

**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	13 DECEMBER 2024
TEITL YR ADRODDIAD: TITLE OF REPORT:	Hywel Dda Health Charities Integrated Performance Report
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Huw Thomas, Director of Finance Sharon Daniel, Interim Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Timothy John, Senior Finance Business Partner 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) with an integrated picture of Hywel Dda Health Charities' performance and position as of 30 September 2024.

Cefndir / Background

The accompanying reports, attached at Annex 1-4, provide the CFC, on behalf of the Corporate Trustee, with an integrated picture of Hywel Dda Health Charities' performance.

The reports are intended to provide the CFC with key financial information, in addition to a summary of activities and key achievements in line with the charity's strategic objectives for 2023/28.

Asesiad / Assessment

Hywel Dda Health Charities' (HDdHC) financial performance is summarised in the main body of Annex 1 (Integrated Performance Report). The key financial performance considerations are:

1. Total **incoming resources** to 30 September 2024 were **£648,312** of which:
2. **£273,800** related to **donations and fundraising income** compared to **£422,301** for the same period last year.
3. **£72,112** related to **legacy income** has been received in the year compared to **£nil** for the same period last year.
4. **£3,608** related to **grant income** compared to **£33,250** for the same period last year.

5. **£290,431** related to **investment income** compared to **£123,994** for the same period in the previous year.
6. **£8,361** related to **income from other trading activities** compared to **£7,341** for the same period last year. This was the profit generated by the lottery for the period.
7. The charity's **overall income from donations, grants and legacies** to 30 September 2024 has increased by **£33,438** in comparison to the previous year's income for the same period.
8. The **closing value of investments** (excluding investment property) held by the charity on 30 September 2024 was **£8,918,608**. The **value of total funds** at the same date in 2024 was **£8,053,249**.
9. **Realised and unrealised loss on investment assets** amounted to **£13,266** for the period ending 30 September 2024, compared to a loss of **£68,916** for the same period last year.
10. The **closing balances** of the charity **bank accounts** as of 30 September 2024 were: **current account £174,740** and **deposit account £752,868**. **£6,236,606** is also held in a **high interest deposit account** with CCLA.
11. Our expenditure on direct charitable activities (excluding support and governance costs) for the period ending 30 September 2024 was **£486,212** compared to **£436,066** in comparison to previous year's expenditure for the same period.
12. Our expenditure on fundraising and governance and support costs (including audit fees) for the period ending 30 September 2024 was **£265,194** compared to **£269,848** for the prior year's equivalent period.
13. The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred in the year to 30 September 2024 is **£28,369 underspent** against budget.
14. There was a **net deficit** from **unrestricted/restricted apportionments** (after investment gains) across funds of **£18,360** for the period ending September 2024.

In addition to the Statement of Financial Activity for the period ending 30 September 2024 at Annex 1, further considerations for the CFC to note are the updates provided within the report at Annex 1 regarding:

- Investment performance (Annex 1 Appendix 2).
- Material commitments to 30 September 2024 (Annex 1 Appendix 3).
- Expenditure over £5,000 for the period 1 July to 30 September 2024 (Annex 1 Appendix 4).

In addition to the financial information provided in Annex 1, the following information is provided on the charity's key achievements, in line with the objectives of the approved work plan for 2024/25:

- Progress update on the 2024/25 workplan (Annex 2)
- Winter 2024 highlights from the fundraising and communications support team (Annex 3)
- Communications overview to November 2024 (Annex 4)

Argymhelliad / Recommendation

The Charitable Funds Committee is requested to:

- **NOTE** the content of this report.

Amcanion: (rhaid cwblhau) Objectives: (must be completed)	
Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	4.1 Within the budget, priorities and spending criteria determined by the Health Board as Corporate Trustee, and consistent with the requirements of the Charities Act 2011 (or any modification of these acts), to apply the charitable funds in accordance with its respective governing documents.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not applicable
Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)	Not Applicable
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.
Partïon / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Director of Finance Fundraising Team

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	The report sets out the financial position of the charity. Income generated from fundraising activities is a key source of income for Hywel Dda Health Charities. The charity is therefore duty bound to ensure that the correct controls and governance arrangements exist with regards to all aspects of fundraising.
Ansawdd / Gofal Claf: Quality / Patient Care:	Charity objects are in support of NHS services locally.
Gweithlu: Workforce:	Governance and support costs included in Section 4.2 of Annex 1.
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.



Integrated Performance Report

Position as at 30 September 2024



Contents

	Page
1. Introduction.....	3
2. Summary of key financial activity.....	3
3. Our income.....	5
4. Our expenditure and commitments.....	6
4.1 Governance and support costs.....	7
4.2 Assessment of financial risks.....	8
5. Appendices	
Appendix 1: Statement of financial activity to 30 September 2024.....	9
Appendix 2: Investment performance.....	10
Appendix 3: Material commitments to 30 September 2024.....	11
Appendix 4: Expenditure over £5,000 1 July 2024 to 30 September 2024.....	12

1. Introduction

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated picture of performance of Hywel Dda Health Charities.

The report is intended to provide the CFC with key financial information as well as a summary of activities and key achievements in line with the objectives of the charity's work plan for 2024/25.

