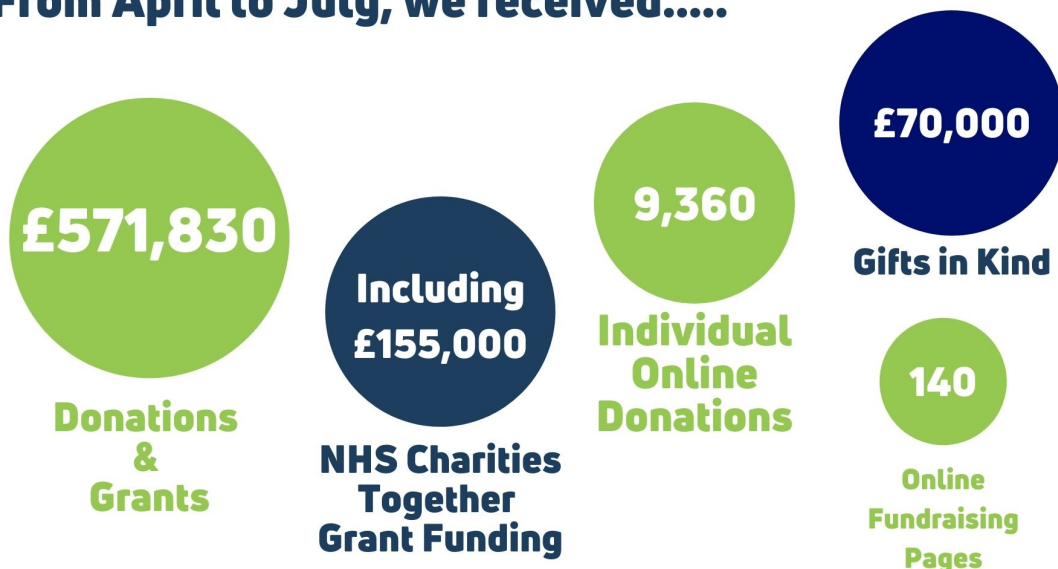
This document summarises the charity's activities and key achievements from 1st April to 31st July 2020 in line with the objectives of the charity's three-year plan approved by the Charitable Funds Committee in March 2020.

This document follows the submission of a [report to the meeting of the Corporate Trustee held on 23rd June 2020](#), summarising the support received by the charity between March and May 2020.

2. Our income

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

From April to July, we received.....



During this period, the charity was overwhelmed by the generosity of our local communities and the eagerness of our public to support and fundraise for the NHS in new and innovative ways in response to the COVID-19 pandemic:

1. Our charitable donations to 31st July 2020 showed an increase of 118% in comparison to the same period during the previous financial year.
2. Our [Apêl Hywel Dda NHS COVID-19 Appeal](#) received donations totalling £96,913 (plus gift aid) from the general public wishing to thank their local NHS for caring for our local communities at such unprecedented times.
3. Our [Hywel Dda COVID-19 Patient Appeal](#) to help make our patients more comfortable during their hospital stay received donations of 2,039 items with a value of £20,040.

10. We have continued to develop our charity led events programmes to generate funds for the charity. This had included the NHS Big Thank You Birthday

celebration, the Hywel Dda Pet Competition and our current 60 in September virtual fundraising challenge.

11. We have continued to develop productive corporate relationships offering the charity both financial and non-financial support. This has included working with independent financial advisers Red Dot Cymru who have selected us as their charity partner for 2020/21 and Barclays Bank for the donation of iPads for patient communication.
12. Two new designs for our 2020 charity Christmas cards have been ordered and will be on sale from September 2020. We are currently exploring the feasibility of online payments to enable virtual sales.



13. We have maximised opportunities from grant giving trusts and foundations and successfully applied and received eight grants from the Tesco Bags of Help COVID-19 Communities Fund for patient distraction items. Grant applications have also been submitted to the Moondance Covid-19 Relief Fund and the Community Foundation Wales Coronavirus Resilience Fund.
14. We have met with the Partnership Leads and Director of Workforce and Organisational Development and sourced feedback from the Organisational Development team including the Staff Psychological and Well-Being Service regarding the staff lottery scheme.
15. We have developed closer and more productive working relationships with the Patient Experience and Organisational Development Teams in order to support the welfare and wellbeing of our patients and staff.
16. We have ensured that our governance and financial policies and procedures were adhered to protect our staff, patients and services users as well as the reputation of the charity and the Hywel Dda University Health Board.

Our focus for the next reporting period will include:

17. Developing the internal policies and operating procedures required for the staff lottery scheme.
18. Reviewing the charity's 2020-21 and 2021-22 event plans to maximise alternative fundraising opportunities including virtual events whilst large-scale participation events are postponed.
19. Developing and implementing our Christmas 2020 fundraising campaign.
20. Exploring opportunities to develop a sensitive and tactful approach to proactively promote legacy giving.

