

## PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

<b>DYDDIAD Y CYFARFOD: DATE OF MEETING:</b>	17 June 2025
<b>TEITL YR ADRODDIAD: TITLE OF REPORT:</b>	Hywel Dda Health Charities Integrated Performance Report
<b>CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:</b>	Huw Thomas, Executive Director of Finance Sharon Daniel, Executive Director of Nursing, Quality and Patient Experience
<b>SWYDDOG ADRODD: REPORTING OFFICER:</b>	Tim John, Head of Accounting & Statutory Reporting Nicola Llewelyn, Head of Hywel Dda Health Charities

**Pwrpas yr Adroddiad (dewiswch fel yn addas)**

**Purpose of the Report (select as appropriate)**

Ar Gyfer Trafodaeth/For Discussion

### ADRODDIAD SCAA

#### SBAR REPORT

##### Sefyllfa / Situation

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated picture of Hywel Dda Health Charities' (HDdHC) performance and position as of 31 March 2025. The report is intended to provide the CFC with key financial information and a summary of activities and key achievements in line with the charity's work plan for 2025/26.

##### Cefndir / Background

Hywel Dda University Health Board's (HDdUHB) standing orders provide 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 HB.

- To develop the strategy and objectives for HDdHC for consideration by the Board, and to oversee the implementation of an infrastructure appropriate to the efficient and effective running of the charity.
- To agree issues to be escalated to the Board with recommendations for action.

## Asesiad / Assessment

### 1. Financial performance

The charity's key financial performance considerations for the year ended 31 March 2025 are:

	Y/e 31 March 2025 £	Y/e 31 March 2024 £	Variance £	See
<b>Incoming resources</b>				
Donations	684,506	724,519	(40,013)	Section 1.1
Legacies	696,746	1,424,750	(728,004)	Section 1.2
Grant funding received	33,702	66,412	(32,710)	
Income from other trading activities (HDdHC lottery)	15,125	14,962	163	
Investment income	568,679	451,147	117,532	
<b>Total income</b>	<b>1,998,758</b>	<b>2,681,790</b>	<b>(683,033)</b>	
<b>Resources expended</b>				
Charitable activities (grant making)	2,353,316	2,899,167	(545,851)	Section 2
Expenditure on raising funds	283,181	296,003	(12,823)	Section 2 and 2.1
Support Costs	181,549	177,443	4,106	Section 2 and 2.1
Governance costs	82,491	77,579	4,911	Section 2 and 2.1
<b>Total expenditure</b>	<b>2,900,536</b>	<b>3,450,192</b>	<b>(549,656)</b>	
<b>Net incoming/(outgoing) resources before transfers</b>	<b>(901,778)</b>	<b>(768,402)</b>	<b>(133,376)</b>	
Gains/(losses) on investment assets	(378,904)	816,796	(1,195,700)	
<b>Net movement in funds</b>	<b>(1,280,682)</b>	<b>48,394</b>	<b>(1,329,076)</b>	
<b>Opening reserves</b>	<b>11,994,235</b>	<b>11,945,842</b>	<b>48,394</b>	
<b>Closing reserves</b>	<b>10,713,553</b>	<b>11,994,235</b>	<b>(1,280,682)</b>	
	<b>31 March 2025</b>	<b>31 March 2024</b>	<b>Variance</b>	
	<b>£</b>	<b>£</b>	<b>£</b>	
<b>Investments</b>	<b>8,745,120</b>	<b>9,124,024</b>	<b>(378,904)</b>	
<b>Cash at bank</b>	<b>4,975,286</b>	<b>6,147,823</b>	<b>(1,172,536)</b>	
<b>Benchmarks</b>	<b>Y/e 31 March 2025</b>	<b>Y/e 31 March 2024</b>		
	<b>£</b>	<b>£</b>		
Income generated for every £1 spent on fundraising	5.05	7.54		For 2024/25 £(1,998,758-568,679)/ 283,181
Amount available to spend on grants for every £1 raised or donated	0.73	0.83		For 2024/25 £(1,998,758-,82,491- 181,549-283,181)/ 1,998,758

## 1.1 Donations

	Y/e 31 March 2025 £	Y/e 31 March 2024 £	Variance £	% Variance
<b>Incoming resources</b>				
Donations	684,506	724,519	(40,013)	-5.5%

Income from donations for the year ending 31 March 2025 has fallen by £40K compared with the previous financial year. This is largely due to the reduction in donations for the Bronglais Hospital Chemotherapy Day Unit (CDU) following the capital fundraising appeal.

