



Elusennau Iechyd Hywel Dda
Hywel Dda Health Charities
Rhif Elusen Gofrestredig: 1147863
Registered Charity Number: 1147863

Hywel Dda Health Charities

Integrated

Performance Report

Position as at
31st July 2019

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 2019 and provides an update on progress made against the Hywel Dda Health Charities work plan during quarter 1 (see appendix 5). For the period ending 31st July 2019, a summary statement is shown in appendix 1. | <ul style="list-style-type: none"> The net movements in funds has decreased by £86,075 for the period ending 31st July 2019. (Summary detail in appendix 1). |
| | <ul style="list-style-type: none"> Donations have seen a slight decline within Ceredigion over past few months (see 2.1) |
| | <ul style="list-style-type: none"> Following a recent downward trend for Carmarthenshire donations, donations have remained stable this year. |
| | <ul style="list-style-type: none"> Directorate Fund balances and July movement in comparison to April balance is detailed in Appendix 2 |
| | <ul style="list-style-type: none"> Material Commitments over £50,000 detailed in Appendix 3 |
| | <ul style="list-style-type: none"> Notification of Significant Expenditure over £5,000 by Service Area detailed in Appendix 4 |

1.1 Summary of Key Financial Activity

The charitable funds balances for all directorates, including future commitments as at 31st July 2019, are shown below:

| Fund Balances As At 31st July 2019 | Hywel Dda | Carms | Ceredigion | Pembs | Total | Less Commitments | Total |
|---|----------------|------------------|------------------|------------------|------------------|-------------------|------------------|
| Corporate | 113,430 | | | | 113,430 | -3,740 | 109,690 |
| Community | | 235,353 | 565,081 | 128,742 | 929,176 | -448,019 | 481,157 |
| Mental Health & Learning Disabilites | 23,496 | 45,941 | 4,356 | 74,218 | 148,011 | -3,451 | 144,560 |
| Acute Services - | | | | | | | |
| <i>Scheduled Care</i> | | 392,815 | 102,840 | 28,579 | 524,234 | -25,493 | 498,741 |
| <i>Unscheduled Care</i> | | 861,426 | 1,289,264 | 2,507,656 | 4,658,346 | -416,482 | 4,241,863 |
| <i>Cancer Services</i> | | 545,720 | 568,494 | 721,957 | 1,836,171 | -513,520 | 1,322,651 |
| <i>Women & Children's Service</i> | | 313,035 | 44,044 | 43,523 | 400,602 | -29,017 | 371,585 |
| Other | | 132,187 | 20,956 | 31,733 | 184,876 | -27,052 | 157,824 |
| Total | 136,926 | 2,526,477 | 2,595,034 | 3,536,408 | 8,794,846 | -1,466,776 | 7,328,070 |

1. Summary continued

1.1.1 Appendix 1 shows the net movement in funds for period ending 31st July 2019.

1.1.2 The key movements are as follows:

- The **Net Assets** of the charity have decreased by £86,075 for the year period ending 31st July 2019.
- Total **Incoming Resources** to 31st July 2019 was £282,748 of which £94,496 related to grants, legacy and investment income. Legacy income received is 54% less in comparison to previous year.
- **Donations and Fundraising Income** is £207,039. This represents a decrease of 12% in comparison to previous year income received of £231,382. (See also Fundraising and Donation Trend – point 2.1).
- **Realised & Unrealised Gains** on investment assets amount to £62,869 for the year, an increase of 12.9% in comparison to previous year gain of £54,764.

