



PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	30 November 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 decision

ADRODDIAD SCAA SBAR REPORT

Sefyllfa / Situation

This report 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 October 2020.

Cefndir / Background

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 is intended to provide the CFC with key financial information as well as a summary of activities and key achievements in line with the objectives of the charity's approved three-year plan.

Asesiad / Assessment

The charity's performance is summarised in the main body of the report. The key financial performance considerations are:

1. The **net assets** of the charity have increased by **£460,272** for the year, from 1st April 2020 to 31st October 2020.
2. Total **incoming resources** from 1st April 2020 to 31st October 2020 were **£940,273** of which:
 - **£565,175** related to **donations and fundraising income**, an **increase of 32.8%** in comparison to income for the same period in the previous financial year.
 - **£172,263** related to **grant funding** (NHS Charities Together £155k; Groundwork £16k and Macmillan Cancer Support £2k), an **increase of 1466%** in comparison to income for the same period in the previous financial year. Excluding the grant funding received from NHS Charities Together, our grant income would represent an increase of 56.9% in comparison to the same period in the previous financial year.

- **£162,500** related to **legacy income**, an **increase of 63.8%** in comparison to income for the same period in the previous financial year.
 - **£40,332** related to investment income, an **increase of 0.91%** in comparison to income for the same period in the previous financial year.
3. The **value of investments** held by the charity as at 31st October 2020 was **£8,008,076**. The **value of total funds** held at the same date was **£8,509,687**. Our investment advisors Sarasin & Partners LLP report that our portfolios compare favourably against all performance comparators.
 4. **Realised and unrealised gains** (endowment) on **investment assets** amount to **£276,270** as at quarter 2, an **increase of 124.7%** (£122,924) in comparison to previous year gains.
 5. The **balances** of our charity **bank accounts** as at 31st October 2020 were **current account £100** and **deposit account £2,593,854**.
 6. Our non-pay **charitable expenditure** for the period 1st April to 31st October 2020 was **£423,141** which represents a **15% decrease** in comparison to expenditure for the same period in the previous financial year.
 7. The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred to 31st October 2020 is **£165,563**, an **underspend of £78,507** against budget.
 8. There is a **net surplus** from **unrestricted apportionments** across funds of **£298,719** for the period ending 31st October 2020 which is **sufficient to cover the governance and support costs** and audit fees incurred by the charity.

Argymhelliad / Recommendation

The Charitable Funds Committee is asked to:

1. **NOTE** the content of this report and **RECEIVE ASSURANCE** on the charity's performance.
2. **ENDORSE** the key themes identified for stage 3 NHS Charities Together funding for further discussion and consideration by the Executive Team in relation to the operational detail around the priorities identified for the subsequent completion of funding applications.
3. **SUPPORT** that the current difference in funds of £39,845.71, approved to support staff and patient welfare and well-being, is used to support new and emerging staff and patient welfare and well-being needs as a result of the second wave of the pandemic.
4. **APPROVE** a maximum allocation of £15,000 from the general Support for Life Response fund (T600) to support charitable expenditure for Christmas 2020.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

Cyfeirnod Cofrestr Risg
Risk Register Reference:

Not applicable for this paper.

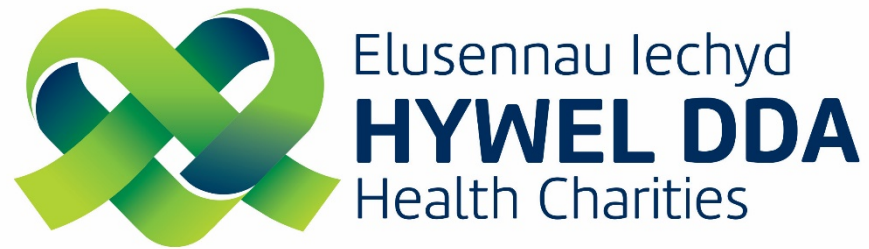
Safon(au) Gofal ac Iechyd:
Health and Care Standard(s):

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.



Integrated Performance Report

Position as at
31st October 2020



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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 performance and position as of 31st October 2020.

The report is intended to provide the CFC with key financial information 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 **£460,272** for the year period ending 31st October 2020.

2.2 Total **incoming resources** to 31st October 2020 were **£940,273** of which:

- **£565,175** related to **donations and fundraising income**, an **increase of 32.8%** in comparison to income for the same period in the previous financial year.
- **£172,263** related to **grant funding** (NHS Charities Together £155k; Groundwork £16k and Macmillan Cancer Support £2k), an **increase of 1466%** in comparison to income for the same period in the previous financial year. Excluding the grant funding received from NHS Charities Together, our grant income would represent an increase of 56.9% in comparison to the same period in the previous financial year.
- **£162,500** related to **legacy income**, an **increase of 63.8%** in comparison to income for the same period in the previous financial year.
- **£40,332** related to investment income, an **increase of 0.91%** in comparison to income for the same period in the previous financial year.

2.3 The **value of investments** held by the charity as at 31st October 2020 was **£8,008,076**. The **value of total funds** held at the same date was **£8,509,687**. Our investment advisors Sarasin & Partners LLP report that our portfolios compare favourably against all performance comparators.

2.4 **Realised and unrealised gains** (endowment) on **investment assets** amount to **£276,270** as at quarter 2, an **increase of 124.7%** (£122,924) in comparison to previous year gains.

