

**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	16 September 2025
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Integrated Performance Report.
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Huw Thomas, Executive Director of Finance Sharon Daniel, Executive Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Tim John, Head of Accounting & Statutory Reporting Nicola Llewelyn, Head of Hywel Dda Health Charities

**Pwrpas yr Adroddiad (dewiswch fel yn addas)
Purpose of the Report (select as appropriate)**

Ar Gyfer Trafodaeth/For Discussion

**ADRODDIAD SCAA
SBAR REPORT**

Sefyllfa / Situation

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated overview of Hywel Dda Health Charities' (HDdHC) performance and financial position as of 30 June 2025. The report is intended to provide the CFC with key financial information and a summary of activities and key achievements in line with the charity's work plan for 2025/26.

Cefndir / Background

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

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

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

The purpose of the CFC is:

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

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

Asesiad / Assessment

The charity's key financial performance considerations for the period ended 30 June 2025 are detailed in the Financial Overview slide pack attached at Annex 1.

Also included in the Financial Overview at Annex 1 is the following supplementary information relating to the charity's financial performance for the CFC's consideration:

- Statement of Financial Activity for the period ending 30 June 2025.
- Material commitments to 30 June 2025.
- HDdHC staffing structure as at September 2025

In addition to the Financial Overview at Annex 1, attached is the following information on the charity's key achievements, in line with the objectives of the approved work plan for 2025/26:

- Progress update on the 2025/26 workplan (Annex 2)
- Spring 2025 highlights from the fundraising and communications support team (Annex 3).

Argymhelliad / Recommendation

The Charitable Funds Committee is requested to **DISCUSS** the content of this report on the charity's performance.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

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

Quality and Engagement Act (sharepoint.com)	
Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)	Not Applicable
Amcanion Strategol y BIP: UHB Strategic Objectives:	Not Applicable
Amcanion Cynllunio Planning Objectives	Not Applicable
Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022	10. Not Applicable

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.
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusenol: Parties / Committees consulted prior to Charitable Funds Committee:	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:	Expenditure on governance and support costs (including fundraising and finance) included in Annex 1 of the Integrated Performance Report.
Risg: Risk:	Reputational risk if associated with unethical fundraising.
Cyfreithiol: Legal:	The charity's financial reporting is in line with charity law and guidance.
Enw Da: Reputational:	Reputational risk if associated with unethical fundraising.

Gyfrinachedd: Privacy:	No impact.
Cydraddoldeb: Equality:	No EqlA is considered necessary for a report of this type.



Elusennau Iechyd
HYWEL DDA
Health Charities

Integrated Performance Report

Financial Overview

2025/26 Quarter 1 ending 30 June 2025

Incoming Resources

Income

Incoming Resources	Period ending 30 June 2025 £	Period ending 30 June 2024 £	Variance £	Variance %
Donations	143,308	135,304	8,004	6
Legacies	10,000	2,000	8,000	400
Grant funding received	5,090	1,125	3,965	352
Income from other trading activities (HDdHC Lottery)	4,967	3,322	1,645	50
Investment income	120,715	145,758	(25,043)	(17)
Total Income	284,079	287,508	(3,429)	(1)

Summary

- Modest increase in income from donations and legacies to month 3 compared to the same period in the previous financial year 2024/25.
- Income levels will continue to be monitored closely during 2025/26 to stabilise and increase where possible.
- Business Executive Team meeting 9 July 2025 – Executive Team (ET) discussed the charity's current running costs, current and previous income levels and benchmarking data on fundraising performance.
- Fundraising team should be considered a 'charity team' and not merely a fundraising team to reflect the wide-ranging and varied work undertaken by officers. Job titles of the fundraising team will be updated to reflect this.
- ET requested a review of the impact of holding two vacancies within the team be undertaken and be presented to Business ET within six months.
- Annex 2 – current staffing structure outlining the revised job titles and vacancies being held.

Benchmarks

Amount available to spend on grants for every £1 donated

£0.53 to June 2025

£0.52 to 30 June 2024

Income generated for every £1 spent on fundraising

£2.41 to June 2025

£1.95 to 30 June 2024

Donations

	Period ending 30 June 2025 £	Period ending 30 June 2024 £	Variance £	Variance %
Donations	143,308	135,304	8,004	6

- Modest increase in donations for the period ending 30 June 2025 compared to the same period in the previous financial year.
- In the current year to date, donations for Carmarthenshire are significantly higher than the other counties. This is due to a large donation received from a local prostate cancer charity to support improvements at the Glangwili Hospital (GGH) Chemotherapy Day Unit and another successful Long Course Weekend Wales event and the level of staff fundraising at the event.