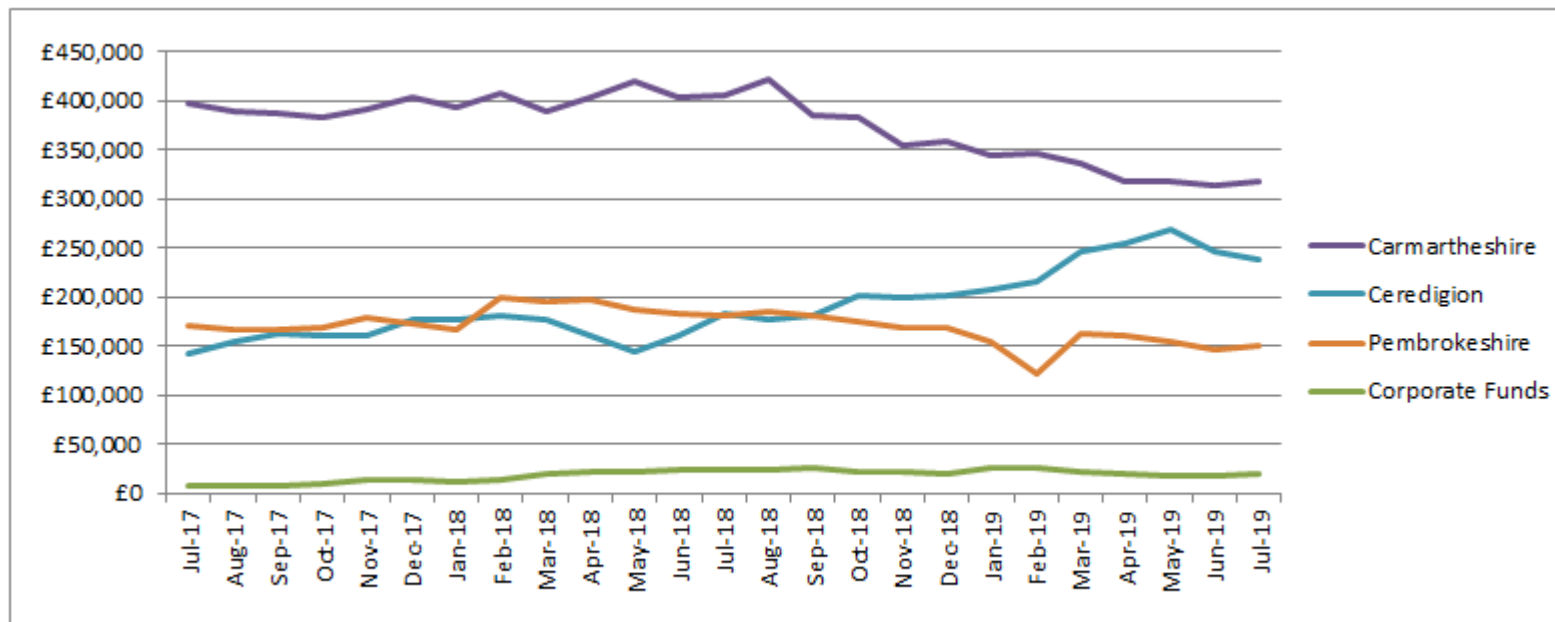
2. Financial Activity

2.1 Donation and Fundraising Trend

- Donations of £19,584 (net of charges) were received via Just Giving & My Donate for the period up to 31st July 2019. This is in line with donations received for the same period last year.
- Material legacies (those received over the value of £5,000) received in the financial year to 31st July 2019 are as follows:

| £ | To Benefit |
|-----------|--|
| 95,422.76 | Bronglais General Hospital General Purpose |

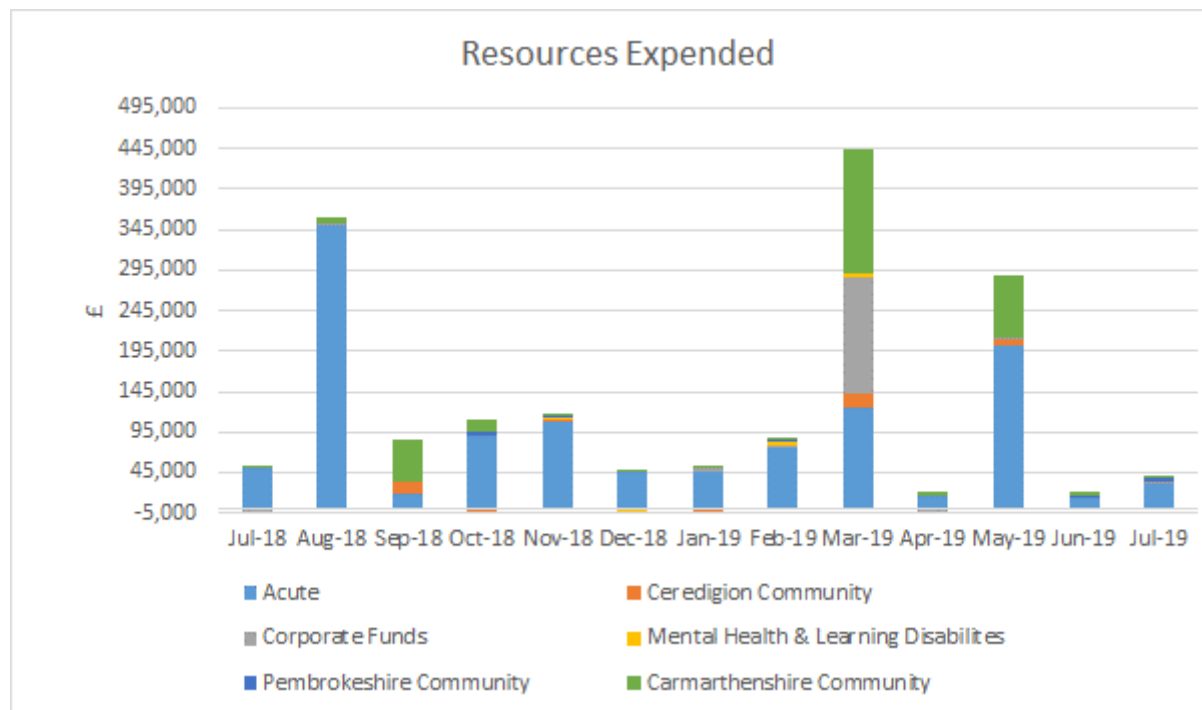
- The graph below depicts the rolling annual donations by county, shown on monthly basis from July 2017 onwards.



2. Financial Activity continued

2.1.2 Resources Expended

- Expenditure during 2019/20 has been minimal to date with the exception of May 2019. The May increase in expenditure was due to the following:
 - Ty Bryngwyn Support Costs - £52,848
 - Purchase of ECG & Cardiovascular Ultrasound - £158,787 (Pembrokeshire)
 - Purchase of bariatric bed & mattress - £14,148 (Prince Phillip)
 - Purchase of Sorrento riser / recliner chair - £5,722 (Ceredigion – Cardiovascular)
 - Purchase of Endocavity Transducer - £5,988 (Ceredigion – Maternity)
 - Purchase of bladder scanner – £7,000 (Ceredigion – Emergency Care)



