

**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	17 March 2026
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Integrated Performance Report
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Huw Thomas, Executive Director of Finance Sharon Daniel, Executive Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Timothy John, Head of Accounting & Statutory Reporting Nicola Llewelyn, Head of Hywel Dda Health Charities

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

Ar Gyfer Penderfyniad/For Decision

ADRODDIAD SCAA

SBAR REPORT

Sefyllfa / Situation

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

The report also provides the CFC with the charity's proposed governance, support and fundraising costs budget for 2026/27 for consideration and recommendation for approval to the Board in its capacity as Corporate Trustee.

Cefndir / Background

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

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

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

The purpose of the CFC is:

- To make and monitor arrangements for the control and management of the Health Board's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with the legislative framework.
- To provide assurance to the Board in its role as Corporate Trustee of the charitable funds held and administered by the Health Board.
- To develop the strategy and objectives for the Charity for consideration by the Board, and to provide assurance that an appropriate infrastructure is in place for the efficient and effective running of the Charity.
- To agree issues to be escalated to the Board with recommendations for action.

Asesiad / Assessment

The charity's key financial performance considerations for the period ended 31 December 2025 are detailed in the Integrated Performance Report slide pack attached at Annex 1.

The Integrated Performance Report:

- Presents an overview of incoming resources (donations, legacies, grants, trading income and investment income) compared with the same period in 2024/25 and highlights the drivers behind movements in income (slides 2 to 4).
- Provides analysis of resources expended, including charitable activities, fundraising, governance and support costs (slides 5 to 7) and commentary explaining any variances.
- Sets out the proposed governance, support and fundraising costs and the focus for 2026/27 (slides 8 to 12).
- Contains supplementary financial information including the Statement of Financial Activity for the period, material outstanding commitments approved by the CFC and a detailed breakdown of the proposed 2026/27 governance, support and fundraising costs (slides 14 to 17).

In addition to the Integrated Performance Report 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 2026 highlights from the fundraising and communications support team (Annex 3).
- Summary of staff feedback on 2025 festive expenditure demonstrating how the Christmas grant programme enhanced patient and staff wellbeing over the festive period (Annex 4).

Argymhelliad / Recommendation

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

CONSIDER and **RECOMMEND FOR APPROVAL** to the Board in its capacity as Corporate Trustee the proposed governance, support and fundraising costs budget for 2026/27.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

Committee ToR Reference:

Cyfeirnod Cylch Gorchwyl y Pwyllgor:

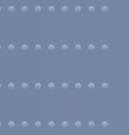
3.1 To make and monitor arrangements for the control and management of the Health Board's Charitable Funds, within the budget, priorities and spending

	<p>criteria determined by the Board and consistent with the legislative framework.</p> <p>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.</p> <p>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.</p> <p>3.4 To agree issues to be escalated to the Board with recommendations for action.</p>
<p>Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:</p>	<p>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).</p>
<p>Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)</p>	Not Applicable
<p>Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)</p>	Not Applicable
<p>Amcanion Strategol y BIP: UHB Strategic Objectives:</p>	Not Applicable
<p>Amcanion Cynllunio Planning Objectives</p>	Not Applicable
<p>Amcanion Llesiant BIP: UHB Well-being Objectives: Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022</p>	10. Not Applicable

Gwybodaeth Ychwanegol: Further Information:	
<p>Ar sail tystiolaeth: Evidence Base:</p>	Ledger reports and investment reports.
<p>Rhestr Termau: Glossary of Terms:</p>	Included within the body of the report.

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



Elusennau Iechyd
HYWEL DDA
Health Charities

Integrated Performance Report

Financial Overview
Month 9 2025/26

Incoming Resources



Incoming Resources	Period ending 31 December 2025 £	Period ending 31 December 2024 £	Variance £	Variance %
Donations	446,272	571,270	(124,998)	(22)
Legacies	370,972	406,252	(35,280)	(9)
Grant funding received	96,374	34,952	61,422	176
Income from other trading activities (HDdHC Lottery)	11,192	13,494	(2,302)	(17)
Investment Income	361,632	431,523	(69,891)	(16)
Total Income	1,286,442	1,457,491	(171,049)	(12)

- Summary**
- Q3 fundraising activity focused on our Christmas campaigns and hands-on support for local community fundraisers to nurture long-term relationships and strengthen grassroots contributions.
 - Approx. £19,600 of gifts in kind was secured for children’s services reflecting the strong relationships that continue to be built with corporate and community partners including Dunelm, Gavin Griffiths Group, and the 3 Amigos and Dollies motorcycle group.
 - Communications activity centred on encouraging Christmas giving and was supported by extensive media coverage across radio, TV, online and print platforms.
 - Despite strong engagement, overall donations declined during this quarter. We believe this is largely driven by ongoing cost-of-living pressures and reduced disposable income alongside current perceptions of local NHS service changes. E.g. donations to Bronglais Hospital stroke services have declined by 54% compared with the same period last year.
 - Benchmarking shows a fundraising return of £4.56 raised per £1 spent placing the charity above national benchmarks and demonstrating strong performance in a challenging financial climate.

Income generated for every £1 spent on fundraising
£4.56
 £4.66 to 31 December 2024

