



PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	15 March 2022
TEITL YR ADRODDIAD: TITLE OF REPORT:	Assurance on Planning Objectives Aligned to Charitable Funds Committee
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Mandy Rayani, Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Daniel Warm, Head of Planning Nicola Llewelyn, Head of Hywel Dda Health Charities

Pwrpas yr Adroddiad (dewiswch fel yn addas)

Purpose of the Report (select as appropriate)

Er Sicrwydd/For Assurance

ADRODDIAD SCAA SBAR REPORT

Sefyllfa / Situation

As part of the Annual Recovery Plan for 2021/22, the Board agreed a refreshed set of Strategic Objectives that set out the aims of the organisation, i.e. the horizon that the Health Board is driving towards over the long term, in addition to a set of specific, measurable Planning Objectives, which move the organisation towards that horizon over the next three years.

The purpose of this report is to provide the Charitable Funds Committee with an update on the progress made in the development (delivery) of the Planning Objectives aligned to this Committee under the Executive Leadership of the Director of Nursing, Quality and Patient Experience, for onward assurance to the Board.

Cefndir / Background

This report demonstrates where progress has been made in delivering the following Planning Objective aligned to the Charitable Funds Committee:

- **2E** - From April 2021, develop a programme of activities which promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board. Develop clear processes for evidencing the impact of our charitable expenditure on our patients, service users and staff with the aim of increasing our income and expenditure levels on an annual basis.

Asesiad / Assessment

The report, attached at Appendix 1, provides an update on the Planning Objective aligned to the Charitable Funds Committee, identifying its current status, whether it is achieving/not achieving against its key deliverables, and a summary of progress to date.

A summary of this information is set out below:

Planning Objectives	Lead Executive	Status	If Planning Objective is 'behind'
2E	Director of Nursing, Quality and Patient Experience	On track	Not Applicable

Planning Objective 2E has been revised for 2022/23 and, subject to Board approval, will be reported via the Committee with effect from the June 2022 meeting:

"From April 2022, continue to deliver the objectives of the charity's three-year plan (2020-2023) to further promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board.

As part of this, deliver the charity's marketing and communication plan from 1st April 2022 and undertake a review of the charity's strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity's longer-term strategy by February 2023".

The document attached at Appendix 2 provides the Committee with the 'Plan on a Page' and key deliverables associated with Planning Objective 2E for 2022/23.

The document attached at Appendix 3 provides the Committee with a summary of the charity's marketing and communications priorities for 2022/23.

Argymhelliad / Recommendation

The Committee is requested to receive an assurance on the current position in regard to the progress of Planning Objective 2E aligned to the Charitable Funds Committee, in order to provide onward assurance to the Board where Planning Objectives are progressing and are on target, and to raise any concerns where Planning Objectives are identified as behind in their status and/or not achieving against their key deliverables.

The Committee is also requested to note the revised Planning Objective 2E for 2022/23 and the key deliverables associated with its delivery.

Amcanion: (rhaid cwblhau) Objectives: (must be completed)	
Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.3 To receive an assurance on delivery against relevant Planning Objectives aligned to the Committee, in accordance with Board approved timescales, as set out in HDdUHB's Annual Plan.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	All Health & Care Standards Apply
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable

Amcanion Llesiant BIP: UHB Well-being Objectives:	9. All HDdUHB Well-being Objectives apply
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Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	3 Year Plan and Annual Plan Decisions made by the Board since 2017-18 Recent <i>Discover</i> report, published in July 2020 Gold Command requirements for COVID-19 Input from the Executive Team Paper provided to Public Board in September 2020
Rhestr Termiau: Glossary of Terms:	Explanation of terms is included within the report
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Public Board - September 2020 Executive Team