2.5 The **balances** of our charity **bank accounts** as at 31st October 2020 were **current account £100** and **deposit account £2,593,854**.

2.6 Our non-pay **charitable expenditure** for the period 1st April to 31st October 2020 was **£423,141** which represents a **15% decrease** in comparison to expenditure for the same period in the previous financial year.

2.7 The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred to 31st October 2020 is **£165,563**, an **underspend of £78,507** against budget.

2.8 There is a **net surplus** from **unrestricted apportionments** across funds of **£298,719** for the period ending 31st October 2020 which is **sufficient to cover the governance and support costs** and audit fees incurred by the charity.

Further information:

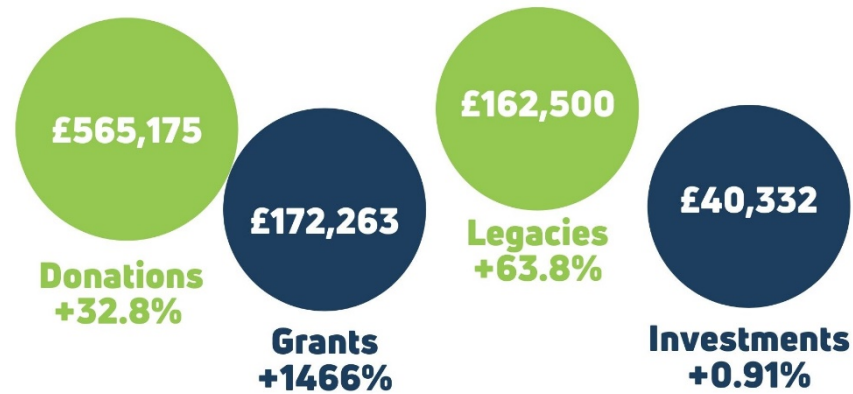
- The **statement of financial activity** for the period ending 31st October 2020 is included as **appendix 1**.
- **Fund balances** for all directorates, including **future commitments** as at 31st October 2020, are included as **appendix 2**.
- **Closing balances** and **fund movement** to 31st October 2020 are included as **appendix 3**.
- A summary of our **investment performance** for the period ending 31st October 2020 is included as **appendix 4**.
- A summary of our **working balances** and **summary of funds** held by the charity for the period ending 31st October 2020 is included as **appendix 5**.
- Details of the charity's **material commitments** to 31st October 2020 can be found in **appendix 6**.
- Details of the charity's **expenditure over £5,000** to 31st October 2020 can be found in **appendix 7**.
- Details of the **charity's projected governance and support costs** for 2020/21 can be found in **appendix 8**.

3. Our income

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

It is pleasing to note a continued increase in income levels to 31st October 2020:

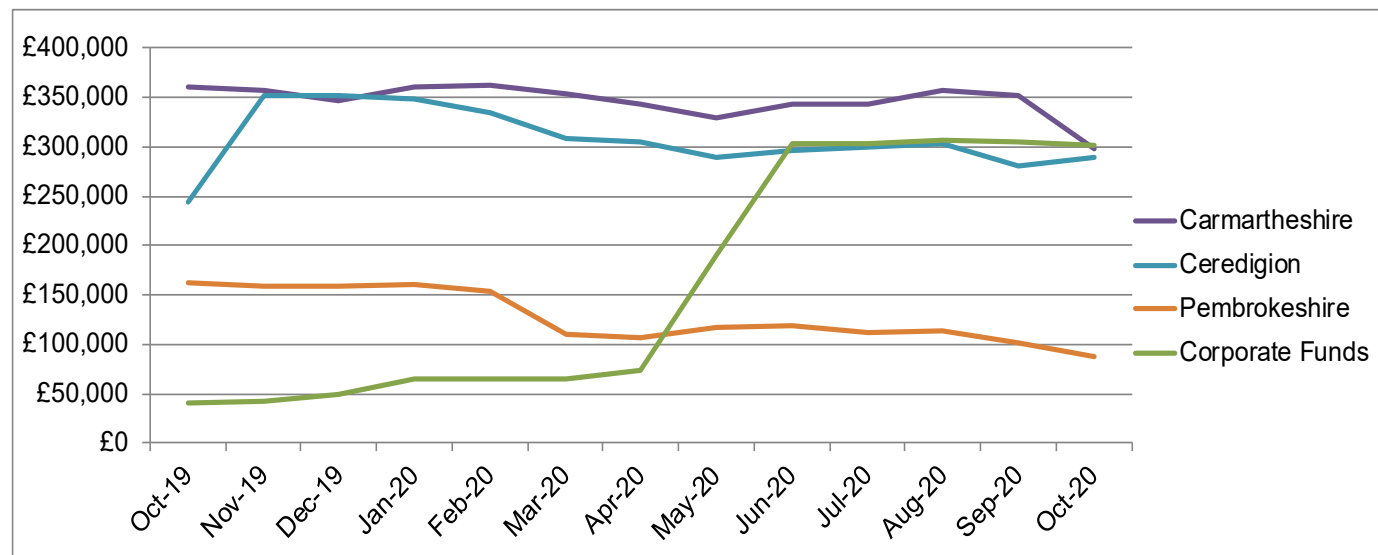
From April to October, we received.....