Donation levels will vary significantly year on year, in particular when specific fundraising appeals occur. During the last three years, considerable fundraising has taken place for the Bronglais Chemo Appeal with donations of £727K, £201K and £46K for year ended 2023, 2024 and 2025 respectively. The graph in figure 3 demonstrates donations levels from the 2020/2021 financial year excluding income to the Bronglais Chemo Appeal.

In the year 2024/25, donations for Carmarthenshire and Ceredigion are comparable to each other and have significantly exceeded donations for Pembrokeshire and corporate funds.

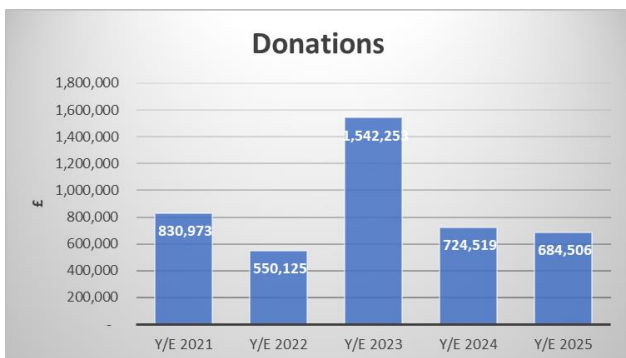


Figure 1: Annual donations from 2021/22 to 2024/25

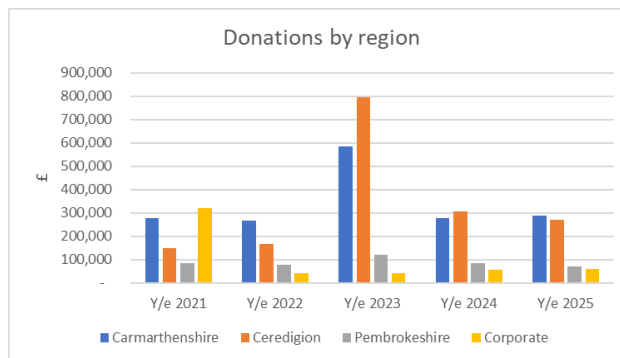


Figure 2: Annual donations from 2021/22 to 2024/25 split by region

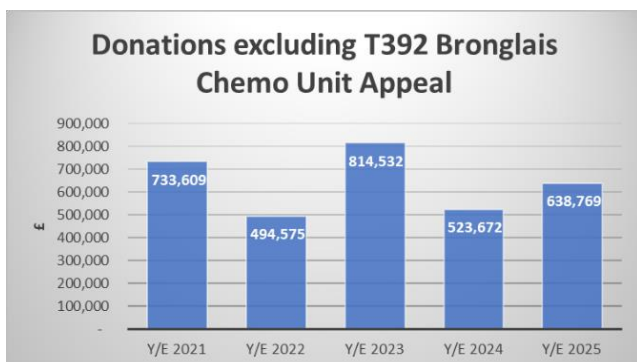


Figure 3: Annual donations from 2021/22 to 2024/25 excluding income to the Bronglais Chemo Appeal

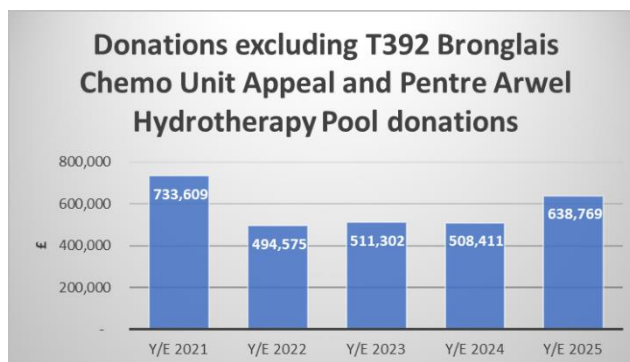


Figure 4: Annual donations from 2021/22 to 2024/25 excluding donations for the Bronglais Chemo Appeal and Pentre Arwel Hydrotherapy Pool

## 1.2 Legacies

	Y/e 31 March 2025 £	Y/e 31 March 2024 £	Variance £	% Variance
<b>Incoming resources</b>				
Legacies	696,746	1,424,750	(728,004)	-51.1%

Legacy income for the year ending 31 March 2025 was £697k and includes four large legacies of £267k, £191k, £80k and £62k to Carmarthenshire and Ceredigion funds.