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	Any financial impacts and considerations are identified in the report
Ansawdd / Gofal Claf: Quality / Patient Care:	Any issues are identified in the report
Gweithlu: Workforce:	Any issues are identified in the report
Risg: Risk:	Consideration and focus on risk is inherent within the report. A sound system of internal control helps to ensure any risks are identified, assessed and managed.
Cyfreithiol: Legal:	Any issues are identified in the report
Enw Da: Reputational:	Any issues are identified in the report
Gyfrinachedd: Privacy:	Not applicable
Cydraddoldeb: Equality:	Not applicable

APPENDIX 1 – Update of Planning Objectives aligned to Charitable Funds Committee as at 28th February 2022

PO Ref	Planning Objective	Executive Lead	Date of Completion of PO	Current Status of achieving PO within Completion Date (Delete as appropriate)	<ul style="list-style-type: none"> Summary of Progress to date (including barriers to delivery) For actions behind schedule, please provide an explanation For actions behind schedule, what quarter will these now be achieved
2E	<p>From April 2021 develop a programme of activities which promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board.</p> <p>Develop clear processes for evidencing the impact of our charitable expenditure on our patients, service users and staff fundraising activities and expenditure on our staff, the patients and the public with the aim of increasing our income and expenditure levels on an annual basis.</p>	Mandy Rayani	31/03/2022	On track	See table below

Action I.D.	Action	Update on progress	By when	by who	RAG rating
3.1	Develop lottery scheme proposal for consideration by the Charitable Funds Committee.	Lottery proposal approved at the Charitable Funds Committee meeting on 30 th June 2021.	30/06/2021	Fundraising Manager	Complete
3.2	Develop and launch of lottery scheme (subject to approval).	Hywel Dda Health Charities public lottery scheme launched on Monday 20 th September 2021. As of 18 th February 2022 we have 498 weekly plays.	30/01/2022	Fundraising Manager	Complete
3.3	Develop and launch of legacy fundraising and in-memoriam giving campaign.	a) In Memory Giving: A5 information leaflet created and direct mailing sent to all Funeral Directors in Carmarthenshire, Ceredigion and Pembrokeshire. b) Legacy Fundraising: Legacy fundraising pack developed and will be distributed to over 70 solicitors across the three counties during March with the view of securing support to participate in the 'Make your Will Fortnight' campaign, planned for May 2022. Partnering with a national will writing company in the autumn for our second free wills campaign as part of Free Wills month in October 2022.	30/09/2021	Fundraising Manager/Fundraising Officer	Complete
3.4	Develop and launch of a fundraising campaign for paediatric palliative care services.	Campaign materials for 'The Wish Fund' have been approved by the service. Fundraising campaign to be launched w/c 21st March 2022.	31/07/2021	Fundraising Manager/Fundraising Officer	Action on track to be completed by the end of Q4 2021/22

3.5	Develop and implement electronic charitable funds application process.	Due to the complexity of the automated process for expenditure authorisations, the development of the online application form has taken longer than expected. The Digital Improvement Team is undertaking further work on the approval workflow and it is likely that a move to an alternative online platform is required to ensure that the new application process is both user-friendly and meets audit requirements. A 'test' electronic application form will be piloted in March 2022, prior to launch during quarter 1 2022/23.	31/07/2021	Head of Hywel Dda Health Charities/Principal Project Manager/Senior Finance Business Partner & Informatics	Action to be completed during Q1 2022/23
3.6	Review of charitable funds expenditure guidance for staff and fund managers and promotion of guidance.	A review of the charitable funds expenditure guidance for staff and fund managers has been undertaken. New, user-friendly guidance documents will be launched at the same time as the new electronic application form to make it as easy as possible for staff to access our funds.	31/07/2021	Head of Hywel Dda Health Charities/Principal Project Manager/Senior Finance Business Partner	Action to be completed during Q1 2022/23
3.7	Delivery of training to Charitable Funds Sub-Committee members to ensure that the charity's grant-making and financial policies and procedures are understood.	Training took place at the first meeting of the new Sub-Committee membership in May 2021.	31/05/2021	Head of Hywel Dda Health Charities/Finance Business Partner	Complete
3.8	Attendance at Rest Recovery Reference Group meetings and regular communication with Organisational Development colleagues around the rest, recovery and recuperation of staff.	Rest Recovery Reference Group has been stood down. Working closely with Organisational Development colleagues to provide guidance and support on a of number initiatives relating to staff welfare and wellbeing planning objectives.	31/05/2021 and ongoing	Head of Hywel Dda Health Charities/Assistant Director of Organisational Development	Complete
3.9	Recruitment of Senior Marketing & Communications Officer.	Senior Communications Officer start date 22nd November 2021. Communications Assistant (fixed-term 18-month contract) start date 6th December 2021.	31/08/2021	Head of Hywel Dda Health Charities	Complete