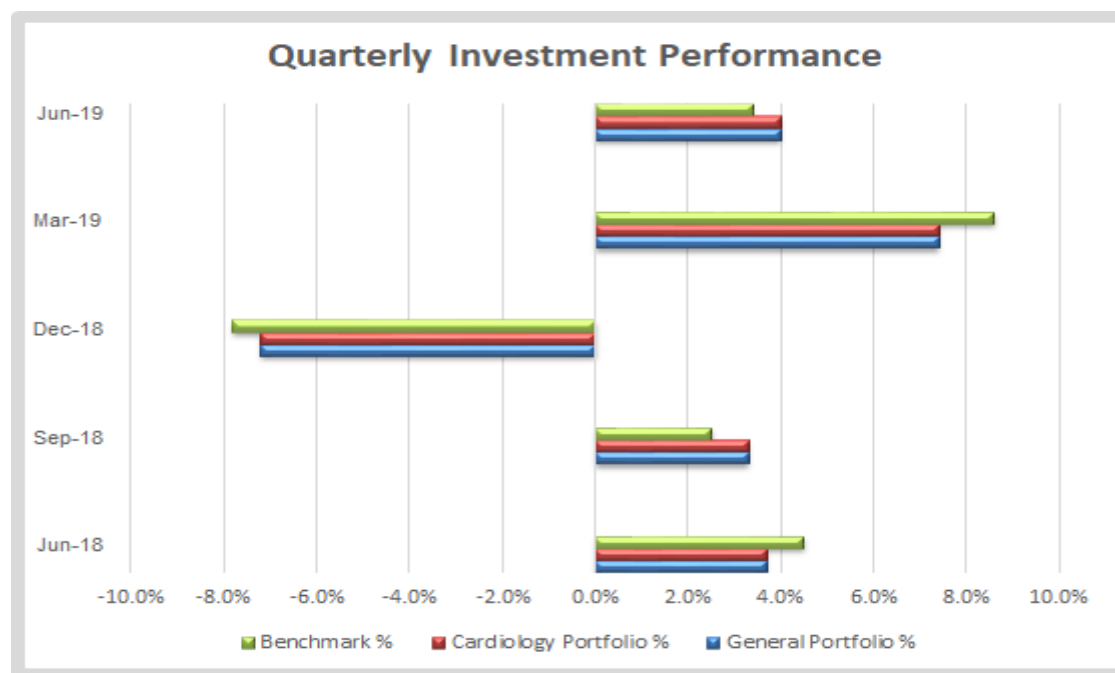
3. Investment Position

3.1 Investment performance

As at 31st July 2019 the value of those investments held, was £7,554,361, with the total funds held by the charity at the same date being £8,794,845.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokehire Cardiology Equipment of £2,022,010, and a General charity fund of £5,532,351.

See below a chart reporting quarterly performance against the benchmark for quarter ending 30th June 2019.



Portfolio benchmark (from 1-Feb-18): FTSE All-Share 5% capped (Total Return) (UK) (20%), ICE BofAML Sterling Corporate (8.5%), ICE BofAML UK Gilts All Stocks (9%), MSCI AC World ex UK (Local Currency) (GBP) (25%), MSCI AC World ex UK (Net Total Return) (25%), MSCI All Balanced Property Funds - One Quarter Lagged (4%), S&P Developed Property Net TR (3.5%), UK cash LIBOR 1 Month (Total Return) (5%). Performance is calculated 'net' of Sarasin's investment management fees, custody costs and associated costs, 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.**

3. Investment Position continued

3.2 Sarasin Performance Update

The table below shows the asset class performance for the Sarasin Endowments Fund for the year to date as well as more recent performance:

Fixed Income – there has been a weaker overall performance since the end of the quarter in relative terms driven by government bonds and specialist bond fund holdings where emerging market exposure has continued to be detrimental to performance. Please note that these are small positions <0.5%. Performance in line for the year to date.

Equities – good absolute and relative returns for global equities since the end of the quarter and year to date where stock selection has been strong. UK equities have also positive in absolute and relative terms but negative returns since the end of the quarter as domestic concerns increase.

3. Investment Position continued

Property & alternatives – continue to provide diversification and are ahead of benchmark for the year to date. Returns from gold particularly strong for the quarter as investors reacted to heightening geopolitical risks.

Future Outlook – Sarasins are considering a reduction in the structural weight to sterling, which is currently a neutral GBP weight of 70%. Given the Brexit overhang and their analysis that suggests sterling could continue to be weaker versus its major trading partners' currencies. Sarasins are inclined to reduce GBP weight to 60% on any strength.

In light of the continuing deterioration in bond yields, and partially inverted yield curve, Sarasins are also considering a reduction to their structural allocation to Fixed Interest. Currently they have a neutral allocation of 17.5% to bonds with a current tactical position of 13.8%. The likely move will be to reduce the neutral allocation to 12.5%.

Income remains strong; Sarasins do not hedge income and as such the portfolio has benefited from foreign currency income receipts as sterling has continued to be weak. In addition, they have taken advantage of any increase in volatility to write options and receive some premium, this has been at more compelling levels than has been possible in recent history. As a result the income reserve, maintained within the CAIF, is at c.40% a year's distribution and therefore we have a good degree of certainty around our ability to continue to grow the income ahead of inflation.