3.1 Donations

The graph below depicts our income from charitable donations on a rolling basis for a full calendar year, to 31st October 2020:

Figure 1: Rolling annual donation figures by county



- 3.1.1 Carmarthenshire donations are in line with the same period during the previous year (2019). 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.
- 3.1.2 Ceredigion donations are in line with the same period during the previous year (2019). 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.
- 3.1.3 In Pembrokeshire, the recent downward turn in donations 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 in line with the same period prior to the launch of the appeal.
- 3.1.4 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 and it is pleasing to see that income levels to our general fund have been maintained since the closure of the appeal in June 2020.

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).

Hywel Dda Health Charities is eligible to apply for a further stage 1 urgent response grant of £50,000 to support the health and well-being of staff, volunteers and patients affected by the second wave of COVID-19. The Head of Hywel Dda Health Charities is attending a meeting of the Chair's Coordination Bronze Group on 17th November 2020 to discuss the current and emerging welfare and well-being needs of our staff, volunteers and patients affected by the second wave and how these needs could be supported by this opportunity before a funding application is submitted.

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 around 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 received an update on the three priorities being considered for this funding stream and endorsed the proposed approach. Initial grant proposals have been submitted for these priorities with full applications due for submission before the end of the financial year:

- Project to develop Black, Asian & Minority Ethnic (BAME) outreach workers 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.
- Establish a Caring Communities Innovation Fund, administered by our local County Voluntary Councils (CVCs), to make small micro-grants available to community groups who have emerged during the COVID-19 pandemic and are looking to establish a more sustainable basis for their future operational arrangements.
- Project to provide a dedicated patient & family liaison service at Bronglais General Hospital, working in conjunction with social care and third sector partners to develop a more coordinated approach to the provision of integrated community and social care services on discharge.

3.2.3 NHS Charities Together - Stage 3 recovery grants

Hywel Dda Health Charities is eligible to apply for a maximum allocation of £220,000 from this funding stream. The priority for funding is to help member charities tackle some of the longer-term effects of COVID-19 within their organisations.

The Workforce & Organisational Development Directorate has led on discussions around priorities for this funding stream, with a focus on staff health and well-being. Views with regards to proposals for the allocation of this funding have been canvassed from Staff Side County Chairs, the Bronze Workforce Group, Staff Psychological Well-being Services, Occupational Health and hospital directors.

Key themes that have emerged to date include:

Physical well-being activities facilitating personal fitness and mental health:

- Hydration for staff and provision of re-fillable water bottles.

- Increased healthy eating choices through our hospital and community sites.
- Outdoor green gyms on each acute site.
- Electric chargers and a pool of battery booster packs for staff cyclists to access.
- Health and well-being champions network programme.
- Health and well-being resource to support delivery of specific well-being initiatives and venue provision within localities.

Life-long learning, psychological safety and psychological well-being:

- Extension of Care First 24/7, an employee assistance programme to primary care staff.
- An eco-therapy programme aiming to improve psychological well-being and reduce sickness absence offered to staff on sick leave due to work related stress and those at risk of burnout.
- A psychological flexibility programme (Act in the Workforce) values cards and resources for programme participants.
- Provision of a 'Speak up Safely' technology platform to support the culture of psychological safety.
- Arts installations on key sites, imagery from staff COVID-19 stories.
- An education fund and small grant scheme to support lifelong-learning skills, mental well-being, personal confidence building to encourage staff engagement and commitment to Hywel Dda.

The CFC is asked to **ENDORSE** the key themes outlined above for stage 3 NHS Charities Together funding for further discussion and consideration by the Executive Team in relation to the operational detail around the priorities identified for the subsequent completion of funding applications.

3.3 Legacies

Material legacies (those received over the value of £5,000) received to 31st October 2020 are listed below. £15,000 of the legacies received were known and accrued for in 2019/20 financial year. The remaining balance of £160,000 is accounted for in 2020/21 financial year.

Figure 2: Material legacies received to 31st October 2020

£	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
50,000.00	GGH General Fund	Sep-20
50,000.00	WGH General Fund	Sep-20
50,000.00	BGH General Fund	Sep-20
175,000.00		

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 the success of fundraising activities for the charity we have created branded presentation cheques to be distributed to colleagues across the health board to aid virtual cheque presentations whilst we are unable to receive visitors to our sites.
- 4.1.3. We have continued to develop our charity led events programmes to generate funds for the charity. This has included our 60 in September virtual fundraising challenge which raised over £5,000, with the Welsh Government Presiding Officer, Llywydd Elin Jones, taking part.
- 4.1.4. To continue to develop our range of fundraising initiatives we have teamed up with [Think Inks](#) who will donate up to £5 to the charity for each used ink cartridge they receive and recycle.



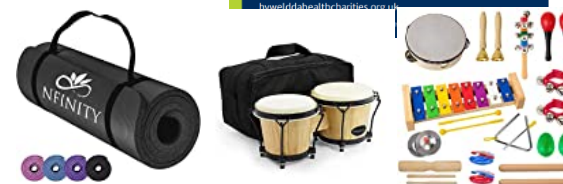
4.1.5. We have maximised opportunities from grant giving trusts and foundations and successfully applied for three Co-op Local Community Fund awards which will run from October 2020 to October 2021.