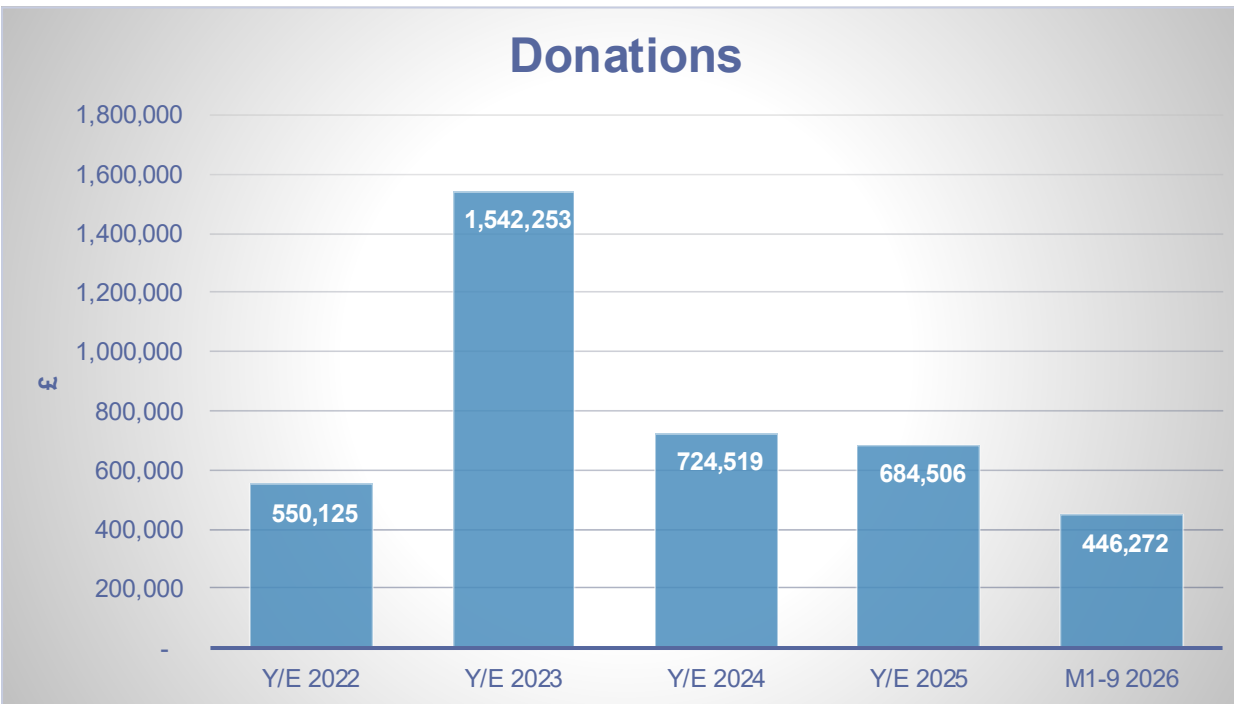
Amount available to spend on grants for every £1 donated
£0.68
 £0.71 to 31 December 2024

Benchmarks

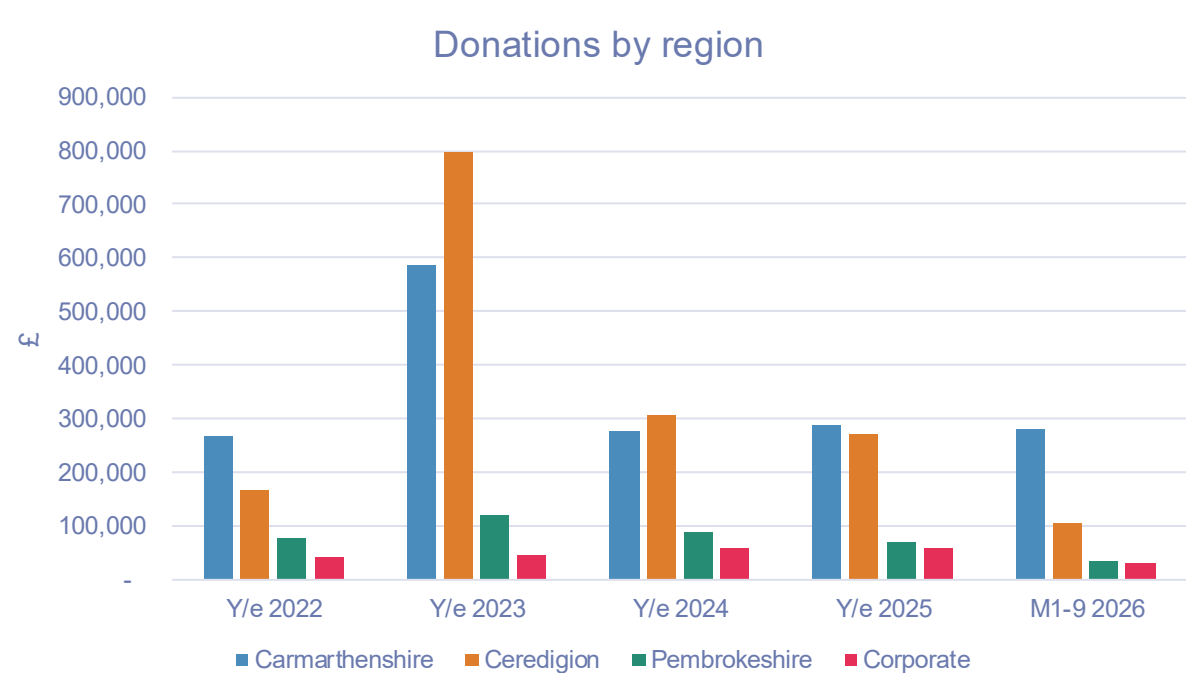
Donations

	Period ending 31 December 2025 £	Period ending 31 December 2024 £	Variance £	Variance %
Donations	446,272	571,270	(124,998)	(22)