3.10	Develop a marketing and communications plan for the charity.	A marketing and communications plan for 2022/23 which delivers on the objectives identified in the 2020/23 three-year strategy has been developed, with key targets identified for each quarter. A longer-term plan will be developed in line with the objectives of the charity's subsequent three-year plan from April 2023.	30/10/2021	Head of Hywel Dda Health Charities/Assistant Director of Communications/ Senior Communications Officer	Complete
3.11	Develop processes for evidencing the impact of our charitable expenditure.	An evaluation framework has been developed to improve data capture processes to evidence the effectiveness and impact of our charitable expenditure. To be implemented during Q1 & Q2 2022/23 and aligned with the launch of the electronic charitable funds application process.	31/03/2022	Head of Hywel Dda Health Charities	Complete

Planning Objective 2E: From April 2022, continue to deliver the objectives of the charity's three-year plan (2020-2023) to further promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board. As part of this, deliver the charity's marketing and communication plan from 1 st April 2022 and undertake a review of the charity's strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity's longer-term strategy by February 2023.					
PROJECT SCOPE	Hywel Dda Health Charities is the official charity of Hywel Dda University Health Board. This planning objective relates to the ongoing delivery of the charity's three-year plan, approved by the Charitable Funds Committee in March 2020, with the overall objectives of: 1. Income: Increasing our income levels by 10% on an annual basis from April 2020 to March 2023. 2. Expenditure: Increasing our charitable expenditure by 15% on an annual basis from April 2020 to March 2023. 3. Communications: Increasing our charity's profile and raise awareness of the positive difference we make. From April 2022, the focus of our activities will be on: 1. Increasing our income from both new and existing opportunities and income streams. 2. Empowering Hywel Dda University Health Board staff to access our charitable funds and be innovative and proactive in their approaches to making a difference. 3. Maximising opportunities to extend our reach and become more visible internally and externally so that more people across our region are aware of the charity's existence, its purpose and the importance of their support.	<ul style="list-style-type: none"> Increased income levels and increased levels of charitable funds available to support charitable expenditure that makes a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board. Increased levels of charitable expenditure due to staff being empowered to access our charitable funds to support their rest, recovery and recuperation and be proactive in their approaches to making a difference. More people across our region are aware of the charity's existence, its purpose and the importance of their support through maximising opportunities to extend our reach and become more visible internally and externally. 			OUTCOME
		KEY PHASE	BY WHOM	BY WHEN	KEY DATES & DELIVERABLES
		1. Deliver a capital fundraising appeal to raise £0.5m to enable the development of a new Chemotherapy Day Unit at Bronglais General Hospital.	Fundraising Manager / Fundraising Officer	31/03/2023	
		2. Access the JC Williams (Elizabeth Williams Endowment) fund to enable the construction of a hydrotherapy pool at Pentre Awel.	Head of Hywel Dda Health Charities / Finance Business Partner	30/06/2022	
		3. Maximise opportunities from grant giving trusts and foundations.	Fundraising Manager / Fundraising Officer	From 01/04/2022 and ongoing	