2. Summary of Key Financial Activity

2.1 The **net outgoing resources** of the charity is **£103,094** for the period ending 30 September 2024 (see Appendix 1).

2.2 Total **incoming resources** to 30 September 2024 (see Appendix 1) were **£648,312** of which:

- **£273,800** related to **donations and fundraising income**, compared to **£422,301** for the same period last year.
- **£72,112** related to **legacy income** had been received to date in year; compared to **£nil** for the same period last year.
- **£3,608** related to **grant income**, compared to **£33,250** for the same period last year.
- **£290,431** related to **investment income** compared to **£123,994** for the same period last year.
- **£8,361** related to **income from other trading activities** (profit generated from the lottery) compared to **£7,341** last year.

2.3 The charity's **overall income from donations, grants and legacies** to 30 September 2024 has increased by **£33,438** in comparison to previous year's income for the same period.

2.4 The **closing value of investments** (excluding investment property) held by the charity on 30 September 2024 was **£8,918,608**. The **value of total funds** at the same date in 2024 was **£8,053,249**.

2.5 **Realised and unrealised losses on investment assets** amounted to **£13,266** for the period ending 30 September 2024, compared to a loss of **£68,916** for the same period last year.

2.6 The **closing balances** of our charity **bank accounts** as of 30 September 2024 were: **current account (£174,740)** and **deposit account £752,868**. **£6,236,606** was also held in a **high interest deposit account** with CCLA.

- 2.7 Our expenditure on direct charitable activities (excluding support and governance costs) for the period ending 30 September 2024 was **£486,212** compared to **£436,066** in comparison to previous year's expenditure for the same period.
- 2.8 Our expenditure on fundraising and governance and support costs (including audit fees) for the period ending 30 September 2024 was **£265,194** compared to **£269,848** for the prior year's equivalent period.
- 2.9 The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred in the year to 30 September 2024 is **£28,369 underspent** against budget.
- 2.10 There was a **net deficit** from **unrestricted/restricted apportionments** (after investment gains) across funds of **£18,360** for the period ending 30 September 2024.
- 2.11 During the first 6 months of the year, for every £1.00 spent on fundraising, the charity generated **£2.59** of income.
- 2.12 During the first 6 months of the year, for every £1.00 raised or donated, **57 pence** was available to be spent on grants.

Further information for the period ending 30 September 2024:

- The **Statement of Financial Activity** is included at **Appendix 1**.
- A summary of our **investment performance** is included at **Appendix 2**.
- Details of material commitments (approved by the CFC) is included at **Appendix 3**.
- Details of the charity's **expenditure over £5,000** is included at **Appendix 4**.

3. Our Income

Figure 1: Rolling annual donation figures by county from September 2021 to September 2024

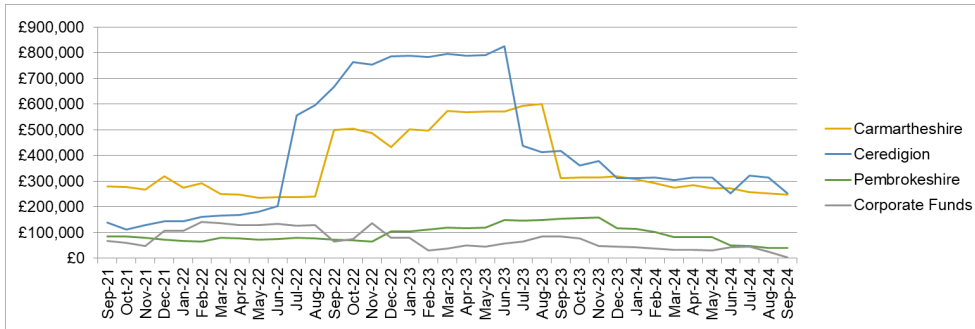
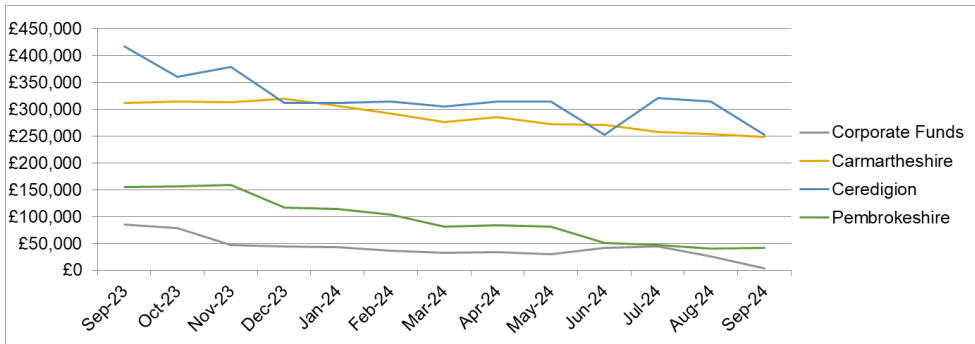


Figure 2: Rolling annual donation figures by county from September 2023 to September 2024



- The charity’s overall income from donations, grants and legacies to 30 September 2024 was £349,520. This has decreased by 23% £106,031 in comparison with the same period in the previous financial year where £455,551 was received.
- Donations for the 6 month period to 30 September 2024 have decreased by 35% to £273,800 compared with the same period in the prior year.
- During this reporting period, the Bronglais Chemo Appeal accounts for 12% of the reported reduction in donations.
- Legacy income for the 6 month period to 30 September 2024 was £72,112 compared with £nil for the same period last year.
- Investment income for the 6 month period to 30 September 2024 was £290,431 compared with £151,981 for the same period last year.
- There was an overall loss of £13,266 on investment assets reported, compared with a loss of £68,916 for the same period last year.