4.2 Our Christmas fundraising campaign

4.2.1 We have developed our Christmas 2020 fundraising campaign, to be launched on 16th November 2020. This year, our campaign is in aid of adult mental health patients across Carmarthenshire, Ceredigion and Pembrokeshire.

4.2.2 For the third year we have partnered with [UK Charity Week](#) to be part of a national campaign designed to place fundraising for charities high on the national agenda during the second week of December.

4.2.3 Our Give a Gift Appeal encourages our local communities to purchase a gift from a selection of items which have been carefully chosen by our occupational therapists that will be of benefit to our adult mental health patients who we help at home, in hospital and in the community. The gift list can be found at www.hywelddahealthcharities.org.uk.



4.2.4 Our charity Christmas cards went on sale in October 2020 and for the first time we are accepting payments online for home delivery to make it as easy as possible for our supporters to make a purchase. Cards can be purchased from www.justgiving.com/fundraising/christmas2020



4.2.5 There is always much excitement around the Hywel Dda Christmas Jumper Day, takes place on Friday 11th December 2020 during UK Charity Week. Our supporters, including HDdUHB staff and members of the public, are encouraged to wear their favourite Christmas jumper, hat, tie or socks for a suggested £2 donation to support the charity at www.justgiving.com/campaign/hywelddachristmasjumperday2020



Our focus for the next reporting period will include:



- Reviewing the charity's 2021/22 event plans to maximise alternative fundraising opportunities including virtual events whilst large-scale participation events are postponed.
- Developing the internal policies and operating procedures required for the launch of the staff lottery scheme.
- Exploring opportunities to develop a sensitive and tactful approach to proactively promote legacy giving.
- 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.

4.3 Our fundraising resources

During this period, the fundraising team has operated on a reduced staffing capacity of 3.6 full-time equivalent staff, due to delays with the recruitment of new staff.

We have 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.
- We have successfully recruited a Senior Marketing and Communications Officer, commencing on 16th November 2020, to further develop our marketing and communications activities. Due to the vacant post, we have continued to utilise the services of a freelance communications specialist providing dedicated support for our marketing and communications work with our approved pay budget.
- Interviews are being held for the Fundraising Support Officer vacancy week commencing 16th November 2020.
- We have successfully recruited a Fundraising Officer, commencing on 7th December 2020, who will support us to develop legacy and individual giving campaigns. The remaining Fundraising Officer vacancy will be considered during the next period when our fundraising plans for 2021/22 have been finalised.

5. Our expenditure

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

5.1 Charitable expenditure

Our non-pay charitable expenditure for the period 1st April to 31st October 2020 was £423,141 which represents a 15% decrease in comparison to expenditure for the same period in the previous financial year.

Figure 3: Charitable expenditure to 31st October 2020

Non Pay Expenditure	2017-18	2018-19	2019-20	2020-21 (April - Oct)
Support costs	75,828	89,777	97,372	58,329
Medical and surgical equipment	375,829	483,371	480,453	181,431
Office and computer equipment	104,944	152,337	290,121	72,446
Building and refurbishment	179,634	36,820	1,390,282	3,745
Staff education/ welfare	49,754	215,282	90,187	3,684
Patient education/ welfare	35,048	167,000	85,313	56,638
Miscellaneous	73,944	175,455	151,189	46,868
Total (£)	894,981	1,320,042	2,584,917	423,141

This decrease in charitable expenditure can be attributed to the sum of £1,390,282 included within the total expenditure for the 2019/20 financial year in relation to large capital schemes. COVID-19 has impacted upon the charity's spending strategy as a number of capital schemes of this nature, proposed for charitable expenditure, although on a smaller scale, have been delayed.

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'. A large amount of spend has also been incurred from our acute funds on medical and surgical equipment. Charitable expenditure within the community and mental health services has been minimal to date.

Details of the charity's **material commitments** to 31st October 2020 can be found in **appendix 6**.

Details of the charity's **expenditure over £5,000** can be found in **appendix 7**.

Key achievements during this period include:

- Finalising the remaining applications to the COVID-19 small grant scheme.
- Completion of the annual accounts and supporting Audit Wales with the auditing of the accounts.

- Final review and updates of the financial procedure, being presented to the CFC for consideration in November 2020. The final procedure will be presented to the Finance Committee in December 2020.
- Review of the application process for charitable funds Christmas expenditure to ensure alignment with the HDdUHB's infection prevention guidelines during the COVID-19 pandemic.

Our focus for the next reporting period will include:

- Establishment of the new Charitable Funds Sub-Committee structure, operational from 1st January 2021, and a review of the charitable funds application process for request being submitted to the Sub-Committee for consideration. A formal request for support from HDdUHB's Programme Management Office has been made to provide the expertise and resources required to improve these procedures.
- Providing Finance Business Partner training on the eligibility criteria around charitable funds to enable them to support our directorates.
- Finalising the Power BI reports and dashboard ensuring they are shared across directorates.
- Completion of the review currently being undertaken of the charitable funds signatory/fund approvers list.