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



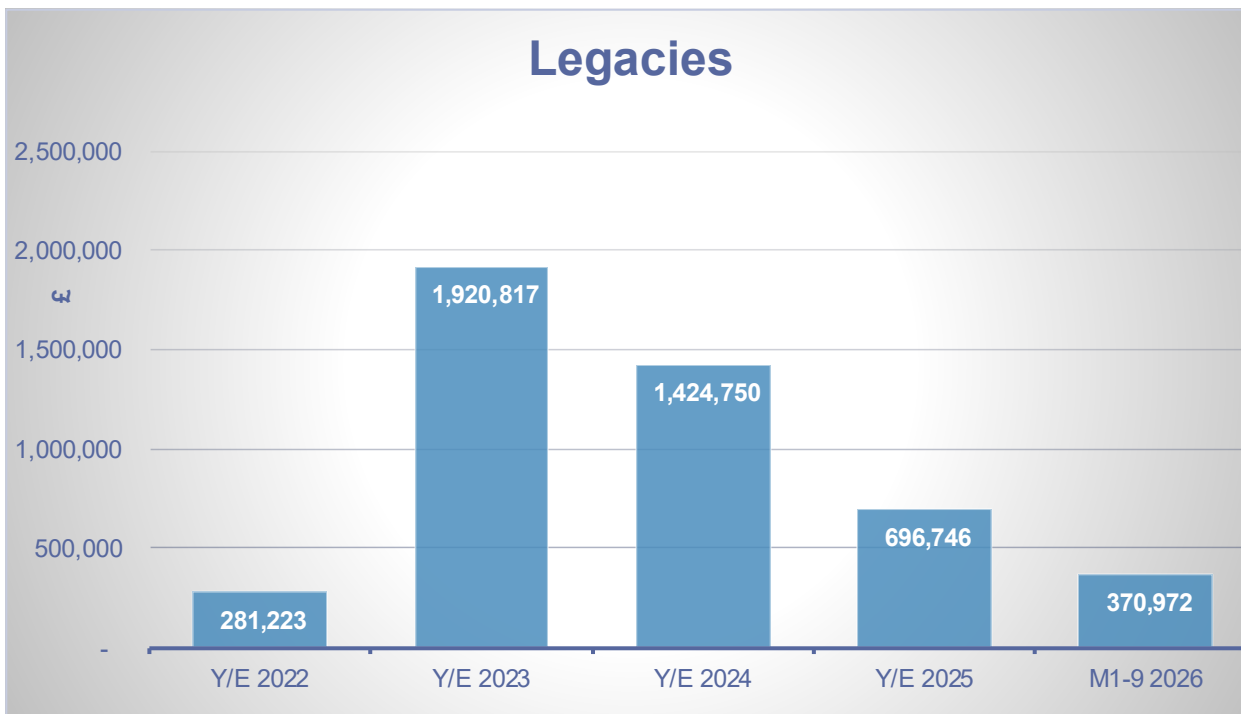
Annual donations split by region



Legacies

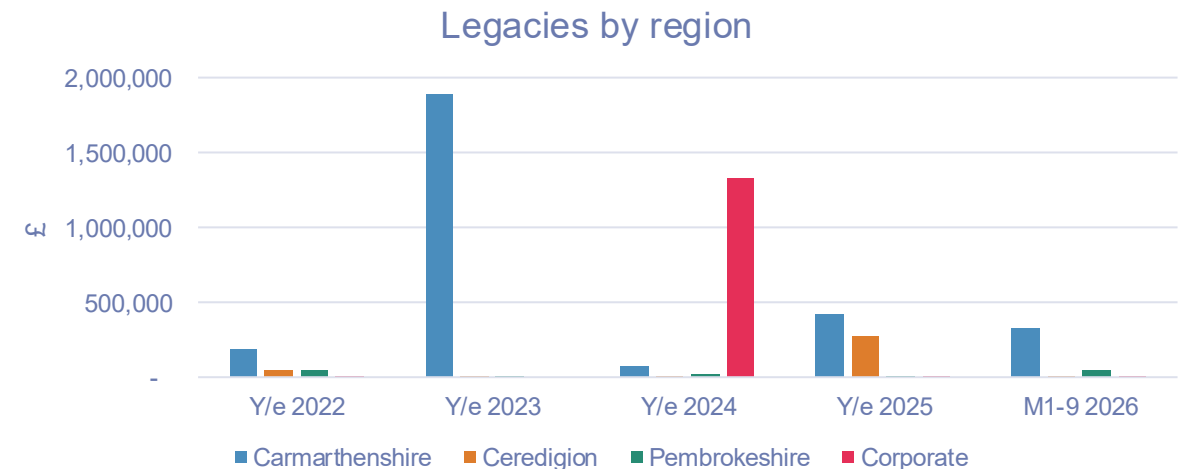
	Period ending 31 December 2025 £	Period ending 31 December 2024 £	Variance £	Variance %
Legacies	370,972	406,252	(35,280)	(9)

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



- A key driver of the reported reduction of income in this quarter is timing. We have implemented a more structured approach to legacy stewardship, which has already accelerated progress on many pending and historic cases and improved visibility of future income but much of this benefit will fall into the next reporting period.
- The legacy gifts due to be received before year end will result in an increase in legacy income for this financial year.
- Legacy income is inherently unpredictable, with fluctuations driven by probate timelines, estate complexity, and legal process. For example, there are 12 legacy gifts pending with an estimated value of approximately £1.4m.
- A legacy marketing campaign is planned for 2026/27 to increase the number of pledges and build a stronger future pipeline of gifts in wills.
- Early planning is also underway for “Make Your Will Month” for May 2026, which will raise awareness, encourage conversations about legacy giving, and help increase legacy pledges.

Annual legacy income split by region



Resources Expended

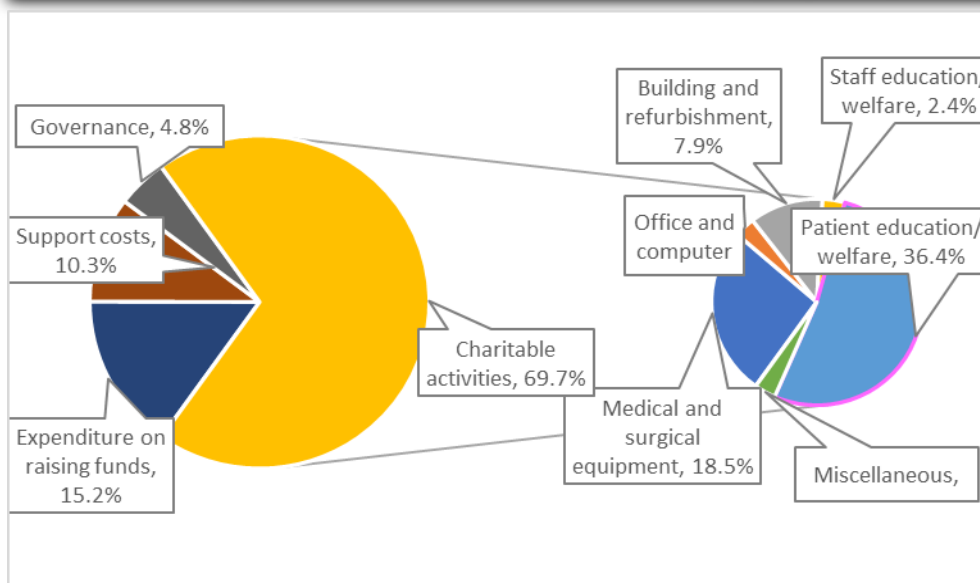
Expenditure

Resources Expended	Period ending 31 December 2025 £	Period ending 31 December 2024 £	Variance £	Variance %
Charitable activities (grant making)	940,613	722,870	217,743	30
Expenditure on raising funds	203,408	219,547	(16,139)	(7)
Support Costs	139,341	135,282	4,059	3
Governance Costs	64,995	60,800	4,195	7
Total Expenditure	1,348,357	1,138,499	209,858	18

Summary

- Expenditure on charitable activities (i.e. grants made) has increased by 30%, largely due to the grants made from the Making a Difference fund.
- There has been a decrease in expenditure on raising funds compared to the same period in 2024/25, due to staff vacancies.
- Support and governance costs have increased slightly compared to the prior year due to A4C pay increases.