3. Our expenditure

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

COVID-19 has significantly impacted the charity's spending strategy, with the majority of charitable expenditure to date focused on items to help staff and patient wellbeing during this time.

The expenditure for the period April to July 2020 is highlighted below and represents a 62% reduction from the same period in the previous financial year. This is mainly due to the purchase of a cardiovascular scanner and payment of Ty Bryngwyn support costs during the first quarter of 2019-20 totalling £193,473.

Also, included within the 2019-20 total spend is £1,392,677 in relation to large capital schemes. £710,531 was for completed schemes during the year and the remainder accrued following Committee approved schemes.

£ Expenditure	2017-18	2018-19	2019-20	2020-21* *April – July 2020
Support costs	75,828	89,777	39,174	33,331
Medical and surgical equipment	375,829	483,371	478,058	49,564
Office and computer equipment	104,944	152,337	290,121	38,630
Building and refurbishment	179,634	36,820	1,392,677	234
Staff education/welfare	49,754	215,282	90,187	1,933

Patient education welfare	35,048	167,000	143,511	10,978
Miscellaneous	73,944	175,455	151,188	15,296
Total £	894,981	1,320,042	2,584,916	149,966

Key achievements during this period:

1. Developed and implemented the COVID-19 small grant scheme processing over 270 applications for over 1,300 individual items.
2. Supported the Internal Audit of charitable funds financial policies and procedures receiving a substantial assurance rating.
3. Reviewed the format of current financial reports for charitable funds income and expenditure and have produced a Power BI dashboard for fund holders. This is currently in draft format and will be shared with fund holders once further refinement is made to the report.
4. Undertaken a review of the application process for charitable funds expenditure to ensure that it is user-friendly and allows easy access to our charitable funds for eligible expenditure. An updated financial procedure will be presented to the Finance Committee for approval in November 2020 and will be circulated at the next CFC meeting in November 2020.
5. Reviewed guidance for staff on how to access charitable funds to ensure that it is user-friendly and allows staff to understand the correct processes to follow to access our charitable funds.

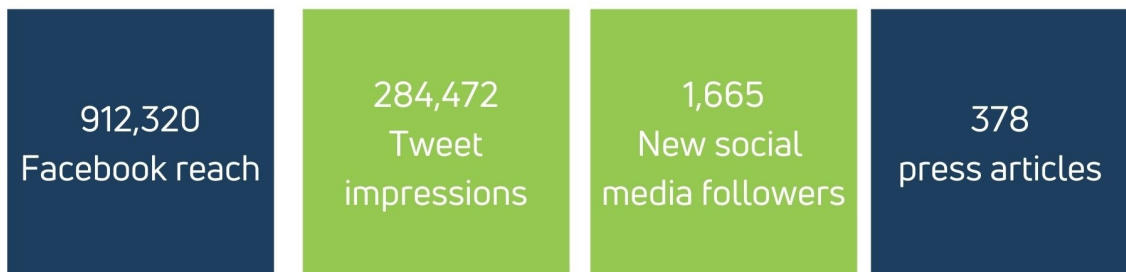
Our focus for the next reporting period will include:

6. Finalising the Power BI reports and ensuring they are shared across Directorates.
7. Providing Finance Business Partner training on the eligibility criteria around charitable funds to enable them to properly support our directorates across the HDdUHB.

4. Our marketing and communications activity

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

The reach of our communications from April to July:



During this period, we have proactively worked to harness the outpouring of support for the charity and the NHS and have sought to maximise all opportunities to raise the profile of the charity as the official charity of the HDdUHB.

Our initial focus on the promotion of the COVID-19 public facing appeals was quickly followed by a focus on a new fundraising campaign to capitalise on the high regard for the NHS in our local communities and to increase and maintain visibility of the charity. Throughout this period, our aim has been to develop the charity's online and digital presence to engage with existing and new supporters and to engage with the media and the public to demonstrate the impact of the charity and to encourage fundraising and donations:

1. Our proactive media releases have been covered consistently in all Carmarthenshire, Ceredigion and Pembrokeshire weekly and daily titles as well as receiving significant coverage in Welsh, UK and international media outlets. This has included several front and full-page pieces about the charity.
2. We have had significant reach and engagement on our [Twitter](#) and [Facebook](#) social media platforms with a notable increase in followers. Coverage has included a focus on our fundraisers, the purpose and impact of our charity and examples of charitable expenditure. Coverage of two individual fundraisers and their personal stories – Rhythwyn Evans, aged 91, and his 91 laps of his home and Gwyndaf Lewis on the loss of his mother – had a combined social media reach of 236,000.
3. We produced '[Diolch](#)', a poem of thanks from our staff across Carmarthenshire, Pembrokeshire and Ceredigion to say "diolch" to our local communities for their fundraising support during the COVID-19 pandemic. Our social media posts had a reach of over 80,000.