4. Working Balances

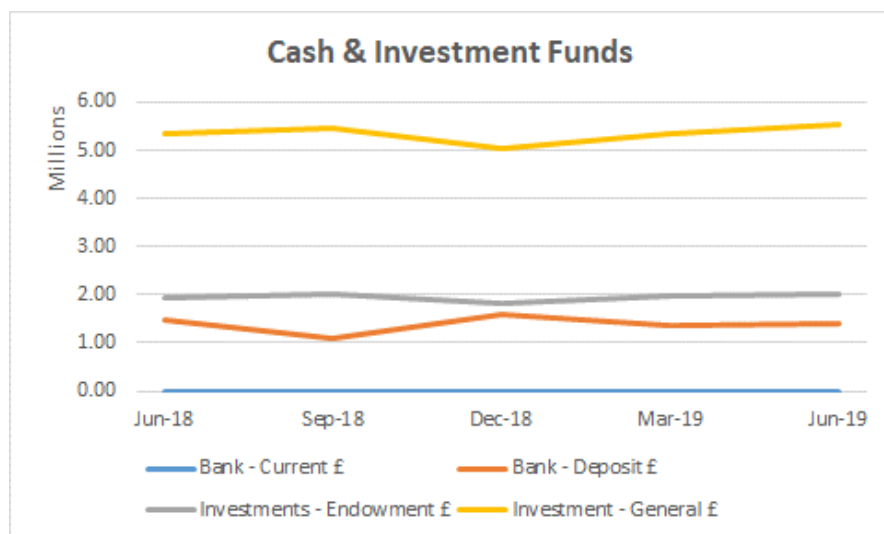
The need for access to funds is monitored on an ongoing basis, this informs discussions with our Investment Advisor.

Please see below a quarterly summary of funds held by the charity. The Charity Bank Accounts (as at 31st July 2019):

Current Account: £100

Deposit Account: £1,392,525.68

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



5. Governance & Support Costs

In March 2019, the Committee approved a governance & support costs budget of £305,160 for 2019/20.

For the year to 31st July 2019, the reported position for the total of Finance and Fundraising costs is an underspend of £5,375 against budget, see below for the breakdown:

| | Approved Annual Budget | Budget to 31/07/19 | Actual Costs to 31/07/19 | (Under) / Over Budget |
|--------------|-------------------------------|---------------------------|---------------------------------|------------------------------|
| | £ | £ | £ | £ |
| Finance | 88,372 | 29,457 | 29,457 | 0 |
| Fundraising | 216,788 | 72,263 | 66,888 | (5,375) |
| Total | 305,160 | 101,720 | 96,345 | (5,375) |

5. Governance & Support Costs Continued

Detailed below is a table presenting all income, returns and charges which are apportioned across funds for the period ending 31st July 2019. There is a net surplus from unrestricted apportionments of £75,577.

| | Unrestricted Funds | Restricted Funds | Endowment Funds | Total |
|-----------------------------|---------------------------|-------------------------|------------------------|------------------|
| Investment Income | (27,212) | (14,097) | 0 | (41,309) |
| Governance & Support | 63,466 | 32,879 | 0 | 96,345 |
| Audit Fees | 1,482 | 768 | 0 | 2,250 |
| Investment Gains & Losses | (113,313) | (58,702) | (62,869) | (234,884) |
| (Surplus) / Deficit | (75,577) | (39,153) | (62,869) | (177,598) |

In June 2018 the Committee agreed the following:

- To retain a reserve in the Central Fund to mitigate against future investment risk and a percentage methodology of 5% was agreed.
- Any surplus over this amount will be kept in the Central Fund and the Committee will discuss and agree how it shall be used.

6. Financial Projections, Opportunities & Risks

6.1 Risks & risk management strategy

There are no new or emerging risks at present.

Appendix 1: Charitable Fund Report Summary

| HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT SUMMARY | | | | | | | |
|---|----------------|-------------------|-------------------------|-------------------------|----------------------------|---|------------------|
| FOR THE PERIOD ENDING 31st JULY 2019 | | | | | | | |
| | Corporate | Acute Services | Carmarthen Community | Ceredigion Community | Pembrokeshire Community | Mental Health & Learning Disabilities | Total |
| | £ | £ | £ | £ | | | £ |
| Incoming resources | | | | | | | |
| Donations | 3,270 | 149,541 | 19,680 | 10,464 | 2,051 | 3,246 | 188,252 |
| Legacies | 0 | 66,423 | 0 | 2,500 | 0 | 0 | 68,923 |
| Grants receivable | 0 | 0 | 3,000 | 0 | 0 | 8,000 | 11,000 |
| Investment income | 0 | 14,573 | 0 | 0 | 0 | 0 | 14,573 |
| Activities for generating funds | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other incoming resources | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 3,270 | 230,537 | 22,680 | 12,964 | 2,051 | 11,246 | 282,748 |
| Resources expended | | | | | | | |
| Costs of generating funds | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charitable activities | (4,899) | (264,418) | (85,760) | (7,921) | (6,404) | (104) | (369,506) |
| Governance costs | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Support costs | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Investment Management | 0 | 683 | 0 | 0 | 0 | 0 | 683 |
| | (4,899) | (263,735) | (85,760) | (7,921) | (6,404) | (104) | (368,823) |
| Net incoming/(outgoing) resources before transfers | (1,629) | (33,198) | (63,080) | 5,043 | (4,353) | 11,142 | (86,075) |
| Gross transfers between funds | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Net incoming/(outgoing) resources | (1,629) | (33,198) | (63,080) | 5,043 | (4,353) | 11,142 | (86,075) |
| Gains/(losses) on investment assets | | | | | | | |
| Realised and Unrealised | 0 | 62,869 | 0 | 0 | 0 | 0 | 62,869 |
| Net movement in funds | (1,629) | 29,671 | (63,080) | 5,043 | (4,353) | 11,142 | (23,206) |
| Opening balance at 1 April 2019 | 117,772 | 7,549,418 | 343,848 | 545,195 | 130,173 | 131,645 | 8,818,051 |
| Closing balance at 30 April 2019 | 116,143 | 7,579,089 | 280,768 | 550,238 | 125,820 | 142,787 | 8,794,845 |