The reported decrease in income of 51.1% this year compared with the previous financial year is due to a large £1.3m legacy that was received in the year ending March 2024. Significant legacy income was also received in year ending March 2023 due to a large £1.2m legacy gift.

Legacy income is unpredictable which is a typical challenge for the charity sector. There is however no evidence to suggest that fewer people are choosing to remember the charity in their wills due to the participant numbers in the charity's legacy fundraising programme (e.g. Make your Will Month, Free Wills Month), the stewardship of pledges and the oversight of the settlement of estates where the charity is a named beneficiary.

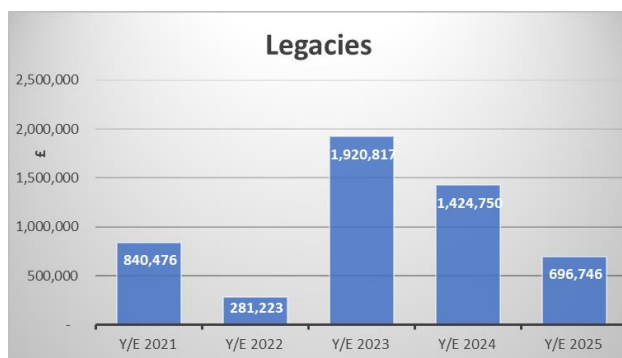


Figure 3: Legacy income from 2021/22 to 2024/25

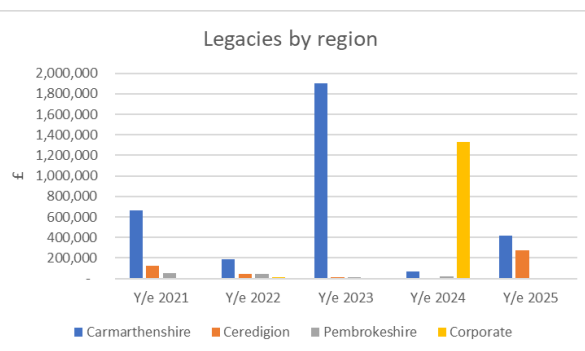


Figure 4: Legacy income from 2021/22 to 2024/25 split by region

### 1.3 Assessment of the financial performance

Although there is a reported decline in income for the year ending 31 March 2025, the benchmarking data provided above indicates that the charity's investment in fundraising and communications activities delivered an above average financial return on investment against the associated costs.

The benchmarking data presented to the December 2024 CFC meeting advised that a widely recognised key performance indicator to measure fundraising performance is the 4:1 ratio; £4.00 income generated (donations, legacies and grants) for every £1.00 spent on fundraising (UK Civil Society Almanac, National Council of Voluntary Organisations).

For the year ending 31 March 2025, for every £1.00 spent on fundraising by HDdHC, £5.05 was generated in income which is above the 4:1 ratio (£7.54 for year ending 31 March 2024).

An update on recent discussions regarding the return on investment of the charity's fundraising function and the benefits derived from this investment will be provided to the 17 June In-Committee CFC meeting.

## 2. Expenditure and Commitments

The following table summarises expenditure to 31 March 2025:

	As at 31 March 2025			
Expenditure	2024-25 (£)	2024-25 %	2023-24 (£)	2022-23 (£)
Charitable activities				
Medical and surgical equipment	425,681	14.7%	759,159	273,189
Office and computer equipment	72,110	2.5%	86,223	39,305
Building and refurbishment	1,692,149	58.3%	1,394,762	66,985
Staff education/ welfare	55,769	1.9%	186,759	97,603
Patient education/ welfare	54,937	1.9%	411,174	126,475
Miscellaneous	52,670	1.8%	61,090	84,532
<b>Total Charitable Activities</b>	<b>2,353,316</b>	<b>81.1%</b>	<b>2,899,167</b>	<b>688,089</b>
Expenditure on raising funds	283,181	9.8%	296,003	451,747
Support costs	181,549	6.3%	176,843	63,757
Governance costs	82,491	2.8%	77,579	47,886
<b>Total (£)</b>	<b>2,900,536</b>	<b>100%</b>	<b>3,449,592</b>	<b>1,251,479</b>

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

- Expenditure: supplier invoices and internal recharges paid in year.
- Commitments: orders raised and receipted but not fully invoiced and expenditure approved by the CFC.