4. Our Expenditure and Commitments

Figure 3: Charitable expenditure to 30 September 2024

Expenditure	As at 30 September 2024			
	2022-23 (£)	2023-24 (£)	2024-25 (£)	2024-25 %
Support costs	111,643	255,022	127,603	20.8
Medical and surgical equipment	273,189	759,159	188,917	30.8
Office and computer equipment	39,305	86,223	19,684	3.2
Building and refurbishment	66,985	1,394,762	122,301	19.9
Staff education/ welfare	97,603	186,759	43,785	7.1
Patient education/ welfare	126,475	411,174	92,236	15.0
Miscellaneous	84,532	61,090	19,289	3.1
Total (£)	799,732	3,154,189	613,815	100

For clarity on the nature of expenditure and commitments, these can be defined as follows:

- Expenditure: supplier invoices and internal recharges paid in year.
- Commitments: orders raised and receipted but not fully invoiced. SBARs approved by Charitable Funds Committee.

- Charitable expenditure to 30 September 2024 including support costs (finance, audit and time spent by fundraising team on non-fundraising activities) was £127,603.
- The above figure does not include fundraising costs, for the period ending 30 September 2024 these were £137,591.

Summary of expenditure incurred to 30 September 2024:

Medical and surgical equipment

- Verathon Bladder Scanners GGH (£12,121)
- Verathon Bladder Scanners GGH (£10,730)
- Accuvein vein viewing system WGH (£9,075)
- 6 Paxman cooling units (£113,208)
- Arvada high back bedside chair (£4,852)

Building and refurbishment

- Enhancement to outpatient area at BGH CDU (£115,779)

Staff education and welfare

- MSc in Acute Medicine (£5,100)
- Recharged staff costs in relation to the NHS Charities Together funded Delivering Nutrition Skills for Life Programme (£13,817)

Patient education and welfare

- Interactive singing & movement sessions (£64,220)
- Therapeutic live music in ICUs (£7,200)
- Recharged staff costs in relation to NHS Charities Together funded Community Development Outreach Programme (£10,460)

Miscellaneous

- Maintenance and training of Paxman cooling units (£5,958)

4.1 Governance and Support Costs

Figure 4: Finance and fundraising costs to 30 September 2024

		Annual Budget 2023-24	Budget to 30/09/2024	Actual Costs to 30/09/2024	(Under) / Over budget to 30/09/2024
Finance		103,344	51,672	51,672	0
Fundraising team	Pay	421,713	210,857	194,243	-16,613
Fundraising	Non Pay	46,910	23,455	11,699	-11,756
Total		571,967	285,984	257,615	-28,369

Figure 5: Investment income, returns and charges to 30 September 2024

	Restricted/ Unrestricted Funds (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(256,548)	(33,883)	(290,431)
Governance & Support - Finance, Fundraising & Support Team	257,615	0	257,615
Audit Fees	7,579	0	7,579
Investment (Gains) & Losses	9,715	3,551	13,266
(Surplus) / Deficit	18,360	(30,332)	(11,971)

For clarity on the nature of dividends and interest earned by 'unrestricted', 'restricted' and 'endowment' funds, these can be defined as follows:

- Unrestricted and restricted funds: income earned from surplus cash from general 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.

- In March 2024, the Charitable Funds Committee approved a total governance and support costs budget of £571,967 for the 2024/25 financial year.
- For the period ending 30 September 2024, the reported position for finance and fundraising costs was an underspend of £28,369 as per the table in figure 4.
- The table at figure 5 presents all investment income, returns and charges which are apportioned across funds. Dividend and interest on endowment funds have been applied to their restricted funds.
- During May 2024 the contract in relation to the provision of investment fund management was extended for two years; CCLA Investment Management Limited will continue in their role as investment fund managers.

4.2 Assessment of Financial Risks

- Investments held in stocks and shares can increase as well as decrease. In order to ensure the best return and to minimise any losses, the charity employs the services of an investment advisor (CCLA). Although gains and losses can occur it is expected that over time investment returns will be greater than investing in an interest-bearing account. The charity monitors the performance and reports back to the Charitable Funds Committee through Appendix 2 of this report. Due to the high value of investments this is rated as medium risk due to the uncertainty of future fluctuations in the market. Mitigation is through the appointment of the investment advisor with the expertise to maximise gains and minimise losses.
- The Charitable Funds Committee agreed that the charity's investment income should cover the charity's governance and support costs. This has been assessed as high risk and apportionment of governance and support costs and investment income and gains is being reviewed.
- Other than the charity's governance and support costs, the charity does not have any other ongoing cost commitments which our charitable funds must cover. Should any costs of this nature arise, all relevant information will be brought to the Committee's attention to assess the nature of the costs and the impact if these costs are not met. This has been assessed as low risk and will be reviewed should there be any requests for ongoing commitments made.
- The financial risks of the charity are minimised through the nature of the charity working on an individual grant-making basis. Grant commitments are not approved should there be insufficient funds held by the charity. This has been assessed as low risk due to the financial procedures in place to ensure that the charity does not over commit its resources.