		4. Develop productive corporate partnerships that offer both financial and non-financial rewards.	Fundraising Manager / Fundraising Officer	From 01/07/2022 and ongoing	
		5. Develop a 'Write your will' campaign in conjunction with local solicitors.	Fundraising Manager / Fundraising Officer	30/06/2022	
		6. Introduce the Power BI financial reporting system and dashboard for all charitable funds cost centres.	Finance Business Partner	31/12/2022	
		7. Integrate the Oracle accounting software with the Harlequin fundraising database.	Finance Business Partner / Fundraising Manager	31/03/2023	
		8. Establish an Investment Sub-Committee to provide advice to the Charitable Funds Committee on the charity's investment portfolio.	Assistant Director of Finance (Financial Planning & Statutory Reporting)	30/06/2022	
		9. Work with clinical and operational colleagues to ensure designated and restricted funds are being used to maximum effect to support the health and wellbeing of patients, service users and staff.	Head of Hywel Dda Health Charities / Finance Business Partner / Finance Business Partnering Teams	From 01/04/2022 and ongoing	
PROJECT GOVERNANCE	Responsible Officers: Executive Lead: Mandy Rayani, Director of Nursing, Quality and Patient Experience Strategic Lead: Nicola Llewelyn, Head of Hywel Dda Health Charities Delivery Lead: Tara Nickerson (Fundraising Manager), Julie Bowen (Finance Business Partner), Matt Pearce (Senior Communications Officer) Programme oversight through: Charitable Funds Committee Governance through: Charitable Funds Committee Delivery through: Collaboration with colleagues across fundraising, finance, procurement, communications, organisational development and patient experience and other services where necessary.	10. Implement improved processes to capture data to evidence the effectiveness and impact of our charitable expenditure.	Head of Hywel Dda Health Charities	30/09/2022	
		11. Undertake a review of the charity's strategic objectives, structure and resources to develop the charity's longer-term strategy from 2023.	Head of Hywel Dda Health Charities	28/02/2023	
		12. Implement the charity's 2022/23 marketing and communications plan.	Senior Communications Officer	From 01/04/2022 and ongoing	
		13. Develop a standalone website for the charity.	Senior Communications Officer	30/09/2022	
		14. Increase and maintain the visibility of the charity across all UHB sites to ensure that we are the charity with the most prominent presence.	Senior Communications Officer	30/09/2022	
RISKS	Description	Likelihood	Impact	Score	Mitigating Actions
	Income generation targets not being met.	3 – possible	3 – moderate	9	Comprehensive fundraising plans to be put in place with regular review of income against targets
	Charitable expenditure targets not being met.	3 – possible	3 – moderate	9	Comprehensive work plans to be put in place with Finance colleagues to ensure key actions, roles and responsibilities are clearly understood. Regular review of work plans.
OD Golden Thread / Cultural	The charity will strive to actively demonstrate and apply the core values of Hywel Dda University Health Board in all aspects of our charity's operations and fundraising activities: <ul style="list-style-type: none"> <i>Putting people at the heart of everything we do:</i> improved patient and staff experiences are at the forefront of our work at all times. <i>Working together to be the best we can be:</i> we support Hywel Dda University Health Board to continually improve and enhance its services. <i>Striving to deliver and develop excellent services:</i> the allocation of our funds focuses on patients, service users and staff to deliver the very best healthcare we can. 				