Notable expenditure incurred to 31 March 2025 (spend in **bold** took place in the current quarter):

#### Medical and surgical equipment

- Verathon Bladder Scanners Glangwili Hospital (GGH) (£22,851)
- Accuvein vein viewing system Worthybush Hospital (WGH) (£9,075)
- Six Paxman cooling units (£113,208)
- Aquilant Elus Mini Probe Radial Scanner WGH (£48,265)
- Oceanis birthing pool Bronglais Hospital (BGH) (£14,159)
- Two electrocardiogram (ECG) machines WGH (£16,800)
- Verathon Bladderscan i10 system BGH (£9,913)
- Two BasicLine therapy chairs GGH (£45,468)
- Phillips Electronics Intellivue MX450 GGH (£16,878)
- Teal furniture reclining chair BGH (£7,634)
- Local Anaesthetic Transperineal Prostate (LATP) GMotio biopsy motorised chair GGH (£18,723)
- **Accident and Emergency Trolley GGH (£8,220)**

#### Building and refurbishment

- Enhancement to outpatient area at BGH CDU (£115,779)
- Pharmacy staff rest room works GGH (£22,608)
- **Pentre Awel Hydrotherapy Pool contribution (£1,543,382)**

To note, capital expenditure relating to the BGH Chemotherapy Day Unit (Leri Cancer Unit) was recognised in prior years when the funding commitments were made.

#### Staff education and welfare

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

#### Patient education and welfare

- Interactive singing and movement sessions (£64,220)

- Therapeutic live music in Intensive Care Units (ICUs) (£7,200)
- Recharged staff costs for Black, Asian and minority ethnic (BAME) Community Outreach Programme (£10,460)
- Christmas trip to theatre for families with life-limiting and life-threatening conditions (£7,848)

## 2.1 Governance and Support Costs and Expenditure on raising funds

In March 2024, the CFC approved a total governance, support and expenditure on raising funds budget of £588,167 for the 2024/25 financial year.

For the year 31 March 2025, the reported position for finance and fundraising team costs was an underspend of £40,946 as per the table below:

		Annual Budget 2024-25	Budget to 31/03/2025	Actual Costs to 31/03/2025	(Under) / Over budget to 31/03/2025
Finance		103,344	103,344	103,344	0
Fundraising team	Pay	421,713	421,713	395,848	(25,865)
Fundraising	Non Pay	46,910	46,910	31,915	(14,995)
<b>Sub-total</b>		<b>571,967</b>	<b>571,967</b>	<b>531,107</b>	<b>(40,860)</b>
Audit		16,200	16,200	16,113	(87)
<b>Total</b>		<b>588,167</b>	<b>588,167</b>	<b>547,221</b>	<b>(40,946)</b>

The costs can be analysed into their respective components as follows:

Costs £	Expenditure on raising funds	Support	Governance	Total
Fundraising team				
Pay	251,265	113,259	31,323	395,848
Non-Pay	31,915	-	-	31,915
Finance	-	68,290	35,054	103,344
Audit	-	-	16,113	16,113
<b>Total</b>	<b>283,181</b>	<b>181,549</b>	<b>82,491</b>	<b>547,221</b>

The table below presents all investment income, returns and charges which are apportioned across funds:

	Restricted/ Unrestricted Funds (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(500,836)	(67,843)	(568,679)
Governance & Support - Finance, Fundraising & Support Team	531,107	0	531,107
Audit Fees	16,113	0	16,113
Investment (Gains) & Losses	277,486	101,418	378,904
<b>(Surplus) / Deficit</b>	<b>323,871</b>	<b>33,575</b>	<b>357,446</b>

For clarity on the nature of dividends and interest earned by 'unrestricted', 'restricted' and 'endowment' funds, these can be defined and are 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.*

Dividend and interest on endowment funds have been applied to their restricted funds.

There was a net deficit from unrestricted/restricted apportionments (after investment losses) across funds of £323,871 for the year ending 31 March 2025.