Appendix 1: Statement of Financial Activity for the period ended 30 September 2024

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 30 SEPTEMBER 2024									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£
Incoming resources									
Donations	22,753	212,216	17,679	9,027	2,453	9,672	0	273,800	
Legacies	1,059	71,053	0	0	0	0	0	72,112	
Grants receivable	3,608	0	0	0	0	0	0	3,608	
Investment income	0	33,883	0	0	0	0	256,548	290,431	
Income from other trading activities	8,361	0	0	0	0	0	0	8,361	
Other incoming resources	0	0	0	0	0	0	0	0	
	35,781	317,151	17,679	9,027	2,453	9,672	256,548	648,312	
Resources expended									
Expenditure on raising funds	0	0	0	0	0	0	(137,591)	(137,591)	
Charitable activities	(23,829)	(289,321)	(29,727)	(119,601)	(5,182)	(18,551)	0	(486,212)	
Support Costs	0	0	0	0	0	0	(88,382)	(88,382)	
Governance costs	0	0	0	0	0	0	(39,221)	(39,221)	
Investment Management	0	0	0	0	0	0	0	0	
	(23,829)	(289,321)	(29,727)	(119,601)	(5,182)	(18,551)	(265,194)	(751,406)	
Net incoming/(outgoing) resources before transfers	11,952	27,830	(12,048)	(110,574)	(2,729)	(8,880)	(8,645)	(103,094)	
Gross transfers between funds	4,800	(4,800)	0	0	0	0	0	0	
Net incoming/(outgoing) resources	16,751	23,031	(12,048)	(110,574)	(2,729)	(8,880)	(8,645)	(103,094)	
Gains/(losses) on investment assets									
Realised and Unrealised	0	(3,551)	0	0	0	0	(9,715)	(13,266)	
Net movement in funds	16,751	19,480	(12,048)	(110,574)	(2,729)	(8,880)	(18,360)	(116,360)	
Opening balance at 01 April 2024	1,389,231	7,192,447	2,797,423	247,489	137,486	230,160	0	11,994,235	
Closing balance at 30 September 2024	1,405,982	7,211,927	2,785,375	136,915	134,756	221,280	(18,360)	11,877,875	

Appendix 2: Investment performance

As at 30 September 2024, the value of investments (excluding investment property) held by the charity was £8,918,608. The value of total funds held at the same date in 2024 was £8,053,249.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,387,161 and secondly a general charity fund of £6,531,447. The charity also currently holds £6,236,606 in a deposit account.

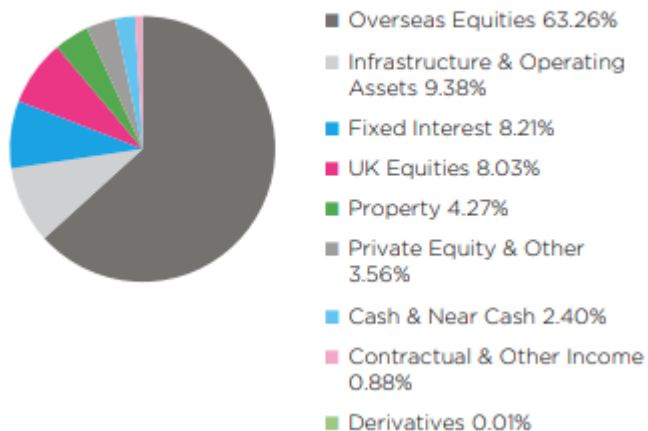
Over the quarter the Fund returned 0.65% compared with the comparator return of 0.71%. Over the last 12 months, the Fund returned 13.94% compared with the comparator return of 16.92%.

Total return performance

Performance* to 30 September 2024	3 months	1 year	3 years p.a.	5 years p.a.
Ethical	+0.65%	+13.94%	+4.50%	+7.17%
Comparator	+0.71%	+16.92%	+5.97%	+6.57%

Comparator - composite: From 01/01/21, MSCI WORLD 75%, MSCI UK Monthly Property 5%, iBoxx £ Gilts 15% & SONIA 5%. From 01/01/18, MSCI UK IMI 30%, MSCI World ex UK 45%, MSCI UK Monthly Property 5%, iBoxx £ Gilt 15% & 7 Day LIBID 5%. Source: CCLA

Asset allocation as at 30 September 2024



Appendix 3: Outstanding material commitments as at 30 September 2024 (approved by CFC)