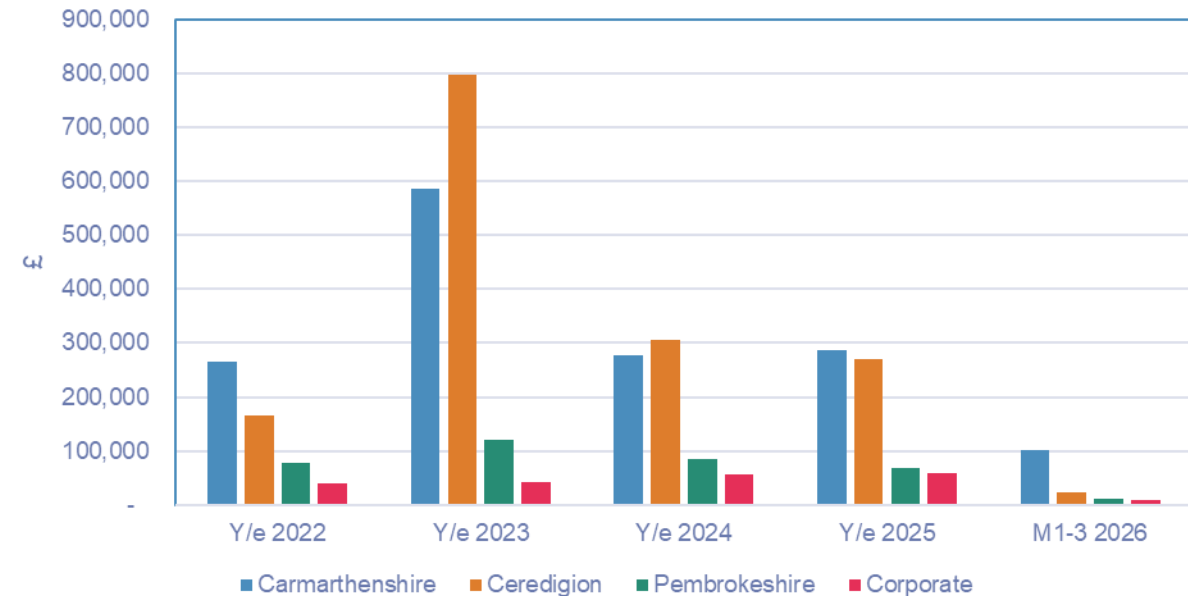
Annual donations from 2021/22 to 30 June 2025