The unrestricted element of this deficit will be met by the T610-HDd Unrestricted Apportionments fund which consists of prior year gains. The current balance on this fund prior to these apportionments is £366,770. The restricted element will be met by the specific funds they relate to as per Charity Commission guidance.

A large investment loss of £365K occurred in the quarter ending 31 March 2025, resulting in an overall investment loss of £379K for the year. In the prior year the charity recognised an investment gain of £817K.

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.

Attached at Annex 1 is the following supplementary information relating to the charity's financial performance the CFC's consideration:

- Statement of Financial Activity for the period ending 31 March 2025.
- Investment performance.
- Material commitments to 31 March 2025.

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

### Argymhelliad / Recommendation

The Charitable Funds Committee is requested to **NOTE** the content of this report.

### **Amcanion: (rhaid cwblhau)**

### **Objectives: (must be completed)**

Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol:  
Datix Risk Register Reference and Score:

**Risk reference:** 2045

**Risk description:** There is a risk of HDdUHB not being able to sustain a paid fundraising function for its charity.  
**Causes:** This is caused by the increased investment in fundraising costs since 2021/22 and the level of charitable income generated by the charity resulting in variable levels of Return of Investment (ROI).

Galluogwyr Ansawdd:  
Enablers of Quality:  
[Quality and Engagement Act \(sharepoint.com\)](#)

Not Applicable

Parthau Ansawdd: Domains of Quality <a href="#">Quality and Engagement Act (sharepoint.com)</a>	Governance, Leadership and Accountability
Amcanion Strategol y BIP: UHB Strategic Objectives:	Not Applicable
Amcanion Cynllunio Planning Objectives	Not Applicable
Amcanion Llesiant BIP: UHB Well-being Objectives: <a href="#">Hyperlink to HDdUHB Well-being Objectives Annual Report 2021-2022</a>	10. Not Applicable

<b>Gwybodaeth Ychwanegol: Further Information:</b>	
Ar sail tystiolaeth: Evidence Base:	Ledger reports and investment reports.
Rhestr Termiau: Glossary of Terms:	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:	Fundraising Team

<b>Effaith: (rhaid cwblhau) Impact: (must be completed)</b>	
<b>Ariannol / Gwerth am Arian: Financial / Service:</b>	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.
<b>Ansawdd / Gofal Claf: Quality / Patient Care:</b>	Charity objects are in support of NHS services locally.
<b>Gweithlu: Workforce:</b>	Expenditure on governance and support costs (including fundraising and finance) included in Annex 1 of the Integrated Performance Report.
<b>Risg: Risk:</b>	Reputational risk if associated with unethical fundraising.
<b>Cyfreithiol: Legal:</b>	The charity's financial reporting is in line with charity law and guidance.
<b>Enw Da: Reputational:</b>	Reputational risk if associated with unethical fundraising.
<b>Gyfrinachedd: Privacy:</b>	No impact.

**Cydraddoldeb:  
Equality:**

No EqIA is considered necessary for a report of this type.