Service	£	Description	Date Approved	Status
Cancer Service - Ceredigion	259,977	BGH Chemotherapy Development	2015	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	287,496	BGH Chemotherapy Development	Sep-19	
Cancer Service - Ceredigion	22,774	BGH Chemotherapy Development	Jun-21	
Cancer Service - Ceredigion	400,000	BGH Chemotherapy Development	Jun-21	
Cancer Service - Ceredigion	1,091,853	BGH Chemotherapy Development	Nov-23	
Cancer Service - Ceredigion	289,085	BGH Chemotherapy Development	Mar-24	
Cancer Service - Ceredigion	14,709	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted to support staff costs.
Cancer Service - Pembrokeshire	7,820	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted to support staff costs.
Cancer Services	19,979	Cancer Psychological Support Pilot Project Year 3 - 5	Nov-21	
Cancer Services	123,959	Heads Up tp Cancer - Cancer Hair Loss project	Sep-23	On going project
Workforce	33,408	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	On going project
Workforce	175,075	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	64,220	Interactive singing & movement sessions	Jun-24	On going project
Operations - Ceredigion	115,779	Enhancement to outpatient area at BGH CDU	Sep-24	On going project
Cancer Services	113,208	Purchase 6 Paxman cooling units	Sep-24	
	3,019,342			

Appendix 4: Expenditure over £5,000 (invoices paid) for the period 1 July 2024 to 30 September 2024

Service	Fund Name	£	Description	Claim Ref
Community Clinics Carmarthenshire	T753-Carms Comm District - Carmarthen Team	12,121	Verathon Bladder Scanner	CF02905
Ward 3, PPH	T722-PPH General Medicine	10,730	Verathon Bladder Scanner	CF02969
Unscheduled Care, WGH	T900-Withybush Hospital Fund	9,075	Accuvein vein viewing system	CF03003
Ty Bryngwyn Specialist Palliative Care	T274-CAR - Ty Bryngwyn Fund	6,238	Undertake works to create interactive wellbeing therapies rooms and upgrade of 5 additional rooms as Ty Bryngwyn Hospice	CF02871
Respiratory Medicine, PPH Lung Cancer	T905-Cancer Services – Pembs/ T792-PPH Respiratory Services	6,979	Slim bronchoscopes Ambu UK	CF02942
		45,143		

#MakingaDifference in 2024-25



Workplan 2024-25

Progress update September to November 2024

Strategic objective 1: Making a difference

Priority areas for 2024/25

	Activity	Update on progress November 2024	RAG rating
1.	Complete the review of the charity's fund structure to ensure that donations can be accessed in a timely manner to further our charitable objectives whilst meeting the wishes of our supporters.	<ul style="list-style-type: none"> • Recommendations to the CFC on the new structure of funds held by Hywel Dda Health Charities (HDdHC) will be presented to the March 2025 meeting. This is because it would be more appropriate to align the completion of the rationalisation of funds project to the completion of the 2024/25 year-end accounts. • Further engagement work is currently being undertaken with the following services to ensure that proposed changes are aligned to the new management structures of the departments, specialities and services holding the funds following the Operations Directorate's OCP: <ul style="list-style-type: none"> - Carmarthenshire Unscheduled Care - Ceredigion Unscheduled Care - Pembrokeshire Unscheduled Care - Scheduled Care - Mental Health and Learning Disabilities 	Due to timeline
2.	Launch the new electronic/online charitable funds application process for use by all services across the University Health Board.	<ul style="list-style-type: none"> • Dedicated software development time has been secured for December 2024 and January 2025 to progress and complete the new online application process for expenditure requests under £10,000. • Updates to the application form have been made to align this process with the new application form for expenditure requests over £10,000 to ensure a consistent approach. • Staff training on the new administration processes will be delivered during late January/early February with the aim of launching the new application process in early March 2025. 	Due to timeline
3.	Develop and implement an internal communications plan and associated user-friendly guidance to ensure that staff are aware of, and understand, the new charitable funds application process and new fund structure.	<ul style="list-style-type: none"> • Guidance for staff on the new application process for expenditure up to £10,000 has been developed and finalised. This will go live when the new online form is launched in the new year. • A social media communications campaign featuring staff members who have applied for and benefitted from charitable funds for their services is being finalised and will launch when the new form goes live. 	
4.	Produce improved 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.	<ul style="list-style-type: none"> • Improved guidance for fund managers is in the process of being developed and will be launched in line with the implementation of the new structure of designated funds held by the charity. • This will also include the development of training and awareness raising sessions for new and existing fund managers. 	Due to timeline