Analysis of % spend by type



- Attached at Annex 4 is a summary of staff feedback on 2025 festive expenditure demonstrating how the Christmas grant programme enhanced patient and staff wellbeing over the festive period.
- This summarises staff views on the impact and effectiveness of the long-standing grant programme and provides suggestions for improvements and enhancements that will be considered as part of the planning for 2026 festive expenditure.

Charitable Activities

Expenditure on Charitable Activities

	Period ending 31 December 2025 £	Period ending 31 December 2025 %	2024/25 £	2023/24 £
Medical and surgical equipment	249,625	18.5%	1,959,934	759,159
Office and computer equipment	29,425	2.2%	63,232	86,223
Building and refurbishment	106,916	7.9%	144,869	1,394,762
Staff education/welfare	31,897	2.4%	64,508	186,759
Patient education/welfare	491,305	36.4%	148,270	411,174
Miscellaneous	31,445	2.3%	2,035	61,090
Total	940,613	69.7%	2,382,848	2,899,167

Notable expenditure incurred to 31 December 2025 (over £5,000):

Medical and surgical equipment

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

Building and refurbishment

- Refurbishment of patient waiting room in GGH Chemotherapy Day Unit (£34,211)
- Refurbishment of staff rest room in WGH Pharmacy department (£15,554)
- Refurbishment of Tenby Cottage waiting area (£34,072)
- Upgrade GGH theatre reception area (£13,079)
- Conversion of locker room into quiet room at PPH AMAU (£7,998)

Patient education and welfare

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

Expenditure on Governance, Support and Raising Funds

Governance, support and expenditure on fundraising					
£		Annual Budget 2025/26	Budget to 31 December 2025	Spend to 31 December 2025	(Under) / Over spend to 30 September 2025
Finance		107,487	80,615	80,615	0
Fundraising team	Pay	408,719	306,539	288,855	(17,684)
Fundraising	Non-Pay	46,910	35,183	25,511	(9,672)
Sub-total		563,116	422,337	394,981	(27,356)
Audit		17,016	12,762	12,762	0
Total		580,132	435,099	407,743	(27,356)

Costs analysed by category of spend				
£	Expenditure on raising funds	Support	Governance	Total
Fundraising Team				
Pay	177,896	86,070	24,889	288,855
Non-Pay	25,511	-	-	25,511
Finance	-	53,271	27,344	80,615
Audit	-	-	12,762	12,762
Total	203,407	139,341	64,995	407,743

Apportionment of costs across funds			
£	Restricted/ Unrestricted Funds	Endowment Funds	Total
Investment Income	(308,839)	(52,793)	(361,632)
Governance & Support - Finance, Fundraising & Support Team	394,982	0	394,982
Audit Fees	12,762	0	12,762
Investment (Gains) & Losses	66,942	24,466	91,408
Surplus / (Deficit)	(165,847)	28,327	(137,520)

- In March 2025, the CFC approved a total governance, support and fundraising budget of £563,116 for the 2025/26 financial year.
- For the period ending 31 December 2025, the reported position is an underspend of £27,356, 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 £165,847 for the period ending 31 December 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.*

Planning Workshop January 2026



In January 2026, the Health Board's Team Effectiveness Specialist facilitated a planning workshop for the charity team, as part of the team's commitment to continuous improvement. The workshop provided an opportunity for reflection and review and aimed to:

- Identify opportunities for development, growth and improvement to meet current and future demands.
- Shape the charity's plans for 2026/27 and identify the resources needed.
- Explore the team's evolving role beyond fundraising and understand relationships with other teams (e.g. finance and procurement) and respective roles and responsibilities.

The workshop identified five main themes:

- **Clarity on the team's primary purpose:** there was strong consensus that the charity team's core purpose is to raise funds and to provide opportunities and meaningful ways for local communities to show their appreciation for the NHS through charitable giving.
- **Acknowledgement of 'role drift':** it was acknowledged that the team frequently undertake tasks that sit outside a fundraising function, primarily aspects of charitable expenditure oversight (e.g. procurement administration, support with bid writing, project management), that stretches capacity and reduces the time available for fundraising innovation.
- **Capacity challenges with grant-making and charitable expenditure:** the charity lacks a dedicated resource to oversee grant-making processes and the increasing demand for charitable expenditure. The Head of Hywel Dda Health Charities role covers many areas traditionally provided by the Finance function (e.g. support with charitable funds bids, advising on funding eligibility).
- **Opportunities for growth:** several priority areas were identified to increase income and community engagement which included corporate fundraising, regular giving, implementing and utilising the new fundraising database and stronger internal staff engagement.
- **External risks to public support:** economic pressures and public perceptions of the health board were identified as areas that could lead to declining charitable support, making stewardship, impact reporting and public engagement increasingly important.

During 2026/27, the charity team will refocus on its core purpose of growing charitable income and enabling our local communities to support their local NHS. We will achieve this by strengthening our fundraising and communications plans and internal systems to clarify clear roles and responsibilities and create a clear model of support to increase charitable expenditure.

Objective 1: Address role drift and re-establish the core purpose of the fundraising and communications team

This will be achieved by:

- Prioritising fundraising over operational support tasks to make the best use of our resources and prioritise income generation opportunities.
- Working with finance, procurement, capital management and capital planning colleagues to develop and improve internal systems to support colleagues with applying for, and delivering, charitable funded projects.

Objective 2: Building the capacity needed for effective grant-making

This will be achieved by:

- Reviewing and the charity's grant-making function (including impact reporting) to ensure we have the right level of capacity to meet organisational demand.
- Exploring the use of Artificial Intelligence (AI) to help improve efficiency and reduce administrative demands.
- Reviewing the finance function re-charge arrangements to ensure the historic model of cost apportionment reflects the current needs of the charity.
- Moving to a capacity-building model that provides clear signposting, templates, guidance and tools so that frontline teams can easily apply for funding, prepare their own applications and deliver charitable funded projects.