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

Up until 31st October 2020, 240 applications received to the COVID-19 small grants scheme are to be funded from stage 1 NHS Charities Together grant funding, totalling £148,470.76:

- 81 applications to support patient well-being totalling £58,815.83
- 1 application to support patient and staff well-being totalling £500.00

- 158 applications to support staff well-being totalling £89,154.93

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

Patient welfare & well-being		
Category	Number of claims	Value
Crockery	1	£595.91
Electrical	18	£12,137.48
Nutrition/hydration	1	£372.43
Furniture	8	£5,267.45
IT equipment	6	£39.50
Well-being ¹	20	£19,764.90
Miscellaneous ²	19	£13,715.60
Outdoor furniture	2	£2,720.94
Patient clothing	5	£1,413.74
Toiletries	2	£2,787.88
Staff and patient welfare & well-being		
Category	Number of claims	Value
Miscellaneous	1	£500.00
Staff welfare & well-being		
Category	Number of claims	Value
Crockery	5	£2,151.25
Electrical	61	£20,284.74
Nutrition/hydration	23	£16,197.18
Rest room furniture	19	£18,846.51
IT equipment	2	£1,046.38
Well-being ³	8	£4,603.11
Miscellaneous ⁴	20	£19,782.67
Outdoor furniture	11	£5,773.60
Staff clothing	1	£186.89
Toiletries	8	£282.60

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.

Up until 31st October 2020, totalling £21,291.31 had not moved to the requisition stage which include a small number of applications which are partially completed and require further support.

16 of the above applications

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.

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
£52,855.39	£19,957.54	£6,946.84	£68,710.99	£148,470.76

The CFC has approved charitable funds of £188,316.47 to fulfil the applications received to the COVID-19 small grants scheme; a figure relating to the position at the time of the September CFC meeting. The work undertaken by Finance and Procurement colleagues since September has resulted in the availability of more accurate costings and VAT position on purchases.

The CFC is asked to SUPPORT that the current difference in approved funds of £39,845.71, approved to support staff and patient welfare and well-being, is used to support new and emerging staff and patient welfare and well-being needs as a result of the second wave of the pandemic.

A final expenditure figure and breakdown of associated costs will be reported to the CFC once all orders have been finalised and invoices received.

5.3 Christmas expenditure

On an annual basis, charitable funds have supported various wards and departments across the University Health Board as a gesture of goodwill. This has included:

- Provision of gifts to inpatients (up to the value of £5 per patient) who have been admitted to hospital over the Christmas period.
- A maximum allowance of £100 per inpatient area to support the purchase of items for Christmas festivities such as refreshments and decorations.
- A maximum allowance of £30 per outpatient area to support the purchase of Christmas decorations.

At the September 2020 CFC meeting, members supported the continued allocation of charitable funds for Christmas expenditure for 2020.

At the time of writing, a review of appropriate expenditure is being undertaken, supported by the Senior Nurse for Infection Prevention and Control, to ensure that all 2020 Christmas charitable expenditure is in line with HDdUHB's heightened infection prevention and control measures.

The Committee is asked to APPROVE a maximum allocation of £15,000 from the general Support for Life Response fund (T600) to support charitable expenditure for Christmas 2020. This figure is in line with the expenditure of £14,595 for Christmas 2019.

5.4 Governance and support costs

In March 2020, the Committee approved a governance & support costs budget of £418,406 for 2020/21. For the year to 31st October 2020, the reported position for the total of finance and fundraising costs is an underspend of £78,507 against budget, as per the table below:

Figure 6: Finance and fundraising costs to 31st October 2020

	Approved Annual Budget 2020-21 £	Budget to 31/10/20 £	Actual Costs to 31/10/20 £	(Under) / Over Budget £
Finance	90,993	53,079	53,079	0
Fundraising	327,413	190,991	112,484	(78,507)
Total	418,406	244,070	165,563	(78,507)

The year-end position, as demonstrated in the charity's **projected governance and support costs for 2020/21** in **appendix 8**, is £63,013 as a result of recruitment delays within the fundraising team and a reduction in travel costs.

The table below depicts all investment income, returns and charges apportioned across funds for the period ending 31st October 2020. There is a net surplus from unrestricted apportionments of £298,719. 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 October 2020

	Restricted Funds (£)	Unrestricted Funds (£)	Total (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(50,323)	(55,024)	(105,347)	(67,821)	(173,168)
Governance & Support - Finance, Fundraising & Support Team	122,750	121,320	244,070	0	244,070
Investment Management Fees	8,201	8,105	16,306	5,960	22,265
Audit Fees	2,640	2,610	5,250	0	5,250
Investment Gains & Losses	(367,825)	(375,730)	(743,556)	(514,462)	(1,258,018)
(Surplus) / Deficit	(284,557)	(298,719)	(583,277)	(576,324)	(1,159,601)

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 August to October:



6.1 During this period, we have successfully maintained the increased profile of the charity following the end of our COVID-19 appeal in June 2020 whilst continuing to maximise opportunities to promote the charity and the impact of our work. This has involved a focus on social media, in local and Welsh national media, on the web and internally with staff.

6.2 We have worked on strengthening our social media presence to engage with new and existing supporters and now have over 6,500 followers on our four bilingual social media sites. Content during this period focused on our fundraising activities, the achievements of our fundraisers and examples of recent expenditure.

6.3 During September and October 2020, we showcased examples of our charitable expenditure following interviews with the many departments and staff that have benefitted from recent expenditure with significant reach and engagement. For example, the item on the purchase of an ECG machine for Glangwili General Hospital had a reach of 11,789 reach and the item on the purchase of a paceport machine for the cardiology department at Bronglais General Hospital had a reach of 8,447 reach.