Strategic objective 2: Fundraising and Communications

Priority areas for 2024/25

	Activities	Update on progress November 2024	RAG rating
1.	Deliver the capital fundraising appeal and associated capital scheme to improve outdoor spaces for patients at Mynydd Mawr Rehabilitation Unit and Bryngolau ward at Prince Philip Hospital.	<ul style="list-style-type: none"> As of 31 October 2024, the appeal had reached 42% of its fundraising target (£42,076.34). The appeal has unfortunately not generated the level of charitable donations that was predicted during 2024 however, due to a steady flow of donations to the designated funds for Mynydd Mawr and Bryngolau wards during 2024/25, as well as the receipt of a significant legacy for Mynydd Mawr ward from a former patient, there are sufficient funds available to meet the project outturn cost. Although there are sufficient funds available to meet the project outturn cost, fundraising and communications plans for the PPH Gardens Appeal will be refined during the next quarter for the continuation of the appeal until March 2024 when the charitable funding request will be submitted to the CFC for consideration. The final phase of the appeal will aim to raise further awareness and generate additional income for the appeal and will also engage with local organisations to establish what support can be secured on a pro bono basis or what gifts-in-kind can be secured for the project. 	
2.	Develop and launch a regular giving campaign to increase the number of individuals supporting the charity on a monthly basis.	<ul style="list-style-type: none"> The third mailing of the regular giving campaign, this time targeting 'warm' contacts in Carmarthenshire, is due to be sent out in early 2025. This will include a targeted email to previous supporters and database contacts in the area and targeted social media posts to existing Facebook followers across Carmarthenshire. This campaign, which has targeted small groups of 'warm' contacts in Ceredigion and Pembrokeshire to date, has not generated any income that can be attributed specifically to the campaign, therefore we are in the process of refining fundraising and communications plans with a focus on a wider campaign targeting new supporters across the three counties. 	
3.	Further develop our legacy strategy to offer increased opportunities to support the charity via our legacy giving campaigns and events.	<ul style="list-style-type: none"> Our 'Free Wills Month', which took place in October, saw our 50 free wills snapped up in the first fortnight, and over £10,000 of gifts have been pledged to the charity in these wills. This is the third year we have run Free Wills Month which offers our supporters the opportunity to write or update a will for free during the month of October. Since partnering with Farewill in 2021 we have had £87,082 pledged to the charity. 	
4.	Upgrade the charity's current Customer Relationship Management (CRM) database to a new and improved web version.	<ul style="list-style-type: none"> Our current supplier has confirmed that the launch of its new web-based CRM database has been moved to December 2024. 	<i>Due to timeline</i>

		<ul style="list-style-type: none"> • Confirmation has been received that the infrastructure for the new Cloud platform is in place and is currently undergoing a series of trials. • Implementation of the new system and migration of our data will now take place during quarter 4. • The delay has not had a significant impact on our service provision as our existing CRM is still operational. • A Data Processing Impact Assessment has been completed and submitted to the Information Governance (IG) team to ensure that the new CRM is aligned to our IG policies and procedures. We are awaiting a completed Cloud Assessment from the supplier. 	
5.	Further develop the charity's visibility across the HDdUHB estate to increase awareness of our work and ensure that we are the charity with the most prominent presence.	<ul style="list-style-type: none"> • Bilingual table tents featuring information on the charity and how to donate have been installed in public areas across HDdUHB such as restaurants and reception areas. • Updated signage for designated charity noticeboards has been installed across all acute sites. • Bilingual A2 posters have been designed for four individual wards and will be piloted during quarter 4. They provide information on how charitable donations have been used to benefit these areas and key ways to donate. 	

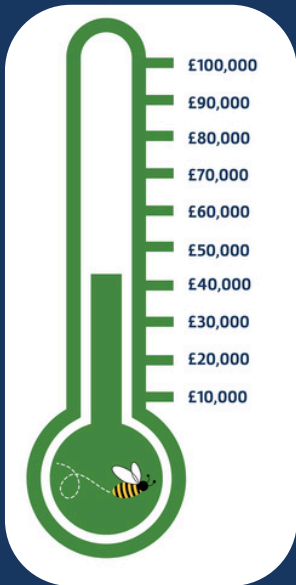
Strategic objective 3: Maximising the contribution

Priority areas for 2024/25			
Activities	Update on progress November 2024		RAG rating
1. Implementation of the evaluation framework and data capture process to evidence the effectiveness and impact of our charitable expenditure.	<ul style="list-style-type: none"> • The evaluation framework has been implemented. • An annual report will be submitted to the CFC in March of each year providing a summary of the qualitative and quantitative data gathered from evaluation reports for approved expenditure requests up to the value of £50,000. • For expenditure over £50,000, evaluation reports are submitted to the CFC on a quarterly basis, in line with the evaluation reporting schedule and CFC work plan. 		<i>Complete</i>
2. 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 January/February 2025 due to other statutory priorities in respect of the year end accounts and audit. The intention is to launch the new platform prior to the year end. 		<i>Due to timeline</i>
3. Review and refine the charity's Integrated Performance Report to ensure the financial information provided is appropriate to support the CFC members in their decision-making processes.	<ul style="list-style-type: none"> • This work has been postponed until January/February 2025 due to other statutory priorities in respect of the year end accounts and audit. The intention is to bring a proposed new report to the March 2025 CFC for feedback. 		<i>Due to timeline</i>

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.



GARDENS APPEAL TOTAL PASSES £40K



Thanks to an incredible effort from our supporters, £41,800 has now been raised for the Prince Philip Hospital Gardens Appeal.

Pictured above are fundraisers Lowri Elen Jones, 20, from Peniel in Carmarthenshire, and Lisa Ann Evans, 22, from Llangybi in Ceredigion, presenting a cheque for £25,300 to the Appeal.

They raised the fantastic amount by organising a charity ball, raffle and auction.

Diane Henry, Fundraising Support Officer, said: "We'd like to say a massive thank you to all those who have already supported our Appeal.

"We are all really looking forward to providing the staff, patients and their family and friends with a safe, joyful and healing spaces where they can enjoy fresh air, exercise and feel close to nature.