Hywel Dda Health Charities

Marketing and Communications

Priorities 2022-23



1. Implement the plan for 2022-23

Area of work	January - March	April - June	July - September	October - December	January - March
Website <small>*Note that new website is dependent on decision on NHS decision</small>	<ul style="list-style-type: none"> Submit/provide proposal for website to NHS Review content of web pages Add event pages - see events below MUHA training (not confirmed) 	<ul style="list-style-type: none"> Develop new website (dependent on NHS decision) Website updated as required including regular stories Quarterly report on hit rates, etc. Review accordingly 	<ul style="list-style-type: none"> Launch of new website* Website updated as required including regular stories Quarterly report on hit rates, etc. Review accordingly 	<ul style="list-style-type: none"> Website updated as required including regular stories Quarterly report on hit rates, etc. Review accordingly 	<ul style="list-style-type: none"> Website updated as required including regular stories Quarterly report on hit rates, etc. Review accordingly
Newsletter - supporters	<ul style="list-style-type: none"> Develop new template for external newsletter Develop new template for e-Cards Issue Jan/Feb/March e-newsletters Issue e-Cards: Valentine's Day 	<ul style="list-style-type: none"> Issue April/May/June e-newsletters Review impact of newsletters: size of mailing list, number of people opting out Issue e-Card: Thank You on our 10th Birthday (see below) 	<ul style="list-style-type: none"> Issue July/Aug/Sept e-newsletters 	<ul style="list-style-type: none"> Issue Oct/Nov e-newsletters Review impact of newsletters Issue December message and round up, season's greetings Issue e-card: Happy New Year, opportunities for 2023 	<ul style="list-style-type: none"> Issue Jan/Feb/March e-newsletters
Intranet content including staff newsletter; staff ambassadors <small>*Note that staff newsletter is dependent on NHS decision</small> <small>**staff ambassador plan to be discussed</small>	<ul style="list-style-type: none"> Review intranet page 2-3 weekly messages in Global email/intranet as necessary 2 weekly posts in staff Facebook group Myself's voice: supply copy as required Discuss staff newsletter with NHS team, if how we can contribute to their newsletter; develop format as appropriate* 	<ul style="list-style-type: none"> Develop new staff section on website - this will include clear guidance on how to apply for funds, how to fundraise, case studies, links to key forms, etc. Review intranet page Issue April/May/June staff e-newsletter or update in main staff newsletter? 	<ul style="list-style-type: none"> Develop staff guidance on becoming an Ambassador including a pack, online guidance for website, information for intranet, etc.** Ambassador badge Ambassador posters, etc. Review intranet page 	<ul style="list-style-type: none"> Launch staff Ambassador recruitment campaign: Global, intranet, e-bulletin, press release, digital screens, intranet, website, etc. Consider staff Ambassador update - may not need common input Review intranet page 	<ul style="list-style-type: none"> Update staff section as necessary (see studies, etc.) Consider recognition scheme Review intranet page
Marketing/branding/signage	<ul style="list-style-type: none"> Audit of marketing materials Wraps for maternity unit finalised New pens Collection buckets - bring back (see above) 	<ul style="list-style-type: none"> Long course banners, signs, etc. - see below Explore opportunities for signage/banners on sites Digital screens update Update/intranet flyers as necessary, ready for summer events Produce marketing materials for events 	<ul style="list-style-type: none"> Digital screens update Explore opportunities for signage/banners on sites 	<ul style="list-style-type: none"> Digital screens update 	<ul style="list-style-type: none"> Digital screens update
Social media	<ul style="list-style-type: none"> Minimum one post per day; one fundraising and one expenditure story per week; scheduled weekly New Twitter and Facebook headers Monthly report circulated to team Instagram request is invited New social media templates developed 	<ul style="list-style-type: none"> Minimum one post per day; one fundraising and one expenditure story per week; scheduled weekly New Twitter and Facebook headers Monthly report circulated to team Launch Instagram page 	<ul style="list-style-type: none"> Minimum one post per day; one fundraising and one expenditure story per week; scheduled weekly New Twitter and Facebook headers Monthly report circulated to team 	<ul style="list-style-type: none"> Minimum one post per day; one fundraising and one expenditure story per week; scheduled weekly New Twitter and Facebook headers Monthly report circulated to team 	<ul style="list-style-type: none"> Minimum one post per day; one fundraising and one expenditure story per week; scheduled weekly New Twitter and Facebook headers Monthly report circulated to team
Media	<ul style="list-style-type: none"> Press releases issued for fundraisers, expenditure, events, etc. Press coverage reviewed quarterly Respond to media requests as necessary Develop stories with media as necessary Monthly column submitted to Charity Today - consider further opportunities 	<ul style="list-style-type: none"> Press releases issued for fundraisers, expenditure, events, etc. Press coverage reviewed quarterly Respond to media requests as necessary Develop stories with media as necessary Monthly column submitted to Charity Today 	<ul style="list-style-type: none"> Press releases issued for fundraisers, expenditure, events, etc. Press coverage reviewed quarterly Respond to media requests as necessary Develop stories with media as necessary Monthly column submitted to Charity Today 	<ul style="list-style-type: none"> Press releases issued for fundraisers, expenditure, events, etc. Press coverage reviewed quarterly Respond to media requests as necessary Develop stories with media as necessary Monthly column submitted to Charity Today 	<ul style="list-style-type: none"> Press releases issued for fundraisers, expenditure, events, etc. Press coverage reviewed quarterly Respond to media requests as necessary Develop stories with media as necessary Monthly column submitted to Charity Today
CAMPAIGNS					
Branglins Charity Appeal	<ul style="list-style-type: none"> Update web pages Collection buckets Develop new cancer staff e-newsletter Digital screen artwork Issue e-newsletter Jan, Feb, March 	<ul style="list-style-type: none"> Two videos produced with AAP (TRC) Produce flyer for mailout; coordinate mailout 	<ul style="list-style-type: none"> One video produced with AAP (TRC) & other videos Update web pages as necessary (see fundraising total?) 	<ul style="list-style-type: none"> Videos - ongoing Update web pages as necessary (see fundraising total?) 	<ul style="list-style-type: none"> Thank you videos Publish around total TRC Update web pages as necessary (see fundraising total?)