Appendix 2: Fund Balances 2019-20

| Fund Balances 2019-20 | Month 4 movement % | Month 4 Closing Balance £0'000 |
|--|---------------------------|---------------------------------------|
| Cancer Services - Carmarthenshire | 5.4 | 545.72 |
| Cancer Services - Ceredigion | 4.4 | 568.49 |
| Cancer Services - Pembrokeshire | 1.9 | 721.96 |
| Carmarthenshire Community | -26.3 | 235.35 |
| Ceredigion Community | 0.9 | 565.08 |
| Pembrokeshire Community | -4.3 | 128.74 |
| Corporate | 1.2 | 113.43 |
| Mental Health & Learning Disabilities | 3.1 | 148.01 |
| Other - Carmarthenshire | 2.8 | 132.19 |
| Other - Ceredigion | 9.6 | 20.96 |
| Other - Pembrokeshire | 2.5 | 31.73 |
| Planned - Ceredigion | 1.9 | 102.84 |
| Planned Care - Carmarthenshire | -19.8 | 392.81 |
| Planned Care - Pembrokeshire | -11.5 | 28.58 |
| Unscheduled Care - Ceredigion | 6.0 | 1,289.26 |
| Unscheduled Care - Pembrokeshire | -3.2 | 2,507.66 |
| Unscheduled Care - Carmarthenshire | -8.2 | 861.43 |
| Women & Children Srv - Carmarthenshire | 1.8 | 313.04 |
| Women & Children Srv - Ceredigion | -16.3 | 44.04 |
| Women & Children Srv - Pembrokeshire | 4.6 | 43.52 |
| Total | -43.3 | 8,794.85 |

Appendix 3: Material Commitments Over £50,000

| Service | Fund Name | £ | Description |
|-------------------------------------|------------------------------|----------------|-----------------------------|
| Cancer Service - Pembrokeshire | Pembs Cancer Services | 250,000 | Ward 10 refurbishment |
| Cancer Service - Pembrokeshire | PDT - WGH Ward 10 Fund | 55,034 | Refurbishment of Ward 10 |
| Unscheduled Care - Ceredigion | CMW - BA Jenkins - Bronglais | 250,000 | BGH Chemotherapy Relocation |
| Ceredigion Community | CMW - BA Jenkins - Aberaeron | 405,531 | Minaeron |
| Commitments As At 31/07/2019 | | 960,565 | |

The capital schemes for the Withybush Hospital Ward 10 refurbishment and Aberaeron Integrated Care Centre (Minaeron) are drawing to a close. Finance are working with the Capital team to ensure spend has complied with approved plan of expenditure.

Appendix 4: Significant Expenditure Over £5,000

| Service | Fund Name | £ | Description |
|---|--------------------------------------|----------------|--|
| Prince Phillip Unscheduled Care | PPH General Purposes | 14,148 | Aurum Bariatric Bed with Integral Weighing Scales |
| Glangwili General Hospital Unscheduled Care | GGH General Purposes | 7,000 | Bladder Scanner Prime Plus |
| Ceredigion Unscheduled Care | Ceredigion – Emergency Care | 7,000 | Bladder Scanner Prime Plus |
| Ceredigion Unscheduled Care | Ceredigion - Cardiovascular Services | 5,721 | Sorrento Riser/Recliner Chair with Accessories x 2 |
| Ceredigion Women & Children | Ceredigion - Maternity Services | 5,988 | Additional Probe for Xario 200 Ultrasound Machine |
| Pembrokeshire Unscheduled Care | Pembs Cardiology Equip Income Fund | 140,625 | GE Vivid Cardiovascular Ultrasound System with Toe Probe |
| Pembrokeshire Unscheduled Care | Pembs Cardiology Equip Income Fund | 18,162 | MAC Cardiac ECG Machine x 2 |
| Pembrokeshire Unscheduled Care | WGH General Purpose Fund | 5,782 | Tags Sensor Alarms for Falls Prevention |
| Expenditure Over £5,000 For The Period May – July 2019 | | 204,426 | |

Appendix 5: Quarter 1 Update: Hywel Dda Health Charities Work Plan 2019/20

The Hywel Dda Health Charities work plan (April 2019 to March 2020) outlines the proposed activities of the charity's fundraising and finance functions to achieve the charity's strategic objectives.

Attached as appendix 5 is the progress report which demonstrates progress made during the period 1st April to 30th June 2019.

| Objective 1: Income levels | | | | |
|--|---|------------------------|---|---------------|
| Further increase the charity's income levels to make a positive difference to local NHS services across Carmarthenshire, Ceredigion and Pembrokeshire. | | | | |
| Activity | Target | Timescale | Progress | Status |
| 1.1 Capital fundraising appeal | <ul style="list-style-type: none"> Develop and launch a capital fundraising appeal to raise funds to develop a new Chemotherapy Day Unit at Bronglais Hospital. Implementation and management of the fundraising appeal. Financial target: circa £800,000. | Q2 – Q3 Q3 – Q4 | <ul style="list-style-type: none"> Development and launch of fundraising appeal subject to Board approval of the capital development however preliminary planning has begun to develop a case for support as well as communications and fundraising plans for a possible appeal. | G |
| 1.2 Fundraising campaign: Paediatric palliative care service | <ul style="list-style-type: none"> Develop and implement a fundraising campaign to raise funds for our teams caring for children and young people with life-limiting and life-threatening illnesses across Carmarthenshire, Ceredigion and Pembrokeshire. Monitor and evaluate the performance of the fundraising campaign to ensure that financial targets are met. Financial target: £25,000 (to include in-kind support). | Q2 Q2 – Q4 | <ul style="list-style-type: none"> Awaiting approval to implement a formal fundraising campaign from the paediatric management team. Provided support to the service on areas such as grant funding opportunities, supporting their fundraisers and accessing funds. Income to date: £6,630. | A |