# **Annex 1**

## **Financial Performance**

### **Supplementary Information**

***Position as at 31 March 2025***



# 1: Statement of Financial Activity for the period ended 31 March 2025

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 31 MARCH 2025									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£
<b>Incoming resources</b>									
Donations	90,462	486,623	19,808	57,501	9,822	20,290	0	<b>684,506</b>	
Legacies	1,059	423,293	1,000	271,394	0	0	0	<b>696,746</b>	
Grants receivable	33,794	0	0	0	0	(92)	0	<b>33,702</b>	
Investment income	0	67,843	0	0	0	0	500,836	<b>568,679</b>	
Income from other trading activities	15,125	0	0	0	0	0	0	<b>15,125</b>	
Other incoming resources	0	0	0	0	0	0	0	<b>0</b>	
	<b>140,439</b>	<b>977,759</b>	<b>20,808</b>	<b>328,896</b>	<b>9,822</b>	<b>20,198</b>	<b>500,836</b>	<b>1,998,758</b>	
<b>Resources expended</b>									
Expenditure on raising funds	0	0	0	0	0	0	(283,181)	<b>(283,181)</b>	
Charitable activities	(46,568)	(572,749)	(1,582,384)	(120,077)	(5,122)	(26,416)	0	<b>(2,353,316)</b>	
Support Costs	0	0	0	0	0	0	(181,549)	<b>(181,549)</b>	
Governance costs	0	0	0	0	0	0	(82,491)	<b>(82,491)</b>	
Investment Management	0	0	0	0	0	0	0	<b>0</b>	
	<b>(46,568)</b>	<b>(572,749)</b>	<b>(1,582,384)</b>	<b>(120,077)</b>	<b>(5,122)</b>	<b>(26,416)</b>	<b>(547,220)</b>	<b>(2,900,536)</b>	
<b>Net incoming/(outgoing) resources before transfers</b>	<b>93,872</b>	<b>405,009</b>	<b>(1,561,576)</b>	<b>208,819</b>	<b>4,699</b>	<b>(6,217)</b>	<b>(46,384)</b>	<b>(901,778)</b>	
Gross transfers between funds	4,800	(4,800)	0	0	0	0	0	<b>0</b>	
<b>Net incoming/(outgoing) resources</b>	<b>98,671</b>	<b>400,210</b>	<b>(1,561,576)</b>	<b>208,819</b>	<b>4,699</b>	<b>(6,217)</b>	<b>(46,384)</b>	<b>(901,778)</b>	
<b>Gains/(losses) on investment assets</b>									
Realised and Unrealised	0	(101,418)	0	0	0	0	(277,486)	<b>(378,904)</b>	
<b>Net movement in funds</b>	<b>98,671</b>	<b>298,792</b>	<b>(1,561,576)</b>	<b>208,819</b>	<b>4,699</b>	<b>(6,217)</b>	<b>(323,870)</b>	<b>(1,280,682)</b>	
<b>Opening balance at 01 April 2024</b>	<b>1,389,231</b>	<b>7,192,447</b>	<b>2,797,423</b>	<b>247,489</b>	<b>137,486</b>	<b>230,160</b>	<b>0</b>	<b>11,994,235</b>	
<b>Closing balance at 31 March 2025</b>	<b>1,487,902</b>	<b>7,491,239</b>	<b>1,235,847</b>	<b>456,308</b>	<b>142,185</b>	<b>223,942</b>	<b>(323,870)</b>	<b>10,713,553</b>	

## 2: Investment Performance

As at 31 March 2025, the value of investments (excluding investment property) held by the charity was £8,552,970. The value of total funds held at the same date in 2025 was £8,971,874.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,289,294 and secondly a general charity fund of £6,263,676. The charity also currently holds £4,880,191 in a deposit account.

Over the quarter the Fund returned -3.38% compared with the comparator return of -3.29%. Over the last 12 months, the Fund returned -1.46% compared with the comparator return of 4.05%.

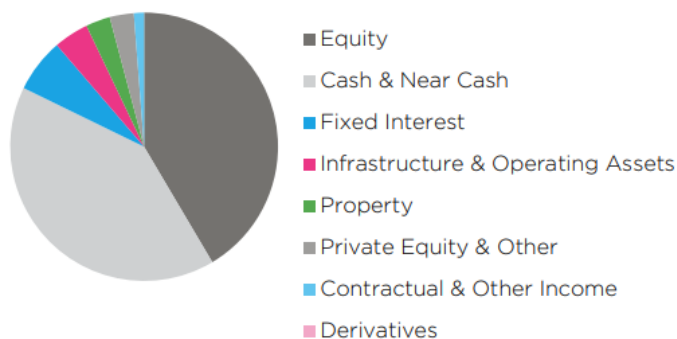
### Total return performance

Performance* to 31 March 2025	3 months	1 year	3 years p.a.	5 years p.a.
Ethical	-3.38%	-1.46%	+2.99%	+8.58%
Comparator	-3.29%	+4.05%	+5.28%	+9.90%

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

Asset class breakdown	Allocation (%)
Equity	41.47
Cash & Near Cash	40.76
Fixed Interest	6.47
Infrastructure & Operating Assets	4.20
Property	2.96
Private Equity & Other	2.93
Contractual & Other Income	1.20
Derivatives	0.01
<b>Total</b>	<b>100.00</b>