2. Enhance our web presence and create a standalone website

The mockup features a header with the Hywel Dda Health Charities logo and name on the left, and a large dark blue banner with the text 'Bronglais Chemo Appeal' on the right. Below the banner is a call to action: 'Help us raise £500,000 to make our dream of providing a purpose-built chemotherapy day unit for Bronglais General Hospital a reality.' This is followed by a blue 'Click here to donate' button. The main content area consists of four columns, each with a photo, a title, and a link:

- About our appeal**: Photo of hospital staff. Link: 'Click here for information about our appeal'.
- Become a fundraiser**: Photo of three runners. Link: 'Click here for information about becoming a fundraiser'.
- Further chemo appeal information**: Photo of a chemotherapy treatment room. Link: 'Click here for further chemo appeal information'.
- Ways to donate**: Photo of hands holding a red heart. Link: 'Click here for information about donating'.

3. Strengthen our social media, including launch of standalone Instagram page



4. Improve our internal communication via new and existing channels





5. Maintain regular contact with our key audiences

 Elusennau Iechyd
HYWEL DDA
Health Charities

Apêl Cemo Bronglais Bronglais Chemo Appeal



Update January 2022

Dear colleague,

I'm really excited to bring you our very first update for Hywel Dda colleagues on the Bronglais Chemo Appeal!

Our aim is to raise £500,000 to provide a purpose-built chemotherapy day unit for Bronglais General Hospital. [Read more here...](#)

Following the Appeal's launch on 30th November we have seen fundraisers and donors from across mid Wales showing their support – just like Mirain Haf Griffiths (pictured above) who raffled one of her amazing Christmas cakes to raise money!

Just two months in we have already reached a total of over £29,000 towards our fundraising goal. Keep reading to find out what's been happening with the Appeal so far - and to get involved, please [get in touch](#).

 **Bridget**
Fundraising Officer, Ceredigion
Hywel Dda Health Charities
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 Elusennau Iechyd
HYWEL DDA
Health Charities

#YourNHSCharity E-newsletter January 2022



Hî Dïane,

Thanks to your valued support we continue to make a positive difference to the health, wellbeing and experience of NHS patients, service users and staff across Carmarthenshire, Ceredigion and Pembrokeshire.