Annual donations split by region

Donations



Donations by region

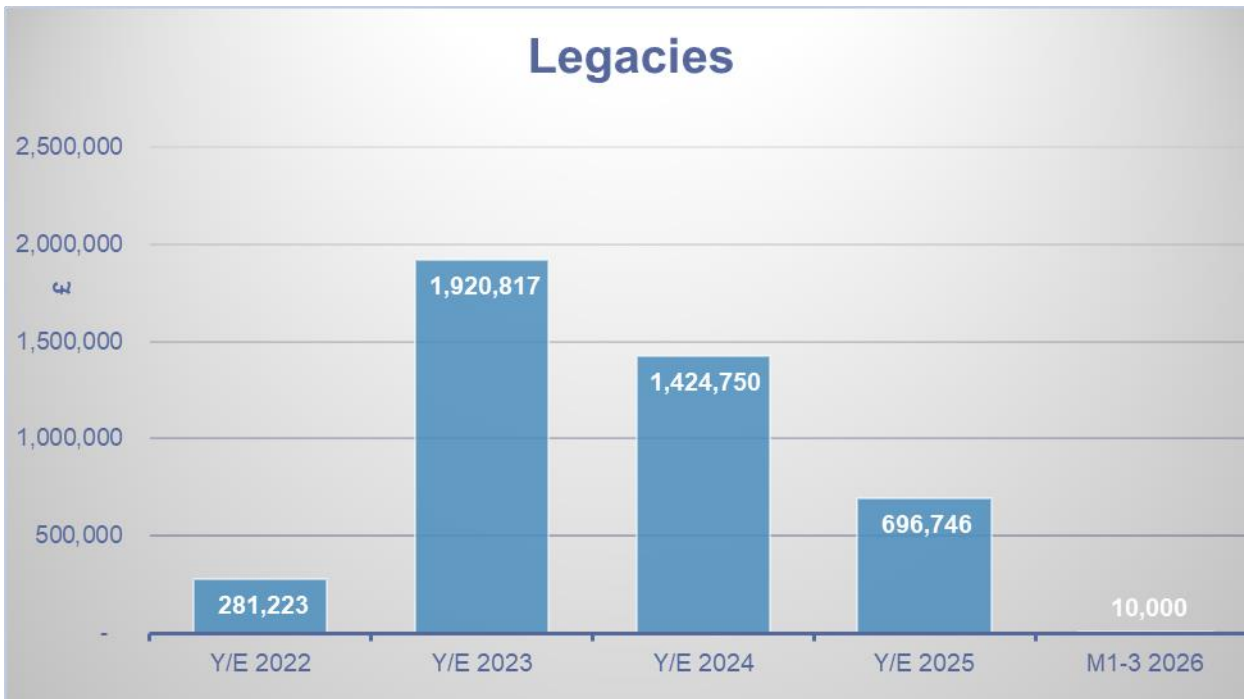


Legacies

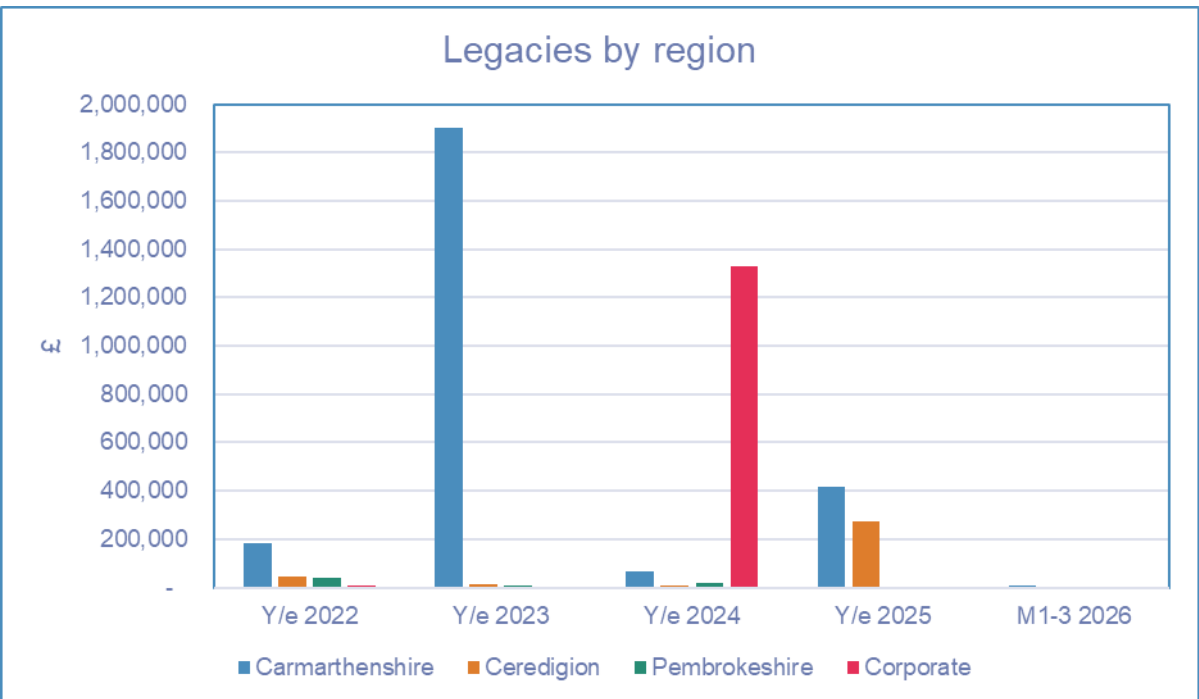
	Period ending 30 June 2025 £	Period ending 30 June 2024 £	Variance £	Variance %
Legacies	10,000	2,000	8,000	400

- Legacy income for the period ending 30 June 2025 was received in aid of Carmarthenshire services.
- Legacy income for 2025/26 is predicted to be significantly higher than the previous financial year.
- Work on the stewardship of legacy pledges and the oversight of the settlement of estates where the charity is a named beneficiary continues to ensure that outstanding legacy income is received in a timely manner.