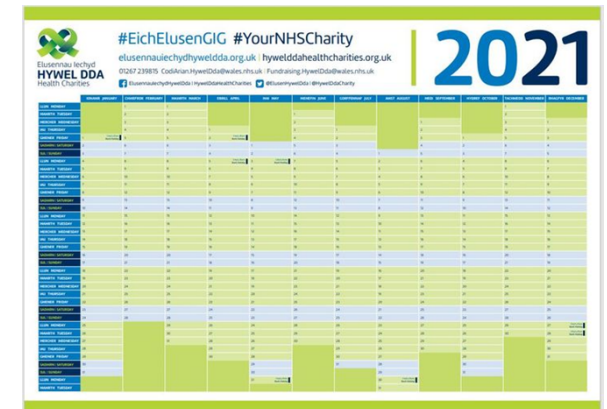
6.4 A total of 28 press releases were written during this period and have been covered consistently in all weekly newspapers, magazines and websites across Carmarthenshire, Ceredigion and Pembrokeshire. The charity was featured in 135 media articles, web stories and broadcasts across local and Welsh national media publications which included several front-page items and television interviews with our supporters. We also secured a monthly column with Charity Today, a leading charity news site, which has a multi-million reach across the UK.

6.5 The charity's new brand is becoming increasingly recognisable and we have continued to produce a variety of printed materials including our 2021 wall planner.

6.6 We developed a marketing and communications plan for our Christmas 2020 fundraising campaign during this period, maximising on opportunities to extend the reach of the campaign to new audiences.

6.7 Our focus for the next reporting period will include:

- Maximising fundraising through the Christmas campaigns.
- Further development of the charity's web pages, which are now integrated into the main HDdUHB website.
- 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.



Appendix 1: Statement of financial activity for the period ending 31st October 2020

HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT - SUMMARY

FOR THE PERIOD ENDING 31 OCTOBER 2020

	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Total
	£	£	£	£			£
Incoming resources							
Donations	267,191	254,292	11,644	3,846	4,629	23,573	565,175
Legacies	0	162,500	0	0	0	0	162,500
Grants receivable	154,263	4,500	1,500	500	500	11,000	172,263
Investment income	0	40,332	0	0	0	0	40,332
Activities for generating funds	0	0	0	0	0	0	0
Other incoming resources	0	3	0	0	0	0	3
	421,454	461,627	13,144	4,346	5,129	34,573	940,273
Resources expended							
Costs of generating funds	0	0	0	0	0	0	0
Charitable activities	(137,672)	(320,317)	(5,334)	(608)	409	(10,519)	(474,041)
Governance costs	0	0	0	0	0	0	0
Support costs	0	0	0	0	0	0	0
Investment Management	0	(5,960)	0	0	0	0	(5,960)
	(137,672)	(326,277)	(5,334)	(608)	409	(10,519)	(480,001)
Net incoming/(outgoing) resources before transfers	283,782	135,350	7,810	3,738	5,538	24,054	460,272
Gross transfers between funds	0	0	0	0	0	0	0
Net incoming/(outgoing) resources	283,782	135,350	7,810	3,738	5,538	24,054	460,272
Gains/(losses) on investment assets							
Realised and Unrealised	0	276,270	0	0	0	0	276,270
Net movement in funds	283,782	411,620	7,810	3,738	5,538	24,054	736,542
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 October 2020	400,166	7,429,630	218,647	148,783	135,353	177,108	8,509,687

Appendix 2: Fund balances for all directorates, including future commitments as at 31st October 2020

Fund Balances As At 31st October 2020	Hywel Dda (£)	Carms (£)	Ceredigion (£)	Pembs (£)	Total (£)	Less Commitments (£)	Total (£)
Corporate	527,917				527,917	127,751	400,166
Community		219,262	148,782	135,353	503,397	615	502,782
Mental Health & Learning Disabilities	21,458	65,341	16,843	73,466	177,108	0	177,108
Acute Services -							
Scheduled Care		491,208	109,119	35,507	635,834	63,900	571,934
Unscheduled Care		863,416	2,033,397	2,703,488	5,600,302	321,815	5,278,487
Cancer Services		558,292	782,335	323,378	1,664,005	642,710	1,021,295
Women & Children's Service		316,116	40,717	42,680	399,513	19,356	380,157
Other		120,650	23,131	33,977	177,758	0	177,758
Total	549,375	2,634,285	3,154,324	3,347,849	9,685,833	1,176,146	8,509,687

Appendix 3: Closing balances and fund movement to 31st October 2020

Fund Balances 2020-21	Month 7 movement %	Month 7 Closing Balance £000
Cancer Services - Carmarthenshire	0.18	499.56
Cancer Services - Ceredigion	0.86	413.71
Cancer Services - Pembrokeshire	-0.24	108.03
Carmarthenshire Community	0.07	218.65
Ceredigion Community	0.03	148.78
Pembrokeshire Community	0.03	135.35
Corporate	2.42	400.17
Mental Health & Learning Disabilities	0.28	177.11
Other - Carmarthenshire	-0.03	120.65
Other - Ceredigion	0.05	23.13
Other - Pembrokeshire	0.01	33.98
Planned - Ceredigion	0.06	109.08
Planned Care - Carmarthenshire	-0.24	427.34
Planned Care - Pembrokeshire	0.04	35.51
Unscheduled Care - Ceredigion	0.29	1,754.19
Unscheduled Care - Pembrokeshire	3.68	2,684.78
Unscheduled Care - Carmarthenshire	0.77	839.53
Women & Children Srv - Carmarthenshire	-0.14	304.71
Women & Children Srv - Ceredigion	0.03	34.32
Women & Children Srv - Pembrokeshire	-0.01	41.12
Total	8.14	8,509.68