"Together we can make a big difference for patients at Prince Philip Hospital."

CHRISTMAS CAMPAIGN GETS BOOST FROM LOCAL COMPANIES

In November we launched our Christmas campaign which aims to deliver magical moments to children and young people across west Wales who are receiving NHS care.

Give a Gift will provide the opportunity to donate gifts to patients supported by the Wish Fund, a campaign which creates memorable experiences for children and young people with life-limiting and life-threatening conditions. Gifts will also be given to other young patients who are in hospital this Christmas or receiving continuing care.

This year our Christmas campaign is supported by three companies:

- Dunelm Carmarthen has a Christmas tree covered in tags (pictured below), with each providing customers with details of a present requested by a paediatric palliative care patient
- Oil 4 Wales will be donating presents for young patients across the three counties
- Gavin Griffiths Group will be donating gifts to children in hospital over Christmas.

Scarlets rugby players will also be visiting Cilgerran ward with gifts, and The Three Amigos will be doing their famous Christmas present run for the tenth consecutive year!



WILLS CAMPAIGN SUCCESS



Our Free Wills Month, which took place in October, saw our 50 free wills snapped up in the first fortnight, and over £10,000 pledged to the charity!

This is the third year we have run Free Wills Month which offers our supporters the opportunity to write or update a will for free during the month of October.

The will-writing month provides a perfect opportunity for people who don't have a will to write one, and for those with a current will to update it. Those who take part can ensure the people they love are remembered in their will, and, if they choose, their NHS charity.

SCARLETS WISH FUND PARTNERSHIP CONTINUES



We are delighted that Scarlets Rugby has announced that it will be continuing its partnership with us to deliver the Wish Fund campaign. The campaign raises funds to create magical memories for children and young people living with life-limiting or life-threatening conditions and their families.

The campaign, which launched in spring 2022, has already raised almost £30,000 which has been

used to create unforgettable experiences for paediatric palliative care patients and their families.

Scarlets' Wales international Gareth Davies said: "We are delighted to be a part of the Wish Fund campaign and hopefully we can help make a real difference to families across mid and west Wales. We want to help them create some brilliant memories which will last forever and hope to inspire people across the region to join with us and bring a bit of joy to their lives."



LONG COURSE WEEKEND WALES 2025

Long Course Weekend has announced the renewal of its partnership with Hywel Dda Health Charities for the Wales Half Marathon 2025. This exciting collaboration continues the strong relationship between the charity and one of the UK's most prestigious multi-sport events.

Tara Nickerson, Fundraising Manager, said: "We're very excited to be working in partnership with Activity Wales Events in 2025. We are offering our supporters exclusive opportunities to take part in events across the whole of the Long Course Weekend Wales to raise funds for their NHS charity."



ZIP LINE CHALLENGE 2025 LAUNCHES

In October we launched our 2025 Zip Line Challenge which will see fundraisers take on the world's fastest zip line!

Taking place on 22nd March 2025, the challenge will see up to 20 fundraisers take flight on the Velocity zip line at Penrhyn Quarry at speeds approaching 100mph.

Nicola Llewelyn, Head of Hywel Dda Health Charities, said: "We're really excited about our Zip Line Challenge, we think it will be a truly thrilling day for our fundraisers!"

[Sign up for your free space here.](#)



Get the latest charity updates at:
hywelddahealthcharities.org.uk



IN FOCUS:

HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

Grant funds wellness packs for cancer patients

We have teamed up with Macmillan Cancer Support to deliver wellness packs to patients receiving anti-cancer treatment across Carmarthenshire, Ceredigion and Pembrokeshire.

Macmillan supported the initiative by providing a grant of £2,000 to purchase items for the wellness packs. The Hywel Dda Health Charities team then assembled and distributed the packs to Hywel Dda cancer services.

The packs include hand cream, lip balm, a hand heat pack, a woolen hat, wooden cutlery, flavoured sweets, a note pad and pen, a water bottle, herbal tea bags and an anti-nausea band.

Patricia Rees, Lung Cancer Triage Clinical Nurse Specialist, said: "The Macmillan grant funding was used to provide a variety of useful items for patients



receiving treatment for a cancer diagnosis.

"The first chemotherapy or anti-cancer session can be daunting for patients, when they have just had a diagnosis of cancer and can face many weeks and months of treatment that will make them feel

unwell. Many patients will not know what items they need.

"This will hopefully be recognised as a really valuable gesture of support for patients from Hywel Dda Health Charities and Macmillan at a difficult time."

Workshop funded to help maternity staff support baby loss

We are delighted to have funded a baby loss workshop for maternity staff at Glangwili Hospital.

The workshop will help staff to provide the very best support to families who have suffered a pregnancy loss or the loss of a baby.

Anwen Evans, Bereavement Midwife, said: "We are very grateful that charitable donations have enabled our staff to partake in the workshop. Staff within maternity services provide care to parents who



experience pregnancy or baby loss. The workshop was a fantastic opportunity to build on the confidence, knowledge and skills required to provide high-quality care for those who have experienced the death of their baby."

New technology for Withybush critical care patients

A new ventilator worth £28,700 has been funded for Withybush Hospital.