| | | | | |
|---|---|-------------------|--|-----|
| 1.3 Fundraising campaign: Adult/older adult mental health outdoor areas | <ul style="list-style-type: none"> • Develop and implement a fundraising campaign to raise funds to improve the outdoor areas on our adult and older adult mental health wards. • Monitor and evaluate the performance of the fundraising campaign to ensure that financial targets are met. • Financial target: £25,000 (to include in-kind support). | Q3 Q3 – Q4 | <ul style="list-style-type: none"> • Initial discussions have focussed on Enlli ward at BGH and Mynydd Mawr and Bryngolau wards at PPH. • BGH income to date (£4,000) is sufficient for current expenditure plans to make required improvements. • Mynydd Mawr ward PPH holds sufficient funds to make required improvements. • Fundraising efforts will focus on Bryngolau ward at PPH when estimated costs for the works are available. • Bryngolau ward income to date: £6,000. | G |
| 1.4 Staff lottery scheme | <ul style="list-style-type: none"> • Develop a proposal for consideration by the Charitable Funds Committee to establish a staff lottery scheme within the UHB to generate unrestricted general funds for the charity. | Q4 | n/a | n/a |
| 1.5 Staff fundraising events | <ul style="list-style-type: none"> • Develop a 12-month programme of fundraising events and activities to encourage staff fundraising and engagement with the charity across the UHB. • Develop an events delivery plan for each fundraising event/activity to ensure success. • Monitor and evaluate the performance of each event/activity to ensure that financial targets are met. • Financial target: £15,000. • Develop a 12-month programme of events for the 2020/21 financial year. | Q1 – Q4 Q4 | <ul style="list-style-type: none"> • Confirmed charity led staff fundraising events for 2019/20 to date include: <ul style="list-style-type: none"> i. Pet Photo Competition (April to June) ii. Newport Marathon (May) iii. Skydive (June) iv. NHS Nig Tea (July) v. Merlin Ride (August) vi. 60 in September (September) vii. Cardiff Half Marathon (October) • Over 100 entries received for the Pet Photo Competition. Over 800 online votes cast for the winners. • 12 colleagues took part in the Newport Marathon and Skydive. • Income to date: £7,835.46. • Other staff led fundraising events supported have included: <ul style="list-style-type: none"> i. Puffin Unit WGH Snowdon Climb £700 raised. ii. Child Health Department WGH sponsored fancy dress and raffle £2,785.37 raised. | G |

| | | | | |
|----------------------------|--|---------|--|----------|
| 1.6 NHS Big Tea 2019 | <ul style="list-style-type: none"> • Take part in the 2019 NHS Big Tea campaign to raise awareness of the charity and inspire staff and our local communities to fundraise for the charity. • Develop an events delivery plan for the campaign to ensure success. • Monitor and evaluate the performance of the campaign to ensure that financial targets are met. • Financial target: £5,000 | Q1 – Q2 | <ul style="list-style-type: none"> • Campaign launched on 3rd May to coincide with the national campaign led by the Association of NHS Charities. • Interest received from both internal and external stakeholders with a number of events planned for 5th July. • Fundraising income to be confirmed during quarter 2. | G |
| 1.7 Christmas 2019 | <ul style="list-style-type: none"> • Develop and successfully implement a fundraising and charity awareness raising campaign for Christmas 2019. • Develop an events delivery plan for the campaign to ensure success. • Monitor and evaluate the performance of the campaign to ensure that financial targets are met. • Financial target: £6,000 (to include in-kind support). | Q3 | <ul style="list-style-type: none"> • 2019 charity Christmas cards have arrived and sales outlets identified. • Draft Christmas events plan prepared for approval during quarter 2. | G |
| 1.8 Corporate partnerships | <ul style="list-style-type: none"> • Develop a successful corporate partnership with Interserve Construction Limited, the contractor appointed to develop obstetric and neonatal facilities at Glangwili Hospital. • Monitor and evaluate the performance of the partnership to ensure that financial targets are met. • Financial target: £7,500 (to include in-kind support). | Q2 – Q4 | <ul style="list-style-type: none"> • Corporate partnership proposal prepared for initial meeting with Interserve Construction Limited in quarter 2. | G |
| 1.9 Grant funding | <ul style="list-style-type: none"> • Submit applications to grant giving trusts and foundations to support eligible projects across the UHB. • Stay abreast with developments across the UHB to ensure we are well placed to submit relevant applications in a timely fashion. • Keep up to date with developments to ensure we are well placed to take advantage of new grant funding opportunities. • Financial target: £15,000. | Q1 – Q4 | <ul style="list-style-type: none"> • Six applications submitted to the Co-op Local Community Fund to support the S-CAMHS Tonic Surf project and dementia trolleys for in-patient areas. Decision pending. • Unsuccessful application for £25,000 with Tesco Centenary Grants for a community diabetes toolkit. • Application submitted to the Hasbro Children's Fund to support items for our paediatric services. • Four grants totalling £14,000 received from | G |