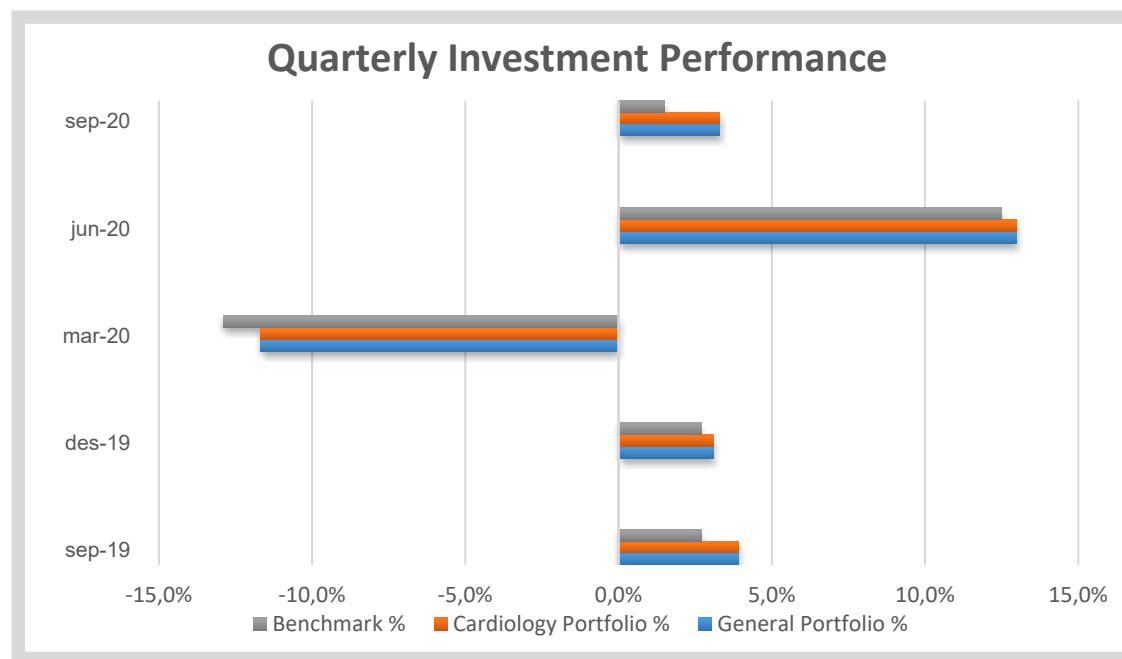
Appendix 4: Investment performance

As at 31st October 2020, the value of investments held by the charity was £8,008,076. The value of total funds held at the same date was £8,509,687.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,143,452, and secondly a general charity fund of £5,864,624.

As at 31st October 2020, 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 30th September 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

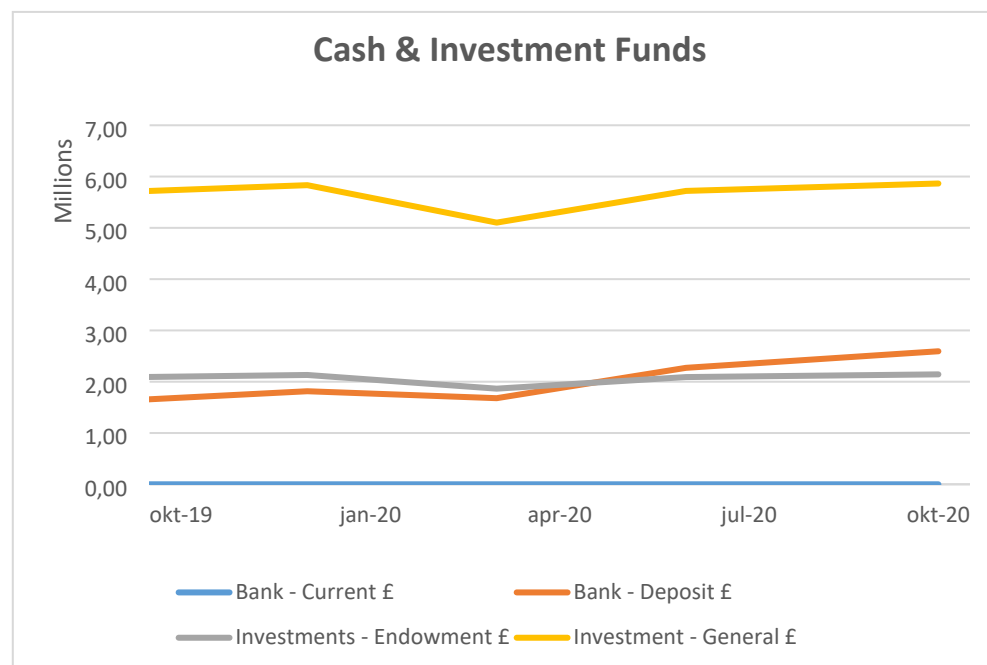
The need for access to funds is monitored on an ongoing basis which informs discussions with our investment advisors Sarasin & Partners LLP.