Legacy income from 2021/22 to 30 June 2025



Annual legacy income split by region



Resources Expended

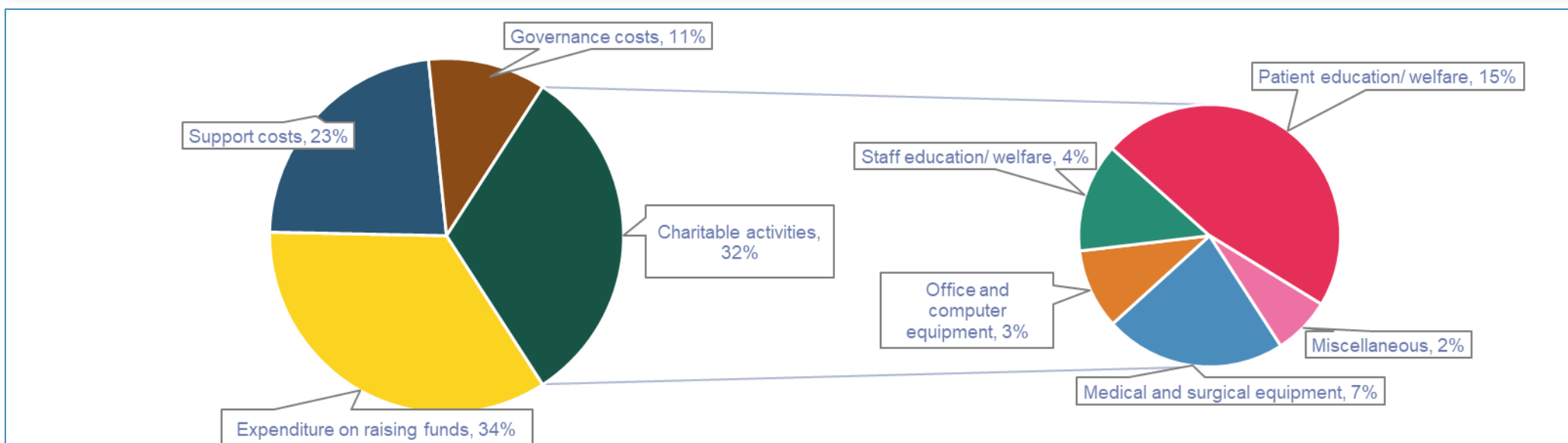
Expenditure

Resources Expended	Period ending 30 June 2025 £	Period ending 30 June 2024 £	Variance £	Variance %
Charitable activities (grant making)	62,684	250,251	(187,567)	(75)
Expenditure on raising funds	68,122	73,244	(5,122)	(7)
Support costs	45,570	44,577	993	2
Governance costs	21,302	19,116	2,186	11
Total Expenditure	197,678	387,187	(189,509)	(49)

Summary

- Significant decrease in reported expenditure on charitable activities (invoices paid) during this period compared to same period in 2024/25.
- 38 funding requests totalling £121,095 were approved from 1 April to 30 June 2025 compared to 51 requests totalling £91,992 approved during the same period in 2024/25.

Analysis of % spend by type



Expenditure on Charitable Activities

Expenditure on Charitable Activities

	Period ending 30 June 2025 £	Period ending 30 June 2025 %	2024/25 £	2023/24 £
Medical and surgical equipment	14,057	7	409,329	759,159
Office and computer equipment	6,181	3	72,110	86,223
Building and refurbishment	0	0	1,692,149	1,394,762
Staff education/welfare	8,433	4	55,769	186,759
Patient education/welfare	29,556	15	54,937	411,174
Miscellaneous	4,456	2	52,670	61,090
Total	62,684	32	2,336,964	2,899,167

Notable expenditure incurred to 30 June 2025 (over £5,000):

Medical and surgical equipment

- Full body passive/active movement therapy device (£7,487)

Building and refurbishment

- No spend in period

Staff education and welfare

- No individual spend over £5k

Patient education and welfare

- Interactive singing and movement sessions for dementia patients and year 2 of the Year 2 Health Domestic Violence Advocate project at BGH (£26,795).

Efforts to increase charitable expenditure

- New fund structures have created greater opportunities to utilise charitable funds more effectively; however, we are not yet seeing increases in our expenditure on charitable activities.
- Qtr 2 2025/26 – further work will be undertaken with the Clinical Care Groups (CCG) to encourage proactive rather than reactive consideration of charitable expenditure.
- The aim is to incorporate consideration of charitable expenditure into the annual planning processes to ensure that charitable funds are recognised as an enabler to deliver enhancements above and beyond what the NHS can provide.
- The CCG's will be asked to develop and submit expenditure plans for consideration by the CFC (during quarter 4) for the funds held within their areas of responsibility.
- Following the closure of the 2024/25 year-end position, up-to-date charitable fund balances aligned to the new fund structures will be available in October 2025 which is anticipated to result in an increase in expenditure requests.

Expenditure on Governance, Support and Raising Funds

Governance, support and expenditure on fundraising

£		Annual Budget 2025/26	Budget to 30 June 2025	Spend to 30 June 2025	(Under) / Over spend to 30 June 2025
Finance		107,487	26,872	26,872	0
Fundraising Team	Pay	408,719	102,180	96,776	(5,403)
Fundraising	Non-Pay	46,910	11,728	7,092	(4,636)
Sub-total		563,116	140,779	130,740	(10,039)
Audit		17,016	4,254	4,254	0
Total		580,132	145,033	134,994	(10,039)

Costs analysed by category of spend

£	Expenditure on raising funds	Support	Governance	Total
Fundraising Team				
Pay	61,030	27,813	7,933	96,776
Non-Pay	7,092			7,092
Finance		17,757	9,115	26,872
Audit			4,254	4,254
Total	68,122	45,570	21,302	134,994

Apportionment of costs across funds

£	Restricted/ Unrestricted Funds	Endowment Funds	Total
Investment Income	(103,735)	(16,980)	(120,715)
Governance & Support - Finance, Fundraising & Support Team	130,740	0	130,740
Audit Fees	4,254	0	4,254
Investment (Gains) & Losses	(1,901)	(695)	(2,596)
(Surplus) / Deficit	29,358	(17,675)	11,683