### 3: Outstanding material commitments as at 31 March 2025 (approved by CFC)

Service	£	Description	Date Approved	Status
Cancer Services - Ceredigion	364,773	BGH Chemotherapy Development	Jun-21	Funds committed to the delivery of a new Chemotherapy Day Unit at BGH. Expenditure of funds will be aligned to the delivery of the capital scheme.
Cancer Services - Ceredigion	277,513	BGH Chemotherapy Development	Mar-24	
Cancer Services - Health Board Wide	30,661	Heads Up to Cancer - Cancer Hair Loss project	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	27,895	Creative Activities for Staff Wellbeing (Arts and Health)	Sep-23	On going project
Arts and Health (Nursing, Quality & Patient Experience)	195,860	Capacity Building project: to contribute to the salary and oncosts of a B6 Project Manager and arts and health activities budget for patients (Arts and Health)	Mar-24	On going project
Mental Health & Learning Disabilities, Community & Integretad Medicine	60,890	Interactive singing & movement sessions for older adult mental health and adult frailty inpatient wards (health board wide)	Jun-24	On going project
Cancer Services - Ceredigion	114,699	Enhancement to outpatient area at BGH Chemotherapy Day Unit	Sep-24	On going project
Carmarthenshire Community	1,543,382	Pentre Arwel Hydrotherapy Pool	Mar-25	On going project
	<b>2,615,674</b>			



Elusennau Iechyd  
**HYWEL DDA**  
Health Charities

**2025-26**



Elusennau Iechyd  
**HYWEL DDA**  
Health Charities

# Workplan 2025-26

Progress update April and May 2025

## Strategic objective 1: Making a difference

### Priority areas for 2025/26

	Activity	Update on progress to May 2025	RAG rating
1.	<p>Launch the new online charitable funds application process for expenditure requests under £10,000.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> <li>The new application process is in test phase. Colleagues from across the organisation have been invited to test the new application form during June 2025 and feedback will inform the final version.</li> <li>Work on the automated authorisation process will begin in June when an updated fund manager list is available following the completion of the new designated fund structure and changes to the management structures of the Clinical Care Groups (CCG).</li> <li>Pending the availability of dedicated software development time, staff training will be delivered on the new administration processes during August and September 2025 and the new application process will be launched before the end of September.</li> <li>The new charitable funded application process for study leave (incorporating expenditure approval into the HDdUHB study leave application) will be launched before the end of June 2025.</li> </ul>	
2.	<p>Launch the internal communications campaign and associated user-friendly guidance to ensure that staff are aware of, and understand, the new charitable funds application process and new fund structure.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> <li>All communications materials for the internal campaign have been developed in readiness for the launch of the new application process.</li> </ul>	
3.	<p>Launch the guidance for our fund managers to ensure that they understand the nature and value of the funds they are responsible for as well as their roles and responsibilities as custodians of our charitable funds.</p> <p><i>Carried forward from 2024/25</i></p>	<ul style="list-style-type: none"> <li>Guidance for fund managers has been developed in readiness for the launch of the new application process.</li> </ul>	
4.	<p>Develop an expenditure plan for the charity's General Fund that provides equitable access to funding for areas where measurable improvements can be made to maximise patient benefit.</p>	<ul style="list-style-type: none"> <li>Complete. Agenda item for 17 June CFC meeting.</li> </ul>	

## Strategic objective 2: Fundraising and Communications

### Priority areas for 2025/26

	Activities	Update on progress to May 2025	RAG rating
1.	Complete the upgrade of the charity's current Customer Relationship Management (CRM) database to a new and improved web version. <i>Carried forward from 2024/25</i>	<ul style="list-style-type: none"> <li>There have been further delays to the CRM upgrade due to ongoing conversations with the supplier regarding insurance requirements as set out in the Data Processing Agreement (DPA). We are working closely with Information Governance and Legal Services to resolve this delay.</li> <li>The delays are not having a significant impact on our service provision as our existing CRM is still operational.</li> </ul>	Yellow
2.	Plan and deliver a new charity-led mass participation event to encourage increased fundraising for the charity	<ul style="list-style-type: none"> <li>The new mass participation event will be a sponsored Fire Walk that will take place in the autumn. We are currently researching host companies, and the new event will be launched during quarter two.</li> </ul>	Green
3.	Identify and apply for relevant funding opportunities from external grant-giving trusts and foundations for eligible projects across HDdUHB to increase the charity's income from this funding source.	<ul style="list-style-type: none"> <li>A bid for £150,000 has been submitted to the NHS Charities Together Innovation Challenge grant fund for an arts project supporting children and young people on the Child and Adolescent Mental Health Service (CAMHS) waiting list.</li> </ul>	Green
4.	Plan and deliver a fundraising campaign for Tonic Surf (surf therapy sessions) in aid of the Child and Adolescent Mental Health Service (CAMHS).	<ul style="list-style-type: none"> <li>Successful application to the Tesco Stronger Starts scheme. Tonic Surf is one of three projects open to the customer vote in two Aberystwyth stores until 30 June.</li> <li>Tonic Surf is guaranteed to receive income from the vote with the project with the highest number of votes receiving £1,500.</li> <li>Currently working on a mailing to all local Nisa stores promoting the initiative, requesting local fundraising support.</li> </ul>	Green
5.	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.	<ul style="list-style-type: none"> <li>Work has begun on developing a suite of marketing materials for the Intensive Care Units in Bronglais, Glangwili, Prince Philip and Withybush Hospitals. The package will include large posters, flyers and dedicated online donation pages, supported by social media work to raise awareness of the service's designated charitable funds and to promote ways to support.</li> </ul>	Green