The balances of our charity bank accounts as at 31st October 2020 were as follows:

- Current Account: £100
- Deposit Account: £2,593,854

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

Figure 9: Quarterly summary of funds held by the charity



Appendix 6: Material commitments to 31st October 2020

Service	Fund Name	£	Description	Date Approved	Status
Unscheduled Care - Ceredigion	CMW - BAJ - Bronglais	259,977.00	BGH Chemotherapy Relocation	2015	Re-committed to the development in September 2019.
Cancer Service - Pembrokeshire	WGH Ward 10 Refurbishment Scheme	158,820.24	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. Finance are working with Service Delivery Manager (USC) to ensure spend has complied with approved plan.
Unscheduled Care - Ceredigion	Ceredigion - Cardiovascular Services	2,250.00	Hypertrophic Cardiomyopathy project	Sep-19	
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	
Unscheduled Care - Ceredigion	Ceredigion Clinical Support - Haematology	5,000.00	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Agreed via CFC Meeting 15th September 2020
Unscheduled Care - Pembrokeshire	Pembrokeshire Clinical Support - Haematology	5,000.00	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	
Cancer Service - Ceredigion	Cancer Service - Ceredigion	67,819.00	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	
Cancer Service - Pembrokeshire	Pembs Cancer Services	31,409.00	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	
Corporate	Support for Life Response Fund	34,213.57	Contribution to Hywel Dda NHS Covid-19 Appeal	Sep-20	Agreed via CFC Meeting 15th September 2020

Appendix 7: Expenditure over £5,000 to 31st October 2020

Expenditure over £5,000 for the period April 2020 - October 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
Ward 10, WGH	WGH Ward 10 Refurbishment Scheme	17,555.64	Patient Entertainment Systems
Ward 6, PPH	PPH General Purposes	12,404.06	Bladderscan Prime Mobile Cart
A & E, GGH	GGH General Purposes	14,861.04	Intellivue MX400 Patient Monitor
Angharad Ward - BGH	Ceredigion Childrens Services General	5,100.96	Intellivue X3 Patient Monitor
SCBU, GGH	Carms Childrens Services- Neonatal	7,825.10	Drager Bilirubinmeter
Carms Acute Response Team	Carms Acute Response Team	5,834.40	Rainbow Staff Hoodies

Appendix 8: Projected governance and support costs for 2020/21

HYWEL DDA CHARITABLE FUNDS

PROJECTED 2020/21 GOVERNANCE & SUPPORT COSTS

Name <u>Finance function</u>	Days per Month	Total Budget £	Governance £	Support £	M7 £	M8-M12 estimated £	Total £	Variance to budget £
Charitable Funds Officer (Queries and fund analysis)	All	31,568	0	31,568	18,415	13,153	31,568	0
Creditors	6	9,883	0	9,883	5,765	4,118	9,883	0
Procurement	5	8,236	0	8,236	4,804	3,432	8,236	0
Charitable Funds Accountant (General supervision, queries, annual accounts, trustee committee)	6	14,350	14,350	0	8,371	5,979	14,350	0
Finance Supervisory Support (Reconciliation/ledger control/gains/income)	8	15,147	7,574	7,574	8,836	6,311	15,147	0
General Offices	2	2,866	0	2,866	1,672	1,194	2,866	0
Finance Senior Lead	2	7,942	7,942	0	4,633	3,309	7,942	0
Overheads (HFMA / Training / Other)	n/a	1,000	1,000	0	583	417	1,000	0
TOTAL		90,992	30,866	60,127	53,079	37,913	90,992	0

Appendix 8: Projected governance and support costs for 2020/21 (continued)

Name	Days per Month	£	Governance £	Support £	M7 £	M8-M12 estimated £	Total £	Variance to budget £
<u>Fundraising and support team pay</u>								
Head of Hywel Dda Health Charities	1 fte	66,989	0	66,989	35,394	25,410	60,804	-6,185
Fundraising Manager	1 fte	48,690	0	48,690	22,079	18,496	40,575	-8,115
Community & Events Fundraising Officers x 3	3 fte	105,815	0	105,815	17,606	40,554	58,160	-47,655
Marketing & Communications Officer	1 fte	33,951	0	33,951	15,747	24,005	39,752	5,801
Fundraising Support Officer (less 0.6 wte lottery funded)	1 fte	29,696	0	29,696	0	8,661	8,661	-21,035
		-17,817		-17,817		-5,197	-5,197	12,620
Administration Officer	0.6 fte	14,099	0	14,099	8,712	6,758	15,470	1,371
TOTAL	7.6 fte	281,423	0	281,423	99,538	93,277	218,225	-57,013
<u>Fundraising and support team non-pay</u>								
33000-Printing Costs	n/a	10,500	0	10,500	310	10,190	10,500	0
33010 - Stationary	n/a	250	0	250	146	104	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	1,362	6,138	7,500	0
33610-Travel & Subsistence	n/a	8,400	0	8,400	286	2,114	2,400	-6,000
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 events (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 costs)	n/a	1,000	0	1,000	-11	1,011	1,000	0
TOTAL	n/a	45,990	0	45,990	3,533	36,457	39,990	-6,000
GRAND TOTAL		418,405	30,866	387,540	156,150	167,647	349,207	-63,013