- In March 2025, the CFC approved a total governance, support and fundraising budget of £563,116 for the 2025/26 financial year.
- For the period ending 30 June 2025, the reported position is an underspend of £10,039, mainly due to a vacancy being held within the team.
- Dividend and interest on endowment funds have been applied to their restricted funds.
- There was a net deficit from unrestricted/restricted apportionments (after investment gains) across funds of £29,358 for the period ending 30 June 2025.
- *Unrestricted and restricted funds: income earned from surplus cash from general restricted funds invested. The income earned is apportioned against all unrestricted and restricted funds based on an average fund balance across the whole year.*
- *Endowment funds: income earned from an investment where the capital cannot be spent, and that income earned is to be used for a specific purpose and is therefore restricted and will not be generally apportioned across all funds.*

Appendix 1

Financial Performance

Supplementary Information

Position as at 30 June 2025

1. Statement of Financial Activity for the period ended 30 June 2025

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 30 JUNE 2025									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£
Incoming resources									
Donations	9,079	121,047	4,989	1,365	1,209	5,619	0	143,308	
Legacies	0	10,000	0	0	0	0	0	10,000	
Grants receivable	90	0	0	0	0	5,000	0	5,090	
Investment income	0	16,980	0	0	0	0	103,735	120,715	
Income from other trading activities	4,967	0	0	0	0	0	0	4,967	
Other incoming resources	0	0	0	0	0	0	0	0	
	14,136	148,027	4,989	1,365	1,209	10,619	103,735	284,079	
Resources expended									
Expenditure on raising funds	0	0	0	0	0	0	(68,122)	(68,122)	
Charitable activities	(32,067)	(25,315)	(2,304)	(1,890)	0	(1,109)	0	(62,684)	
Support Costs	0	0	0	0	0	0	(45,570)	(45,570)	
Governance costs	0	0	0	0	0	0	(21,302)	(21,302)	
Investment Management	0	0	0	0	0	0	0	0	
	(32,067)	(25,315)	(2,304)	(1,890)	0	(1,109)	(134,994)	(197,678)	
Net incoming/(outgoing) resources before transfers	(17,931)	122,711	2,686	(525)	1,209	9,510	(31,259)	86,401	
Gross transfers between funds	0	0	0	0	0	0	0	0	
Net incoming/(outgoing) resources	(17,931)	122,711	2,686	(525)	1,209	9,510	(31,259)	86,401	
Gains/(losses) on investment assets									
Realised and Unrealised	0	695	0	0	0	0	1,901	2,596	
Net movement in funds	(17,931)	123,406	2,686	(525)	1,209	9,510	(29,358)	88,997	
Opening balance at 01 April 2025	1,487,902	7,504,889	1,238,550	456,308	142,185	223,942	(323,871)	10,729,905	
Closing balance at 30 June 2025	1,469,971	7,628,295	1,241,236	455,783	143,394	233,452	(353,229)	10,818,902	

2: Outstanding material commitments as at 30 June 2025 (approved by CFC)

Service	£	Description	Date Approved	Status
Cancer Service - Ceredigion	0	BGH Chemotherapy Development	Jun-21	Funds committed to the delivery of a new Chemotherapy Day Unit at BGH. Expenditure of funds will be aligned to the delivery of the capital scheme.
Cancer Service - Ceredigion	134,638	BGH Chemotherapy Development	Mar-24	
Cancer Services - Health Board Wide	15,603	Heads Up to Cancer - Cancer Hair Loss project	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	26,295	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	194,295	Arts and Health Capacity Building- to contribute to the salary and oncosts of a B6 Project Support Officer and activities budget for patients	Mar-24	On going project
Mental Health & Learning Disabilities, Community & Integretad Medicine	58,670	Interactive singing & movement sessions	Jun-24	On going project
Carmarthenshire Community	1,543,382	Pentre Awel Hydrotherapy Pool	Mar-25	On going project
	1,972,883			