Objective 3: Opportunities for stabilising and increasing income and community engagement

This will be achieved by:

- Reviewing and strengthening our fundraising and communications plans.
- Implementing the fundraising database for insight-led campaigns.
- Building on existing donor stewardship strategies for more personalised communications based on the upgraded database capability.
- Increasing visibility of patient experience improvements and charitable expenditure impact stories.
- Strengthening internal staff engagement.
- Expanding corporate fundraising through a targeted partnership strategy, including charity of the year partnerships, and sponsorship opportunities.
- Collaborating more closely with clinical teams to identify compelling fundraising priorities, authentic cases for support and potential future fundraising appeals.

Resources required for 2026/27



GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Hywel Dda
University Health Board

The charity team is currently operating without two posts; a band 5 Fundraising Officer and a band 3 Administration Officer. During the recent planning workshop, the team reviewed the impact of these vacancies and the resource requirements for 2026/27.

Administration Officer vacancy: In the absence of dedicated administrative support, all administrative tasks have been absorbed by existing fundraising staff (e.g. thank you letters, donation processing and database updates). This has created inefficiencies and reduced the team's capacity to deliver charity-led fundraising initiatives and provide high-quality support to community fundraisers. Team members highlighted that they are 'spreading themselves too thinly', with administrative tasks detracting from fundraising work.

To address this, the re-instatement of the Administration Officer role is requested on a part-time basis (band 3, 0.6 WTE). This post is considered essential to restore an appropriate and sustainable workload balance, improve efficiencies, strengthen donor stewardship, ensure core administrative functions are delivered accurately and on time and ensure officers can focus on activity aligned to their fundraising roles.

Although the charity team does not currently use AI within its administrative work, we have identified potential for future efficiencies. The intention is to seek advice and support from Digital Services to explore AI solutions that can help reduce elements of manual tasks. The core function of donor stewardship and personal communication will always require human oversight, but we believe that reinstating the Administration Officer role on a part-time basis provides a sustainable solution while AI options are explored and understood while ensuring business continuity.

Fundraising Officer vacancy: The Fundraising Officer vacancy has resulted in a redistribution of responsibilities across the team however this role is not considered essential for 2026/27. The team believes that by addressing role drift and re-establishing the team's core purpose, sufficient capacity can be released without the need to recruit into this post at this stage. Once administrative capacity is restored and income trends show clearer income stabilisation, the need for the Fundraising Officer role can be reviewed. At present, re-instating the Administration Officer role alone will provide the support required for the team to operate effectively and meet its objectives for 2026/27.

Governance, support and fundraising costs for 2026/27



To ensure that the CFC is clear on its financial commitments for 2026/27, the Committee is presented with the charity's proposed 2026/27 governance, support and fundraising costs for consideration and endorsement for Corporate Trustee approval.

Governance and support costs consist of a recharge from HDdUHB towards the cost of the finance function as well as the statutory audit fee and the time spent by the fundraising team on support and governance roles.

The finance team costs for 2025/26 were £107,487. The proposed 2026/27 finance team recharge is £110,711, which is the 2025/26 recharge uplifted by 3%. This recharge is based on the time spent by staff involved in the finance function, including the charitable funds accounts assistant post which deals with queries and fund analysis, as well as a recharge for the time spent by other members of the finance team for the preparation of the accounts, attending meetings, provision of support and a recharge for time spent by procurement, accounts payable and the general office. A full breakdown of costs can be found in Appendix 1 on page 16.

Fundraising costs consist of the salary costs for the fundraising team and non-pay fundraising costs. In 2025/26 the total fundraising budget (pay and non-pay) for the charity were £455,629. The proposed 2026/27 fundraising budget is £458,965, which is a slight increase of £3,339 (0.73%) from the approved 2025/26 budget. A full breakdown of costs can be found in Appendix 1 on page 17.

The CFC is asked to consider and recommend for approval to the Board in its capacity as Corporate Trustee a combined governance, support and fundraising costs budget for 2026/27 of £569,676 (£563,116 2025/26).

Costs	WTE	2026/27 £
Finance team costs	-	110,711
Fundraising pay costs	7.6	412,055
Fundraising non-pay costs	-	46,910
Total		569,676