| | | | | |
|--|--|---------|--|----------|
| | | | <p>Tesco Bags of Life scheme for AVH, Enlli ward BGH and Bryngolau ward PPH.</p> <ul style="list-style-type: none"> Income to date: £14,000. | |
| 1.10 Gift aid | <ul style="list-style-type: none"> Undertaken quarterly audits of donations received to increase their value via the Gift Aid scheme by proactively requesting Gift Aid authorisations from recent donors. | Q2 – Q4 | <ul style="list-style-type: none"> Audit for quarter 1 to be undertaken during quarter 2. | G |
| 1.11 Supporting our fundraisers | <ul style="list-style-type: none"> Provide a comprehensive support package for all fundraisers. Motivate others to plan and manage their own fundraising activities for the charity. | Q1 – Q4 | <ul style="list-style-type: none"> Support provided to a wide range of fundraisers, both internal and external, with various levels of involvement (e.g. marketing and promotional materials, social media profiles, attendance at fundraising events and cheque presentations). Elly's Ward 10 Flag Appeal passed £200,000 during June. Supporting 25 staff members signed up to Cardiff Half Marathon in October. Numerous gifts in kind donated on a regular basis e.g. knitted items, twiddle muffs for dementia patients, toys and books for paediatric services. | G |
| 1.12 Customer relationship management information system (CRM) | <ul style="list-style-type: none"> Implement the Harlequin CRM system to ensure a standard approach to capturing and recording donor/supporter information across the whole of the UHB. Develop the CRM system in line with the Code of Fundraising Practice (Fundraising Regulator) and general data protection guidelines. Integrate the CRM system into existing financial systems | Q2 – Q4 | <ul style="list-style-type: none"> CRM system installed on UHB servers in order to launch test system during quarter 2. Reference files populated to enable bespoke design of system to meet our needs. Support received from Information Governance team regarding GDPR and capturing/recording supporter consent. 'Donor/supporter journey' developed to understand interaction with the charity and improvements to the way data is collected and stored. Staff training day with the supplier booked for quarter 2. | G |
| 1.13 Legacies | <ul style="list-style-type: none"> Develop the charity's approach to promote legacy giving across our estate and further afield to | Q3 – Q4 | n/a | n/a |

| | <p>maintain and increase income levels.</p> <ul style="list-style-type: none"> • Increase our knowledge and understanding of current and past legacies to develop tailored marketing campaigns. | | | |
|--|---|--------------|--|--------|
| Objective 2: Charitable expenditure Increase our charitable expenditure to support local health services above and beyond what NHS funding allows. | | | | |
| Activity | Target | Timescale | Progress | Status |
| 2.1 Financial governance | <ul style="list-style-type: none"> • Review existing financial policies, procedures and processes and develop new policies, procedures and processes where necessary. | Q2 | <ul style="list-style-type: none"> • A review of current policies, procedures and processes has commenced. An updated charitable funds financial governance policy document will be presented to the September 2019 CFC meeting. | G |
| 2.2 Access to charitable funds | <ul style="list-style-type: none"> • Review 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. • Review guidance for staff on how to access our charitable funds to ensure that it is user-friendly and allows staff to understand the correct processes to follow to access our charitable funds. • Provide refresher training to our charitable funds fund managers to ensure that they understand their roles and responsibilities as custodians of our charitable funds. | Q2 | <ul style="list-style-type: none"> • Current application processes and guidance for staff are being reviewed as part of the policy review above. • 'Refresher training' for Fund Managers will be developed during the next quarter. | G |
| 2.3 Financial reporting systems | <ul style="list-style-type: none"> • Review the format of current financial reports for charitable funds income and expenditure to provide fund managers as well as the Charitable Funds Committee and Sub-Committee with a clear picture of the charity's financial position. • Integrate the new CRM system into existing financial systems. | Q2 Q4 | <ul style="list-style-type: none"> • Scoping work is underway within the systems team regarding the use of the Qlikview financial system for reporting. Training needs have been identified as being minimal. Implementation is anticipated in quarter 3. | G |
| 2.4 Annual expenditure plans | <ul style="list-style-type: none"> • Provide training to Senior Finance Business Partners and other relevant finance colleagues on the availability of charitable funds and how to access funds to support expenditure focused on improved patient experiences. • Work with Senior Finance Business Partners and | Q2 | <ul style="list-style-type: none"> • Training session with Finance Business Partners to take place during quarter 2. • Policy document to be distributed to Finance Business Partners in readiness for the meeting. | G |

| | | | | |
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| | colleagues in the Operations Directorate to agree a standard approach to the development of annual expenditure plans for our charitable funds focused on improved patient experiences. | | | |
| 2.5 Impact of expenditure | <ul style="list-style-type: none"> Develop a standard approach to monitor, evaluate and report on the appropriateness, effectiveness and impact of our charitable funds expenditure. | Q2 – Q3 | <ul style="list-style-type: none"> Review of commitments is underway, further work will be undertaken once Qlikview reporting has been implemented. | G |
| Objective 3: Our stakeholders | | | | |
| Build and maintain strong and effective relationships with our stakeholders | | | | |
| Activity | Target | Timescale | Progress | Status |
| 3.1 Improved governance arrangements | <ul style="list-style-type: none"> Develop a new corporate policy to formulate the UHB's approach to the operations of external charitable organisations across the UHB estate, to be underpinned by detailed procedures and guidelines offering general advice and recommendations for dealing with specific circumstances. Work with key stakeholders to communicate the purpose of the new policy and to ensure that the policy is being adhered to. | Q2 Q3 – Q4 | <ul style="list-style-type: none"> Following a longer than anticipated period of consideration due to the nature of the enquiry, Legal & Risk Services have advised that it would be more appropriate to develop a new corporate policy on the operations of external charities on UHB premises and their working arrangements with the UHB rather than introduce individual Memorandums of Understanding. New corporate policy to be developed during quarter 2. | G |
| Objective 4: Marketing and communications | | | | |
| Further increase awareness of the charity and its impact to raise the charity's profile and increase income levels. | | | | |
| Activity | Target | Timescale | Progress | Status |
| 4.1 Communications plans | <ul style="list-style-type: none"> Produce comprehensive communications plans for all charity fundraising activities to include: <ul style="list-style-type: none"> Chemotherapy Day Unit at Bronglais Hospital Paediatric palliative care service Adult/older adult mental health outdoor areas Staff fundraising events NHS Big Tea 2019 Christmas 2019 Monitor and evaluate the effectiveness of the communications plans to help meet financial targets. | Q1 – Q4 | <ul style="list-style-type: none"> Communications plans developed for: <ol style="list-style-type: none"> Pet Photo Competition Skydive NHS Nig Tea Merlin Ride | G |
| 4.2 Visibility on UHB sites | <ul style="list-style-type: none"> Increase and maintain visibility of the charity across all UHB sites. | Q1 – Q4 | <ul style="list-style-type: none"> Visited Above & Beyond NHS charity in Bristol to learn from their experiences of increasing | G |