Appendix 2

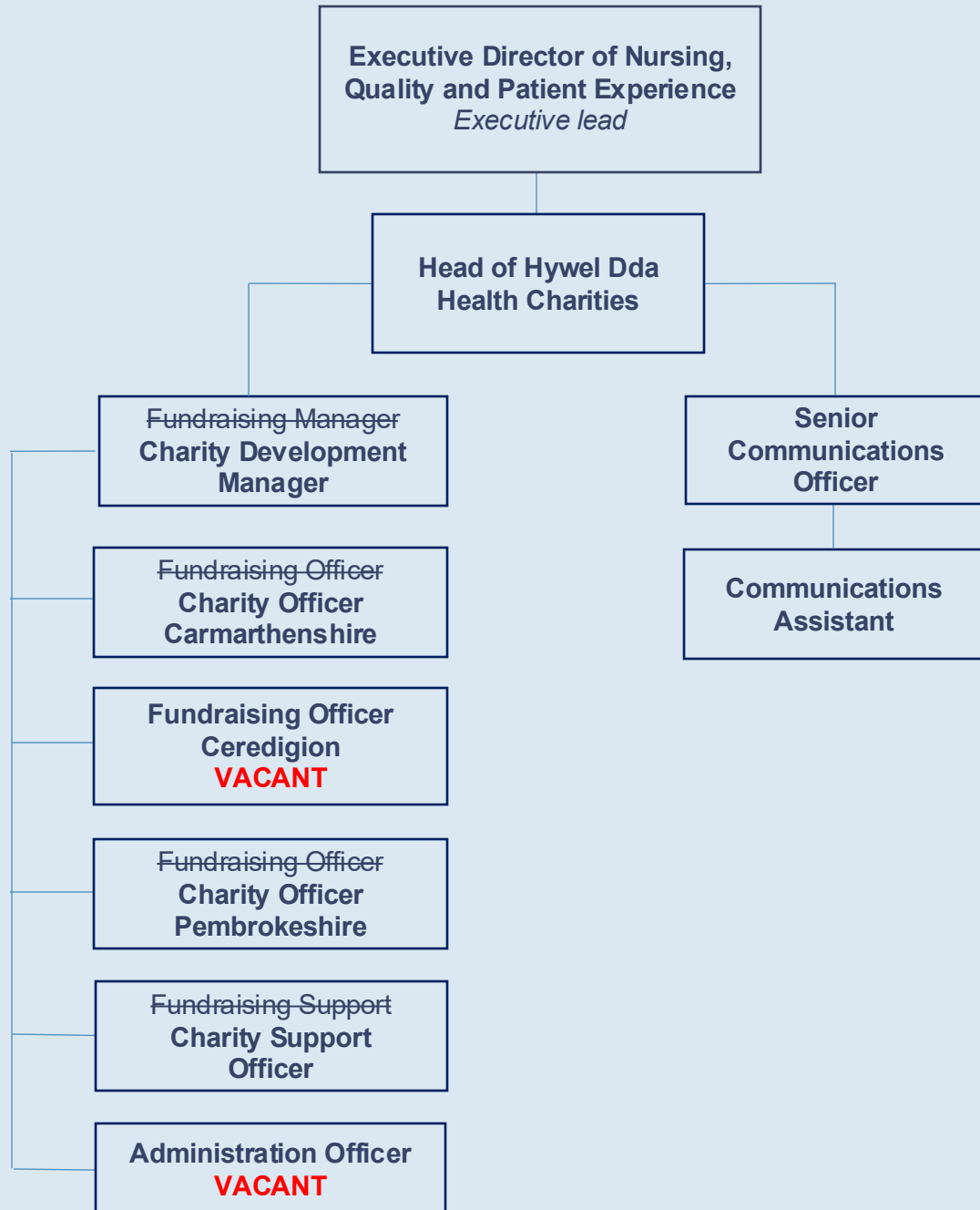
Staffing Structure

As at September 2025

Hywel Dda Health Charities

Staffing Structure

As at September 2025





Elusennau Iechyd
HYWEL DDA
Health Charities

2025-26



Elusennau Iechyd
HYWEL DDA
Health Charities

Workplan 2025-26

Progress update June to August 2025

Strategic objective 1: Making a difference

Priority areas for 2025/26

	Activity	Update on progress to August 2025	RAG rating
1.	<p>Launch the new online charitable funds application process for expenditure requests under £10,000.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> The new charitable funded application process for study leave (incorporating expenditure approval into the HDdUHB study leave application) has been tested and will be launched before the end of September 2025. Further testing on the new application process for general charitable funds requests is required and additional colleagues from across the organisation have been invited to test the new application form. The feedback received during September 2025 will inform the final version. Work on the automated authorisation process will begin in September 2025 when dedicated software development time is available to complete this function. Pending the availability of dedicated software development time, staff training will be delivered on the new administration processes during October 2025 and the new application process will be launched in late October/early November 2025. 	
2.	<p>Launch the internal communications campaign and associated user-friendly guidance to ensure that staff are aware of, and understand, the new charitable funds application process and new fund structure.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> All communications materials for the internal campaign have been developed in readiness for the launch of the new application process. 	
3.	<p>Launch the guidance for our fund managers to ensure that they understand the nature and value of the funds they are responsible for as well as their roles and responsibilities as custodians of our charitable funds.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> Guidance for fund managers has been developed in readiness for the launch of the new application process. 	
4.	<p>Develop an expenditure plan for the charity's general fund that provides equitable access to funding for areas where measurable improvements can be made to maximise patient benefit.</p>	<ul style="list-style-type: none"> Complete. In June 2025 the CFC approved the establishment of a twice-yearly application window for funding applications from the general fund and the ring-fencing of £400,000 for an application window to take place between July and October 2025. Over 60 enquiries received on the funding opportunity, and a large number of applications are being developed to meet the submission deadline of 3 October 2025. To better reflect the impact and purpose of our general fund, we propose renaming the 'Support for Life Response Fund' the 'Making a Difference' Fund (Welsh: 'Gronfa Gwneud Gwahaniaeth'). This new name aligns with the language we consistently 	