Appendix 1

Financial Performance

Supplementary Information

Position as at 31 December 2025

1. Statement of Financial Activity for the period ended 31 December 2025

HYWEL DDA LOCAL HEALTH BOARD CHARITABLE FUND REPORT - SUMMARY

FOR THE PERIOD ENDING 31 DECEMBER 2025

	Community & Integrated Medicine											Total	
	Allied Health & Health Sciences	Community & Integrated Medicine			Mental Health & Learning Disabilities	Planned & Specialist Care				Primary Care	Corporate		Other To be apportioned
		Carmarthen Community	Ceredigion Community	Pembrokeshire Community		Scheduled Care	Cancer Services	Woman & Children					
	£	£	£	£	£	£	£	£	£	£	£	£	
Incoming resources													
Donations	2,752	55,837	25,623	21,525	11,937	45,678	174,962	89,668	1,406	16,883	0	446,272	
Legacies	0	151,000	0	40,000	0	0	97,972	77,000	0	5,000	0	370,972	
Grants receivable	0	0	0	0	7,250	0	0	16,123	0	73,001	0	96,374	
Investment income	0	0	0	52,792	0	0	0	0	0	0	308,839	361,632	
Income from other trading activities	0	0	0	0	0	0	0	0	0	11,192	0	11,192	
Other incoming resources	0	0	0	0	0	0	0	0	0	0	0	0	
	2,752	206,837	25,623	114,318	19,187	45,678	272,934	182,792	1,406	106,075	308,839	1,286,441	
Resources expended													
Expenditure on raising funds	0	0	0	0	0	0	0	0	0	0	(203,408)	(203,408)	
Charitable activities	(1,159)	(187,046)	(132,907)	(13,287)	(47,270)	(12,878)	(141,249)	(60,892)	(22,998)	(320,928)	0	(940,613)	
Support Costs	0	0	0	0	0	0	0	0	0	0	(139,341)	(139,341)	
Governance costs	0	0	0	0	0	0	0	0	0	0	(64,995)	(64,995)	
Investment Management	0	0	0	0	0	0	0	0	0	0	0	0	
	(1,159)	(187,046)	(132,907)	(13,287)	(47,270)	(12,878)	(141,249)	(60,892)	(22,998)	(320,928)	(407,744)	(1,348,357)	
Net incoming/(outgoing) resources													
before transfers	1,593	19,791	(107,283)	101,030	(28,083)	32,801	131,685	121,900	(21,591)	(214,853)	(98,904)	(61,916)	
Gross transfers between funds	0	(0)	0	0	0	0	0	0	0	0	0	(0)	
Net incoming/(outgoing) resources	1,593	19,791	(107,283)	101,030	(28,083)	32,801	131,685	121,900	(21,591)	(214,853)	(98,904)	(61,916)	
Gains/(losses) on investment assets													
Realised and Unrealised	0	0	0	(24,466)	0	0	0	0	0	0	(66,942)	(91,408)	
Net movement in funds	1,593	19,791	(107,283)	76,564	(28,083)	32,801	131,685	121,900	(21,591)	(214,853)	(165,846)	(153,324)	
Opening balance at 01 April 2025	362,628	1,357,269	1,954,208	2,824,025	221,649	616,548	1,615,943	312,188	293,430	1,156,686	0	10,714,574	
Closing balance at 31 December 2025	364,222	1,377,059	1,846,924	2,900,589	193,566	649,349	1,747,629	434,089	271,838	941,833	(165,846)	10,561,251	

2. Outstanding material commitments as at 31 December 2025 (approved by CFC)

Service	£	Description	Date Approved	Status
Cancer Service - Ceredigion	88,609	BGH Chemotherapy Development	Mar-24	Funds committed to the delivery of a new Chemotherapy Day Unit at BGH. Expenditure of funds will be aligned to the delivery of the capital scheme.
Arts and Health (Nursing, Quality & Patient Experience)	23,710	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	169,200	Arts and Health Capacity Building- to contribute to the salary and oncosts of a B6 Project Support Officer and activities budget for patients	Mar-24	On going project
Mental Health & Learning Disabilities, Community & Integrated Medicine	44,795	Interactive singing & movement sessions	Jun-24	On going project
Cancer Services - Health Board Wide	99,235	Heads Up! Initiative: Cancer Services Hair Loss Support	Sep-25	On going project
Arts and Health (Nursing, Quality & Patient Experience)	25,050	HARP: Hywel Dda Arts Referral Programme	Sep-25	On going project
Carmarthenshire System - Community & Integrated Medicine	200,088	Development of Sensory Gardens at Prince Philip Hospital	Sep-25	On going project
Pembrokeshire System - Community & Integrated Medicine	34,072	Tenby Cottage Waiting Area refurbishment	Dec-25	On going project
Public Health Directorate	47,520	4 Lifestyle Checkpoint (K2) health kiosks	Dec-25	On going project
Allied Health & Health Sciences	33,118	Purchase of 12 x IOWA Oral Performance Instrument (IOWA) assessment and rehabilitation tools for acute and community adult dysphagia rehabilitation patients.	Dec-25	On going project
Arts and Health (Nursing, Quality & Patient Experience)	60,000	Installation of art in emergency departments (BGH, GGH, WGH)	Dec-25	On going project
Ceredigion System - Community & Integrated Medicine	98,235	Fibroscanner Bronglais Hospital	Dec-25	On going project
	923,632			

3. Proposed Finance Recharge for 2026/27

Governance, support and fundraising costs for 2026/27

Finance function

Name <u>Finance function</u>	Days per Month	2026/27 Budget £
Charitable Funds Officer (Queries and fund analysis)	All	38,427.00
Creditors	6	12,030.00
Procurement	5	10,025.00
Charitable Funds Accountant (General supervision, queries, annual accounts, trustee committee)	6	17,467.00
Finance Supervisory Support (Reconciliation/ledger control/gains/income)	8	18,410.00
General Offices	2	3,513.00
Finance Senior Lead	2	9,668.00
Overheads (HFMA / Training / Other)	n/a	1,171.00
	TOTAL	110,711.00

4. Proposed Fundraising Costs for 2026/27

<u>Fundraising Pay Costs</u>			Budget Request 2026/27
Job title	Band	WTE	
Head of Hywel Dda Health Charities	8b	1	
Fundraising Manager	7	1	
Senior Communications Officer	6	1	
Fundraising Officer	5	1	
Fundraising Officer	5	1	
Fundraising Support Officer	4	1	
Communications Assistant	4	1	
Administration Officer	3	0.6	
	TOTAL	7.6	<u>£ 412,055.00</u>

<u>Fundraising Non-Pay Costs</u>	Budget Request 2026/27
33610-Travel & Subsistence	£ 4,440.00
33020-Books, Journals & Subscriptions	£ 5,700.00
35550-Computer Software/License Fees	£ 1,570.00
33010-Stationery	£ 1,000.00
34200-Training Expenses	£ 500.00
34220-Conference & Seminars	£ 450.00
Fundraising Costs	£ 15,250.00
33000-Printing Costs	£ 7,500.00
33050-Design Costs	£ 3,000.00
32240-Publicity Services	£ 6,500.00
37470-Miscellaneous Expenditure	£ 1,000.00
TOTAL	<u>£ 46,910.00</u>



Elusennau Iechyd
HYWEL DDA
Health Charities

2025-26



Elusennau Iechyd
HYWEL DDA
Health Charities

Workplan 2025-26

Progress update November 2025 to January 2026

Strategic objective 1: Making a difference

Priority areas for 2025/26

	Activity	Update on progress to January 2026	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"> • Following a successful test phase the new study leave application process has been rolled out across the organisation and has replaced the previous paper-based process with positive feedback received. • The new online application process for expenditure requests under £10,000 has not progressed during this period due to the availability of dedicated software development time. This has not been escalated due to the pending consideration of revisions to the scheme of delegation which, if approved, will result in additional development work. The aim is to complete the project during quarters 1 and 2 2026/27. 	
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>	<p>Communications materials for the internal campaign have been developed in readiness for the launch of the new application process.</p>	
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>	<p>Guidance for fund managers has been developed in readiness for the launch of the new application process.</p>	
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>	<p>Complete.</p>	