Recently the charity... (something here about recent highlights).

Read on to find out more about... (preview some of the news stories).

 **Nicola**
Head of **Hywel Dda Health Charities**

Our latest news



6. Increase our
visibility across
all Hywel Dda
University
Health Board
(HDdUHB) sites





7. Maintain a high profile in the media

Apêl Cemo Bronglais Chemo Appeal

www.cambran-news.co.uk Thursday 3 February 2022 23

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REGULATOR

Chemotherapy care staff have been 'amazing'

HYWEL Dda Health Charities has been thrilled by the fundraising for the Bronglais Chemo Appeal so far - could you add your support and be part of something fantastic for the local community?

Individuals also coming up with such creative ideas to raise money for the appeal, with a fantastic £44,981 raised in less than two months in a so constructive can start on a new purpose-built chemotherapy day unit for the Bronglais Hospital.

But more fundraisers are needed to make a fit-for-the-future chemotherapy day unit at Bronglais Hospital a reality. Do you have a birthday coming up? You could fundraise like Gilly Thomas.

As she undergoes treatment for breast cancer, Imran-oo Gilly decided to celebrate her birthday by fundraising for the Bronglais Chemo Appeal and raised a fantastic £715.

The 64-year-old upholsterer who lives in Tref-Dda, who has stood support the appeal because the staff had been so "amazing".

"I got my diagnosis in May last year," added Gilly. "I didn't feel a lump, just a change in the skin. A few days later I was referred, had a biopsy and was advised to have a mastectomy."

"I had the operation early June and was referred to Dr Elin Jones for chemotherapy and immunotherapy at Bronglais Hospital's chemotherapy day unit."

any day unit. I had six strands of chemotherapy and am currently receiving immunotherapy.

"The staff at Bronglais Hospital, and particularly on the chemotherapy unit, have been amazing. They were so kind; you are treated with huge respect."

Bridge/Haywood, fundraising officer for the charity, said: "It's been amazing to see the response of our local communities following the launch of the Appeal. Groups, including school and local businesses are raising around and setting up their own events and fundraisers in support of the new unit."

"As the local fundraising officer I am here to support any group or individual who would like to get involved in the Bronglais Chemo Appeal. If you have an idea you would like support with or to chat through with us then please get in touch at: bronglaischemoappeal@ddahelthcare.org.uk

Want to get involved but don't know where to start? Bridge has these five top tips:

1. Keep it simple. Some of the best and most effective fundraisers are formed from simple ideas so be creative but don't overcomplicate things.
2. Make it easy for people to take part and donate. Use our online donation platform. In future to set up your own fundraising page and share your fundraiser on social media so friends and family can easily donate.



Gilly Thomas with her standard poodle Moth

3. Include key information. Make sure you include clear information about your event or fundraiser, as well as the appeal, on your social media, fundraising page, sponsor letters or website so people know what it is and when it is taking place.
4. Include your story. Share your story in powerful and uplifting ways people will choose to support and donate. Make sure you share YOUR personal story and connection to the charity.

5. Share photographs and updates. A picture speaks a thousand words as they speak to your words some visuals of you and your fundraiser before, during and after. Make sure you update your supporters to let them know how it is going to donate go to http://bronglaischemoappeal.com

Your chance to win a hair makeover



Tobias Jones-Meyers

WHAT a tiny Abraham hairdresser Sam Jones-Meyers is raising a hair makeover day to raise money for the Bronglais Chemo Appeal after her 11-year-old son was treated for cancer.

Sam, who donates £5 or more to Sam's fundraising page at <https://bronglaischemoappeal.com>, will be entered into a draw to win exclusive use of Sam's Uppercuts private hair makeover worth up to £150 (including a restyle, haircut or hair products).