Ventilators help a patient breathe by assisting the lungs to inhale and exhale air. The new MRI-compatible ventilator is special in that it enables patients who are intubated in the Intensive Care Unit to receive an MRI scan.

The results of an MRI scan can be used to help diagnose conditions, plan treatments and assess how effective previous treatment has been.

Having the new ventilator at Withybush means intubated patients no longer need to be transferred to another site to receive a scan.

Charlotte Adams, Senior Sister, said: "We are extremely grateful that charitable donations have enabled us to purchase the new ventilator for Withybush.



"The equipment allows patients access to an MRI scan locally, ensuring that diagnostic imaging can be achieved safely and efficiently. The ventilator provides the latest technology, making transfer ventilation as safe as possible for our patients and reduces the impact on other services and specialities, and the equipment can be used across the hospital for anyone requiring an MRI."

Hospital garden renovations at Bronglais



The Older Adult Mental Health Unit in Bronglais Hospital has had new garden landscaping thanks to charitable funds.

We paid for landscapers to create an accessible area for patients to enjoy with their loved ones.

Beccy Pateman, Ward Manager, said: "We are very grateful that charitable funds have enabled us to landscape Enlli Ward's garden.

"Our patients will now be able to enjoy a safe and joyful space. The garden sits just off the carers' lounge and in the past, carers have been able to bring dogs in to visit loved ones which we can now accommodate again.

"There's an abundance of benefits that gardens bring to patients including direct sunlight which increases bone density, sleep cycles and moods; lower levels of agitation and aggression; decreased isolation; increased physical activity and increased social interaction.

"The garden will also become a place for our staff members to enjoy during their break times."

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

For more information on how to access charitable funds, please visit:
https://nhs.wales365.sharepoint.com/sites/HDD_Charities



Communications overview

Social media snapshot: Aug 21st – Nov 14th 2024

Facebook (Welsh & English)

Reach: 95.2k

Followers: 7.8k

Page visits: 6.2k

Top performing posts



Highest reach: 14.7k



Highest reaction: 113

X (Welsh & English)

Followers: 1.87k

Note: analytics are unavailable on X

Top performing posts



Highest reach: 388



Highest reaction: 10

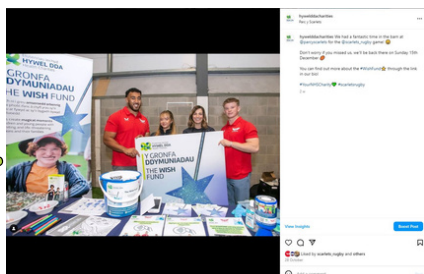
Instagram (Welsh & English)

Reach: 7.5k

Followers: 571

Page visits: 244

Top performing posts



Highest reach: 4.5k



Highest reaction: 34

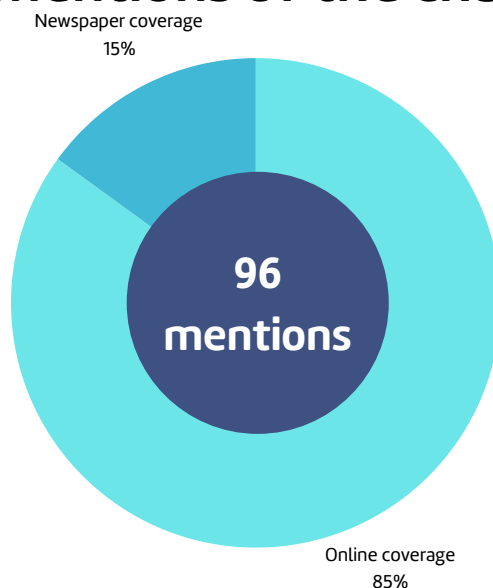
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Health Charities



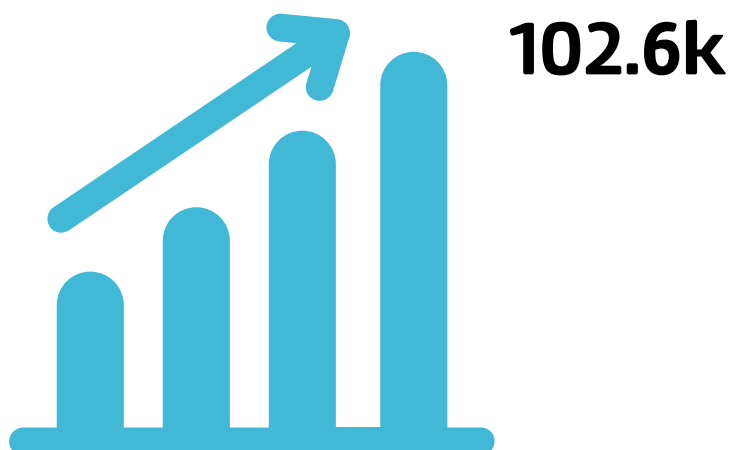
Media coverage: one month snapshot

Between 29/09/24 and 29/10/24 we issued 15 press releases which secured positive media coverage for both the charity and the health board.

Number of mentions of the charity



Audience reach*



Publicity value*



*As calculated by the Cision platform used by the health board's communications team. Please note that only 30-day figures are available.