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| | <ul style="list-style-type: none"> • Ensure that charity information is displayed at key locations on all UHB sites on a permanent basis in new and creative ways. | | <ul style="list-style-type: none"> • and maintaining visibility across multiple sites. • Initial discussions with estates colleagues and suppliers into the opportunities available (products and locations). • Research into various options for permanent charity marketing materials with the highest reach offering the best value for money. • 'Test' locations identified at acute hospital sites for piloting during quarters 2 and 3. • New fundraising team t-shirts printed so that team members are easily recognisable. | |
| 4.3 Regular communication with staff | <ul style="list-style-type: none"> • Use a range of communication channels to engage with staff and keep colleagues informed of charity news and developments. • Communications methods to include: <ul style="list-style-type: none"> - Staff intranet pages - Staff Bulletin Board - Global email - Hywel's Voice - Staff induction sessions - Staff notice boards - Charity champions/fund managers | Q1 – Q4 | <ul style="list-style-type: none"> • Regular publication of staff fundraising opportunities and ways to get involved with the charity via global emails and the staff bulletin board. • Three items (full page) submitted for Hywel's Voice summer edition. • Charity presence at 15 induction sessions covering Carmarthenshire, Ceredigion and Pembrokeshire. | G |
| 4.4 Marketing materials | <ul style="list-style-type: none"> • Review existing and produce new marketing materials to ensure the availability of a range of up-to-date materials and resources to raise awareness of the charity and how to support our work. | Q1 – Q4 | <ul style="list-style-type: none"> • Updates made to our fundraising pack. • Initial meeting with a design agency to discuss a refresh of existing charity marketing materials before additional items are developed. • Video presentation developed to highlight the work of the charity during 2018/19 for the charity's AGM and to be used for staff induction sessions. | G |
| 4.5 Online and social media | <ul style="list-style-type: none"> • Review and further develop the charity's website to create an interesting and vibrant platform for visitors. • Maintain the website to ensure accuracy of content at all times. • Further develop the charity's social media reach and engagement. | Q1 – Q4 | <p>Website</p> <ul style="list-style-type: none"> • 13,415 page views (+11.8% from previous quarter) • 1,474 document downloads (15% from previous quarter) • Website updated to include more recent content and images with further updates to | G |

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| | <ul style="list-style-type: none"> • Use our social media channels to drive users to the website. • Develop the use of multimedia and interactive content (e.g. video and audio) to engage with new audiences. • Develop the charity’s presence on new social media platforms (e.g. Instagram). • Develop the charity’s potential to generate additional income via social media platforms. • Create a timetable of relevant national charity awareness campaigns and produce social media messages to raise our profile during these campaigns. | | <p>follow during quarter 2.</p> <ul style="list-style-type: none"> • Initial discussions with the communications team regarding integrating the charity website into the new UHB site to have a more accessible online presence. <p>Twitter</p> <ul style="list-style-type: none"> • 186 bilingual tweets • 938 followers (47 new followers in this quarter) • 1,189 profile visits, 124 mentions <p>Facebook</p> <ul style="list-style-type: none"> • 2,851 followers (+9.5% from previous quarter) • English engagement 27,558 (-43.% from previous quarter) • Welsh engagement 980 (-66% from previous quarter) <p>Intranet (last quarter stats below)</p> <ul style="list-style-type: none"> • 160 visitors (-16% from previous quarter) • 70 document downloads (-61% from previous quarter) | |
| 4.6 Positive news stories | <ul style="list-style-type: none"> • Produce and issue regular positive news stories via social media and to the local press, radio and TV across our region and national media when appropriate. • To include: <ul style="list-style-type: none"> - Personal stories behind the charity’s fundraisers and their donations to the charity - Impact of charitable expenditure and the difference made to patients, their families and our staff - Details of relevant fundraising events | Q1 – Q4 | <ul style="list-style-type: none"> • 39 news items released to local, regional and national press and media. • 47 fundraising social media posts published. • 73 fundraising events social media posts published. • 12 expenditure items social media posts published. • 1 TV appearance. Colleagues Annmarie Thomas and Indeg Jaemson were interviewed on S4C’s Prynawn Da about Annmarie’s fundraising following her recent ill-health. • Subscribed to a media monitoring service to provide daily analysis of media coverage. | G |

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| 4.7 Publications | <ul style="list-style-type: none"> • Produce the charity's printed 'impact report' for 2018/19 to showcase the work of the charity and its impact on local healthcare. • Contribute content for the charity's annual report for 2018/19, in line with statutory reporting requirements. | Q2 Q2 | <ul style="list-style-type: none"> • Video presentation developed to replace the previous 'impact report' to highlight the work of the charity during 2018/19 for the charity's AGM and to be used for staff induction sessions. | G |
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