Strategic objective 2: Fundraising and Communications

Priority areas for 2025/26

	Activities	Update on progress to January 2026	RAG rating
1.	<p>Complete the upgrade of the charity's current Customer Relationship Management (CRM) database to a new and improved web version.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> • Risk assessment to proceed with the CRM upgrade approved by the Director of Finance and Head of Digital • Data Processing Agreement (DPA) and Service Level Agreement (SLA) being developed for review and approval by Legal and Information Governance colleagues. • Digital colleagues have been updated and are now awaiting the go-ahead to support the implementation of the upgrade and staff training quarters 1 and 2 2026/27. • The delays to date have not had a significant impact on service provision, as the existing CRM system remains fully operational. 	
2.	<p>Plan and deliver a new charity-led mass participation event to encourage increased fundraising for the charity</p>	<p>The charity-led Fire Walk held in October 2025 was successfully completed with recommendations to deliver another event during the next financial year.</p>	
3.	<p>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.</p>	<ul style="list-style-type: none"> • Continue to review all unsuccessful applications the Making a Difference fund to identify suitable external funding opportunities. • Awaiting outcome of the £25,000 funding application submitted for the Lottery's Meithrin Natur programme, in conjunction with Public Health and Arts in Health colleagues. Project aims to improve the health and wellbeing of children and their caregivers' through connecting with the natural environment. 	
4.	<p>Plan and deliver a fundraising campaign for Tonic Surf (surf therapy sessions) in aid of the Child and Adolescent Mental Health Service (CAMHS).</p>	<ul style="list-style-type: none"> • Fundraising target met to fund the summer 2025 programme and a good start made to securing funding for summer 2026 (75% of costs raised to date). • Application made for the customer vote in the Tesco Pembroke Dock store with the possibility of receiving an additional £1,500. 	
5.	<p>Further develop the charity's visibility across the HDdUHB estate by developing bespoke fundraising materials for four services (one in each 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.</p>	<ul style="list-style-type: none"> • Further marketing materials have been produced for Hywel Dda's colorectal services. • Materials for older adult mental health services are currently being planned and developed for quarter 1 2026/27. 	

Strategic objective 3: Maximising the contribution

Priority areas for 2025/26

	Activities	Update on progress to January 2026	RAG rating
1.	Introduce the Qlik Sense data visualization platform to provide an improved financial reporting system for all charitable funds cost centres.	This work has been postponed until quarter 2 2026/27 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.



CHRISTMAS SEES HUGE ENGAGEMENT WITH THE CHARITY

Christmas 2025 saw significant engagement with the charity thanks to our Give a Gift campaign, Christmas Jumper Day, our Delivering Joy partnership with Dunelm, the continuing support of the 3 Amigos and Dollies, and our partnership with Scarlets Rugby.

In their 25th annual toy run, the **3 Amigos and Dollies Motorcycle Group** collected 16 one-tonne bags full of toys for children across Carmarthenshire, Ceredigion and Pembrokeshire.

The group also raised a fantastic £7,000 for Hywel Dda Children's Services and an extra £1,000 which went towards our Wish Fund campaign.

We ran a media campaign in the run up to Christmas celebrating the 3 Amigos 25th fundraising year, securing extensive coverage in the press and on ITV Wales news. We also recorded a thank you video for their 25th anniversary event.



Our second year as the nominated charity for **Dunelm Carmarthen's Delivering Joy** campaign also gained overwhelming support. Generous customers have donated over 450 gifts estimated to be worth over £7,500 over the past two years thanks to the campaign.

Meanwhile, **Scarlets Rugby** – our partner for the Wish Fund campaign – and their sponsors, Gavin Griffiths Group,

delivered a skip-full of gifts to Cilgerran children's ward in December. Players Archie Hughes, Eddie James and Jac Price visited the ward to hand out the gifts – and made Christmas very special for Scarlets fans on the ward (including staff!).



Finally, our **Christmas Jumper Day** in December saw hundreds of staff across all Hywel Dda sites don their festive fashion and show their support for the charity. It was a great opportunity for charity staff to visit the wards and increase our profile among the workforce.

Tara Nickerson, Fundraising Manager at Hywel Dda Health Charities, said: "At Christmas time our local communities often choose to support us in ways other than making a donation, and we are pleased to facilitate the receipt of the thousands of pounds worth of gifts in kind. Our Christmas campaign also provides the perfect opportunity to engage with staff – and provide them with a bit of light relief at what is a very pressured time.

"Of course, it's really about our young patients, and I'm delighted that the various strands of our Christmas campaign delivered a lot of joy to children receiving palliative care, and those receiving care over the Christmas period."

VOLUNTEER CAMPAIGN MARKS POSITIVE START TO PPH GARDENS DEVELOPMENT



In January we ran a campaign to recruit gardening volunteers who will support the maintenance of the new charitable-funded gardens for Mynydd Mawr and Bryngolau wards in Prince Philip Hospital.

The volunteers will ensure that following their creation, the gardens remain well-tended and inviting spaces for patients, their families and staff.

The campaign was successful and recruited five volunteers who were keen to support the upkeep of the gardens. The volunteers will now be inducted by the Future Workforce team in conjunction with the teams at Mynydd Mawr and Bryngolau.

CORPORATE FUNDRAISING: OUR CHARITY OF THE YEAR PARTNERSHIP WITH ONE OF THE BIGGEST ACCOUNTANCY FIRMS IN WEST WALES



One of the key priorities of the fundraising team is to increase income through corporate partnerships. So we are delighted that in March, we will launch a Charity of the Year partnership with LHP, one of the largest accountancy firms in west Wales, with offices in Carmarthen, Haverfordwest, Lampeter, Aberaeron, Tenby, Cross Hands and Llandovery.

The accountancy firm will be raising funds for the Special Baby Care Unit and the Chemotherapy Unit at Glangwili Hospital in memory of their much-loved colleague Elin, who they sadly lost to breast cancer.

The charity will be supporting LHP by promoting their events throughout the year. These will include a Golf Day in partnership with JCP Solicitors, an Easter raffle, a sponsored cycle and a football game. Four members of LHP staff are also raising funds by taking part in Long Course Weekend Wales, where Hywel Dda Health Charities is the official charity partner.