4. We produced a [presentation](#) for the HDdUHB's AGM in July 2020, highlighting the charity's key achievements during the 2019-20 financial year.
5. We introduced the charity's new brand during the launch of our public appeals in April 2020. The brand is becoming more recognisable in the public domain and we have received positive feedback from internal and external stakeholders. We also begun to refresh our printed materials including our printed stationery and produced tailored marketing materials for a variety of purposes.



60 IN SEPTEMBER
Are you up for the challenge?

All you need to do is dream up an activity based around the number 60 that suits your skills and complete it during September.

This could be something as simple as pledging to run or walk 60 miles, doing 60 press ups a day or 60 random acts of kindness.

Whatever your age or ability, you can take part.

Sign up here:
<https://60inseptember.eventbrite.co.uk>
or contact us at
fundraising.hyweldda@wales.nhs.uk

hywelddahealthcharities.org.uk
#HywelDdaHealthCharities #HywelDdaCharity #MakingADifference



Diolch | Thank you

I / To
Tim Pel-droed o dan 13 oed
Llandeilo
Under 13s Football Team

Am **godi swm ffantastig o**
For raising a fantastic
£2,634.17

Er budd / In aid of
Ward Cilgerran
Ysbyty Glangwili Hospital
Cilgerran Ward

#GeneudGwahaniaeth #MakingADifference



Elusennau Iechyd HYWEL DDA Health Charities

Your NHS Charity

hywelddahealthcharities.org.uk
#YourNHScharity
Registered charity number 1147863

Who we are
We are the official charity of Hywel Dda University Health Board and exist to make a positive difference to the health, wellbeing and experience of NHS patients, service users and staff.
We support the work of the health board which provides NHS healthcare services to a population of around 385,600 people across Carmarthenshire, Ceredigion, Pembrokeshire and bordering counties.

How we help
The generous charitable donations that we receive from patients, their families and our local communities don't replace NHS funding, but are used to provide services and activities above and beyond core NHS expenditure such as:
■ Extra patient comforts
■ Most up-to-date medical equipment
■ More welcoming surroundings for patients, families and staff
■ Staff training, development and wellbeing initiatives
■ Enhanced care in our local communities

How you can help
Our work wouldn't be possible without your generosity. Your support, no matter how big or small, can help us to make a difference to our local NHS.

Make a donation
Online: You can donate easily and quickly at www.justgiving.com/hywelddahealthcharities
By post: Please make all cheques payable to 'Hywel Dda Health Charities' and send to **Hywel Dda Health Charities, Hafan Derwen, St David's Park, Jobswell Road, Carmarthen, SA31 3BB**
Remember to include your contact details and please don't send any money through the post. If you'd like to support a particular hospital, ward or department, please include any relevant information.

Fundraise for us
There are many fun and creative ways that you can fundraise for our charity. It's quick and simple to set up a fundraising page via our online platform:
JustGiving
www.justgiving.com/hywelddahealthcharities

Leave a gift in your will
Please get in touch if you'd like to know more about leaving a lasting legacy to our local NHS and making a difference for many years to come.

Volunteer
Please get in touch if you'd like to volunteer for our charity and help us make an even bigger difference to our local NHS.

Get in touch. We'd love to hear from you:
01267 239815 | Fundraising.HywelDda@wales.nhs.uk
For more information, ideas and inspiration, visit hywelddahealthcharities.org.uk

FUNDRAISING REGULATOR **GIG CYMRU NHS WALES** **Elusennau Iechyd HYWEL DDA Health Charities**

Our focus for the next reporting period will include:

6. Recruit to the vacant post of Marketing and Communications Officer to further develop the charity's communications function.
7. Work with NHS Charities Together to maximise the opportunity to raise the profile and increase understanding of the role of NHS charities across the region.
8. Further develop our new web pages, integrated into the main HDdUHB website, with additional information on how to support the charity and the difference we make.

5. Our resources

During this period, the fundraising team has operated on a reduced staffing capacity of 3.4 full-time equivalent staff, due to delays with the recruitment of new staff as a result of the pandemic.

We have however begun to implement the charity's new staffing structure, approved by the CFC in March 2020:

- A job profile for the role of Assistant Director of Hywel Dda Health Charities was submitted in May 2020 and is currently awaiting NHS job evaluation.
- An internal candidate was appointed to the role of Fundraising Manager in August 2020.
- As the charity's Marketing & Communications Officer role has been vacant during this period, we have utilised the services of a freelance communications specialist to ensure that we have been able to access dedicated support for our marketing and communications work. The expenditure relating to this support has been within the approved budget for the Marketing & Communications Officer role.
- Due to the current opportunities available to the charity, it has been acknowledged that more senior marketing and communications support is required to achieve the charity's communications objectives. A band 6 Senior Marketing and Communications Officer will therefore be recruited for a 12 month fixed-term period, funded from within the approved fundraising pay budget. This role will replace the band 5 Marketing and Communications Officer post for this fixed-term period and will support the development and implementation of a marketing and communications strategy for the charity.
- A recruitment process will begin in September 2020 to the remaining vacancies within the team.