use in our communications and fundraising activities, including the long-standing social media hashtags #MakingADifference / #GwneudGwahaniaeth. The name change will support clearer messaging and a stronger emotional connection with donors and supporters, while continuing to represent the broad scope of charitable activity the fund enables across the Health Board. The name has received a positive response from supporters and the Health Board's Communications Team.

Strategic objective 2: Fundraising and Communications

Priority areas for 2025/26

	Activities	Update on progress to August 2025	RAG rating
1.	Complete the upgrade of the charity's current Customer Relationship Management (CRM) database to a new and improved web version. <i>Carried forward from 2024/25</i>	<ul style="list-style-type: none"> There have been further delays to the CRM upgrade due to ongoing conversations with the supplier regarding insurance requirements as set out in the Data Processing Agreement (DPA). We are working closely with Information Governance and Legal Services to resolve this delay. The delays are not having a significant impact on our service provision as our existing CRM is still operational. 	Yellow
2.	Plan and deliver a new charity-led mass participation event to encourage increased fundraising for the charity	<ul style="list-style-type: none"> The new Fire Walk event was launched on 8 September 2025 and will take place on Saturday 25 October 2025 at Glangwili Hospital. The event will enable up to 100 fundraisers aged 16 and over to walk bare foot over red-hot wood embers whilst fundraising for the charity. 	Green
3.	Identify and apply for relevant funding opportunities from external grant-giving trusts and foundations for eligible projects across HDdUB to increase the charity's income from this funding source.	<ul style="list-style-type: none"> A bid for £25,000 has been submitted to the NHS Charities Together Greener Communities grant fund for a project supporting improvements to the garden areas at St Non Ward, Withybush Hospital. Unsuccessful bid for £150,000 to the NHS Charities Together Innovation Challenge grant fund for an arts project supporting children and young people on the Child and Adolescent Mental Health Service (CAMHS) waiting list. 	Green
4.	Plan and deliver a fundraising campaign for Tonic Surf (surf therapy sessions) in aid of the Child and Adolescent Mental Health Service (CAMHS).	<ul style="list-style-type: none"> Successful application to the Tesco Stronger Starts scheme. Tonic Surf is one of three projects open to the customer vote in the Haverfordwest store until 30 September 2025. Successfully won the customer vote in two Aberystwyth Tesco stores receiving £1,500 for the initiative. Successful application for £3,000 from the Community Cohesion Small Grants Fund 2025 to deliver the surf therapy programme to ten children and young people aged 14-25. 	Green
5.	Further develop the charity's visibility across the HDdUHB estate by developing bespoke fundraising materials for four services (one in each	<ul style="list-style-type: none"> Personalised marketing material for the four Intensive Care Units (including flyers and focus on expenditure posters) have been distributed and the dedicated online donations page for critical care has been launched. 	Green

acute hospital) as a pilot project with a view to rolling out to further services in future if successful. The package will include individualised branding, an online donation page, flyer, large poster and social media support.

- Progress will be monitored during the next quarter with a view to rolling out this approach across cancer services during the next quarter.

Strategic objective 3: Maximising the contribution

Priority areas for 2025/26

	Activities	Update on progress to August 2025	RAG rating
1.	Introduce the Qlik Sense data visualization platform to provide an improved financial reporting system for all charitable funds cost centres.	<ul style="list-style-type: none"> • This work has been postponed until quarter 3 due to the resources required for the compilation of the 2024/25 year end accounts. 	

RAG rating performance status indicators

Green	Amber	Red
On track, no substantial issues that require action.	Some issues requiring action to keep the project on track. Maintain a watching brief to ensure objective does not move into the red.	Serious issues requiring urgent action. Objective likely not to be delivered. Significant action required to prevent negative impact.



FIRST FIRE WALK EVENT LAUNCHES



Earlier this month we launched our first Fire Walk event, which will take place at Glangwili Hospital on 25th October 2025.

We want to offer our supporters a thrilling experience – and it doesn't come much more exhilarating than walking barefoot across five metres of 800°C burning embers!

We aim to appeal to individuals looking for a personal challenge and teams seeking a bonding experience.

Fundraisers will receive full support with their fundraising, full firewalking training on the day, and a night of adrenaline, achievement and community spirit!

Claire Rumble, Fundraising Officer at the charity, said: "This is a fantastic opportunity for our supporters to challenge themselves while making a real difference to our local NHS. We can't wait to see our supporters take on the flames!"