Fundraising Officer Claire Rumble said: "This is another great opportunity to demonstrate how we can work with corporates to raise funds, and boost staff morale and gain positive coverage in the process."

COMMUNICATIONS FOCUS: TV & RADIO COVERAGE

Hywel Dda Health Charities has its own dedicated communications team members who cover all its communications, marketing and media work. We are delighted to report that in recent months we have secured positive coverage of charitable activities on TV and radio, in addition to the ongoing extensive coverage online and in the press.

S4C's Prynawn Da produced a five-minute feature on "Heads Up", a hair loss support service for cancer patients funded by the charity in partnership with the Withybush Hospital Cancer Day Unit Appeal.



S4C

Cán o'r Galon's Christmas song, 'Pob Un Plentyn', which raised funds for the Paediatric Cardiology service, was featured on BBC Wales TV, radio and online channels in both English and Welsh.



And the Scarlets' visit to Cilgerran ward over Christmas to deliver gifts wasn't just featured on S4C's Prynawn Da - it will also be shown as part of an upcoming hour-long S4C documentary on the Scarlets!



IN FOCUS:

HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

NEW BED FOR BEREAVED PARENTS AT GLANGWILI



Thanks to a generous grant from Carmarthenshire and Pembrokeshire Sands, a volunteer-led Group, a bespoke pull-down bed has been installed in the bereavement room on the Labour Ward at Glangwili Hospital.

This new addition will allow parents to stay close and comfort one another during an incredibly difficult time, creating a more family-orientated and private space.

Alison Jones, Clinical and Operational Lead Midwife, said: "The loss of a baby is a devastating experience, and the environment in which families grieve can make a significant difference.

"This bespoke bed allows parents to be physically close, to hold each other, and to share their grief in a space that respects their need for privacy and comfort. It will have a profound impact, and we're incredibly grateful to Carmarthenshire & Pembrokeshire Sands for making it possible."



BUDDY BEDS FOR BRONGLAIS

We're delighted that we have been able to fund six Buddy Day Bed Chairs worth over £7,500 which will enable parents and carers to have a comfortable stay with their children on Angharad Ward at Bronglais Hospital.

Bethan Hughes, Ward Manager, said: "The chairs are a valuable item in providing patient/family-centred care as without them, parents, carers and family members are unable to stay overnight with their children and patients wouldn't have suitable seating when out of bed.

"We have been able to fund these beds thanks to the fundraising efforts of four members of the Angharad Ward team: Meinir Morris, Sian Davies, Bethan Fitz Griffiths and Rachel Davies."



PEMBROKESHIRE WELLBEING DAY FOR WISH FUND FAMILIES



Thanks to generous donations to our Wish Fund campaign, the parents and carers of the children and young people supported by the Paediatric Palliative Care Team were able to attend a wellbeing day at St Brides Spa Hotel.

Our Wish Fund is a campaign which creates lasting memories for children and young people with life-threatening and life-limiting conditions and their families.

Thanks to the funding, the families and carers visited St Brides Hotel and Spa for a much-needed respite trip which included a one-hour sound bath session, a buffet lunch and a 90-minute session in the Marine Spa.

Rachel Brown, Paediatric Palliative Care Play Specialist, said: "Caring for a seriously ill child is an emotionally and physically demanding experience, often leaving parents with little time to focus on their own wellbeing. Many face high levels of stress, anxiety, and isolation, which can impact their ability to provide care. This day was a special experience for the parents and carers we support. They were able to relax, take care of themselves, step away from their daily responsibilities, connect with others who understand their journey, and engage in activities that promote relaxation and emotional healing."

WELLNESS BOXES FOR CHEMO PATIENTS

Thanks to generous funding from the Co-op Local Community Fund, patients undergoing chemotherapy at Bronglais Hospital in Aberystwyth and Prince Philip Hospital in Llanelli have benefitted from specially curated wellness boxes.

The grant has enabled us to purchase 75 wellness boxes each for the chemotherapy day units. Each box contains items carefully chosen by nursing staff to support patients' mental and physical wellbeing during and after treatment. These include warm beanie hats, hand and body creams, and socks and gloves.



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



Staff feedback

Christmas monies

The Hywel Dda Health Charities Christmas grant programme supports Hywel Dda staff to enhance patient experience with festive activities and items throughout the Christmas and New Year period. The funding is used to support expenditure on items such as gifts for inpatients and decorations for inpatient and outpatient areas across the health board.

There is a long-standing tradition that the health board's charitable funds are used to support expenditure over the festive period to improve the experience of patients visiting or staying in hospital and of staff required to work in a healthcare setting over this period.



**in Christmas grants
was awarded in 2025**

How the Christmas grant programme made a difference in 2025

Staff were asked to score on a scale of 1-5 the extent to which Christmas monies enhanced the wellbeing and experience of patients and service users over the festive period. The average score was:

4.39*

Patients were extremely grateful for their present on Christmas day

Brings festive cheer to patients that are having to be in hospital over Christmas

Staff were asked to score on a scale of 1-5 the extent to which Christmas monies enhanced the wellbeing and experience of staff over the festive period. The average score was:

4.58

Made them feel appreciated for all their work over the festive period

Promoted staff well-being which radiated to the care provided to service users



*Please note that this staff score is higher than the patient score because the applications relating to staff only (e.g. support services, community nursing) scored mostly '0' in the patient section.

Continues overleaf....

How the Christmas grant programme made a difference in 2025

When asked whether they believe this was an appropriate use of charitable funds, the percentage of respondents saying yes was:

Yes, certainly - it is a direct benefit to patients and staff

100%

Yes - staff felt appreciated and noticed

Staff were asked to score on a scale of 1-5 whether they agree that the process for applying for Christmas monies was straightforward and easy to understand. The average score was:

4.85

Staff were asked if they had any suggested changes to how this funding is allocated in future, or any suggestions for other initiatives that would have a greater impact during the festive period. Responses included:

As the cost of living has gone up, it might be good if the fund allocated could be in line with that

Some light entertainment such a choir/brass band

Allocate funds earlier as when the funding was given out Tesco had very few decorations left

Being able to provide Christmas lunch buffets over a couple of days

Not much choice of shops we can go to with gift cards