Sam said: "I wanted to fundraise to thank the staff at Bronglais Hospital's chemotherapy day unit for the care they gave my son Tobias."

Tobias was diagnosed with cancer aged just 20 and after his operation spent for 21st birthday at the unit having chemotherapy.

Tobias couldn't speak highly enough of the staff on the unit, all their care and consideration. Even his birthday, they got him a birthday cake and were so kind."

Tobias, an apprentice electrician, has now finished treatment at the chemotherapy unit and is receiving regular check-ups.

"Tobias is still tired after the chemotherapy but is working at Sam, who has been supporting her and daughter lovely."

"He has just gone back to work, although he is doing just a few days a week at first and also studying at Aberystwyth College."

Colleen, Sam's new chemotherapy day unit for Bronglais Hospital is much-needed.

"The current surroundings are not ideal," Sam said, "even though the staff working there more than make up for it."

"It would make such a difference to those receiving treatment and to the staff working there to have their own purpose-built chemotherapy unit with more privacy, especially when you hear in mind that the latest statistics show that one in two people will be unlucky enough to develop cancer at some stage in their lifetime."

Sam's fundraiser will close on Saturday, 5 March and the winner will be drawn by Tobias.

Get on your bikes to boost funds for future-fit day unit

by Cambran News reporter
ndh@cambrannews.co.uk

BRONGLAIS Chemo Appeal has been chosen as the official charity of the year's popular Aber Cycle Fest, which takes place over the first weekend in June.

With some of Britain's top cyclists making a race appearance in mid-June, the festival is a celebration of town centre enthusiasm racing down hill mountain biking and a mass participation ride the Continental Wild West Sportive.

Hywel Dda Health Charities has five free entries for the Wild West Sportive, the cycling festival's main event, for anyone pledging to raise a minimum of £100 for the Bronglais Chemo Appeal. If you would like to take the challenge of riding in the Wild West Sportive then please get in touch by emailing ddahelthcare@bronglaischemoappeal.com or ring 01970 612021.

The festival's Wild West Sportive is a mass participation event and organisers are hoping up to 100 riders will take part, as was the case when the cycle festival was last held in 2019.

Riders can choose one of three distances - 45, 65 or 125 miles - on a route that goes from Aberystwyth to Penryn, through Nant-y-bloech, Penryn, Dore's Bridge and back to the promenade.

Riders taking part in the Welsh

Wild West Sportive will be able to set up fundraising pages to raise money for the Bronglais Chemo Appeal when they register at www.bicyclist.co.uk/register-on-sportive.

Alternatively, riders can choose to make a one-off donation to Bronglais Chemo Appeal when they register for an event.

Festival organiser Shelly Childs said they were thrilled to be supporting the cycle festival, which is being staged on 4-5 June.

"It is great to see so many individual, local sports events coming together to support the Bronglais Chemo Appeal to get a new chemotherapy day unit for Bronglais Hospital," he said. "For us as an organiser, it is a great honour to have the support of the local community. Everyone knows someone who has been affected by cancer. We want to help to make sure there are the best hospital facilities for the local area."

Bridge/Haywood, Caradigan Health Charities, the official charity of Hywel Dda University Health Board, said the charity would like to thank the Aber Cycle Fest's organising committee for choosing Bronglais Chemo Appeal as their charity partner for 2022.



DISCOUNT

GET a discount off your entry to the north the Cymru Nines. Take the discount code **CANADIA-N20** to receive 20 per cent off your entry fee for the 2022 Continental Wild West Sportive - valid for the period 1st to 10th February 2022. The discount code is also valid for the Cycledest clothing range.

DONATION

THIS easiest and quickest way to donate is by visiting the fundraising appeal webpage www.bronglaischemoappeal.org.uk, where you can either make a secure one-off donation or set up a regular monthly donation for the duration of the appeal.



Scan this QR code on your mobile phone to donate to the Bronglais Chemo Appeal