LONG COURSE WEEKEND IS MOST SUCCESSFUL TO DATE

We were the official charity partner at Long Course Weekend Wales for the fourth year running in 2025, and our fundraisers did us proud at the swimming, cycling and running events which took place on 27th – 29th June.

The number of fundraisers taking part reached a new high this year at 26 including 5 fundraisers who took part in the full Long Course Weekend by completing swimming, cycling and running events.

In total, the event raised over £14,500 for the charity.

Thousands of people saw our highly-branded stand, our video on the big screen, and our advert in the event brochure. Most importantly, they saw our fully-branded and fantastic fundraisers competing in every event!

Social media engagement throughout the three days was also outstanding, pushing up our follower numbers.

Tara Nickerson, Fundraising Manager, said: "The engagement with the charity at Long Course Weekend Wales continues to grow, with even more fundraisers taking part each year. What's most encouraging is the number of Hywel Dda staff taking part. The event provides a great opportunity to engage staff with our work, and it gives them the chance to go the extra mile for their service."



RAISING OUR PROFILE AT THE ROYAL WELSH



We were delighted to have been invited to the A&B Auto Mowers stand at the Royal Welsh Show to promote our charity.

The family-run business is fundraising for the health board's Palliative Care service and they hosted a special charity raffle at their Royal Welsh stand in memory of family member and colleague Alun Rees Thomas.

As well as providing the charity with a very prominent platform to promote our work, A&B Auto Mowers raised over £5,000 for the Palliative Care service.

NHS BIRTHDAY CAMPAIGN BRINGS STAFF TOGETHER ACROSS HYWEL DDA



A huge THANK YOU to staff across the health board who joined us to celebrate the NHS's birthday in early July! It was a great opportunity to engage with thousands of staff and raise the profile of the charity's work.

COMMUNICATIONS: ONE-MONTH SNAPSHOT

Between 20/07/25 and 20/08/25 we issued 10 press releases which secured positive media coverage for both the charity and the health board.

Between 20/07/25 and 20/08/25 we issued 152 social media posts across our Facebook, X and Instagram pages and via Viva Engage. Highest performing post (Facebook - English, 06/08/25): Zac and Nick Davies fundraiser for Ward 10 at Withybush Hospital.

Newspaper coverage
31%



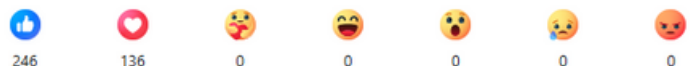
Online coverage
69%



Overview

Views	Reach	Interactions	Link clicks
23,616	13,387	134	41

399



CHARITY-FUNDED CANCER PSYCHOLOGICAL SUPPORT SERVICE PRAISED BY PATIENTS AND CARERS



Over 3,000 counselling sessions are being delivered every year to people in the Hywel Dda region affected by cancer, thanks to our generous communities.

Charitable donations have funded a psychological support service for people receiving treatment for cancer, their families and carers, and also the Hywel Dda cancer workforce.

Sharon, a cancer patient who accessed the service, said: "I think it actually unlocked the real me. I'm now looking at things in a different way, I can deal with my thoughts and generally see the positive side of things, rather than the negative."

The CaPS service was developed thanks to charitable funding. We funded a two-year pilot CaPS project in 2019–21, with further funding provided for Phase 2 of the initiative, which ran from 2022–25. As of April 2025, the service was embedded into core cancer services and is funded by the health board.

The CaPS project delivers psychological support to people affected by cancer aged 16+ within the health board population. Specialist Cancer Counsellors are employed across the three counties of Hywel Dda, and they receive a current average of 23 referrals per month.

"There are no waiting lists at all," explained Gina Beard, Lead Cancer Nurse at the health board (pictured). "Referrals are received, assessed and contacted within two weeks, which means that cancer patients in the area get the psychological support they need very quickly.

"The service offers a range of virtual or face-to-face options, so it can adapt to patients' communication needs. And the service also extends to cancer patients' carers and the parents of children with cancer."

Each patient or carer is allocated a counsellor who will deliver up to 12 counselling sessions, depending on need. This results in over 3,000 counselling sessions being delivered every year.

OUTDOOR FURNITURE FUNDED FOR CHILD HEALTH DEPARTMENT STAFF



Thanks to generous donations, we've been able to purchase outdoor furniture for staff at the Child Health Departments at Withybush and Bronglais Hospitals.

We funded a bench and a picnic bench for both hospitals.

Donna Osbourne, Service Support Manager, said: "This new furniture will encourage staff to take breaks and sit outside, taking in the fresh air and getting them away from their desks and screens. It will also create a better working environment for our staff as they can eat together and socialise which will really help improve the wellbeing within the teams."

For more charity updates, please visit:
hywelddahealthcharities.org.uk