## Strategic objective 3: Maximising the contribution

### Priority areas for 2025/26

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

### 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.



## LERI CANCER UNIT OFFICIALLY OPENED



Bronglais Hospital's Leri Cancer Unit was officially opened on 10 May 2025 by the team who care for patients with cancer at the Aberystwyth hospital.

The £3million unit was funded primarily by charitable income following the success of the Bronglais Chemo Appeal. It will provide treatment and care for people with cancer from Ceredigion, North Powys and South Gwynedd.

Patients and their families, fundraisers and donors, hospital staff and members of the local community came together at the official opening celebration.

Speaking at the opening, Dr Elin Jones, Consultant Oncologist at Bronglais Hospital, said: "Today, I'm thanking the tireless work of the project team who have made this happen, but most of all, I'm thanking, truly from the bottom of my heart, the individuals, families, community groups, clubs and organisations, our angels who have been with us for the last 25 years, as it is you who have made this a unit to serve the community as your friends and loved ones have to face their cancer journey."

## BIG BIRTHDAY BAKE LAUNCHES

In May 2025 we launched our NHS BIG Birthday Bake campaign which calls on local communities to get baking this July to mark the NHS's 77<sup>th</sup> birthday and support their local NHS services.

We are asking supporters to take part by holding tea parties, bake sales, or any other baking-related event. The creative bakers can also enter a cake-decorating competition judged by none other than Georgie Grasso, winner of the 2024 Great British Bake Off.

Tara Nickerson, Fundraising Manager, said: "Fundraising plays such an important role in enhancing the lives of our patients and staff at each of our services. We hope that people will be inspired to take part in our BIG Birthday Bake to celebrate the NHS's birthday and make a difference for patients and staff across Hywel Dda.

"Never has the charity been more important in helping deliver the very best care and experiences for patients and staff."

Fundraising Officer Claire Rumble added: "Of course, baking also brings people together, and we hope that the campaign will have a really positive impact on the wellbeing of everyone who takes part!"



## ZIP LINE CHALLENGE RAISES OVER £6K



On 22<sup>nd</sup> March 2025, 20 brave fundraisers took on our Zip Line Challenge and sailed down the Velocity zip line at Penrhyn Quarry.

Set in north Wales near the stunning Snowdon range in what once was the world's largest slate quarry, Zip World Penrhyn Quarry provides exhilarating zip rides 500m above the bright blue quarry lake.

Velocity is the fastest zip line in the world and our brave fundraisers travelled at speeds of up to 100mph!

We are delighted to report that they raised over £6,000 for the charity – an amazing result. A huge THANK YOU to you all!

## FOCUS: OUR LEGACY CAMPAIGNS



Legacy donations are a vital part of the charity's income. Throughout the year we run campaigns which provide our supporters with opportunities to write their will at a reduced cost, and we promote legacy donations across our communications platforms.

In May 2025 we ran our Make Your Will Month campaign which sees us team up with solicitors across Carmarthenshire, Pembrokeshire and Ceredigion. During May, the solicitors waive their usual fee in exchange for a donation to our charity, and our supporters are able to make or update their will at a greatly reduced rate.

By the end of May, 24 supporters had signed up and made their will, which saw donations to the charity top £3,500. We'll be updated later in the

year about any legacy donations to the charity which were written into those wills.

In October we run our Free Wills Month – an opportunity for supporters to write their will for free with trusted will provider Farewill.

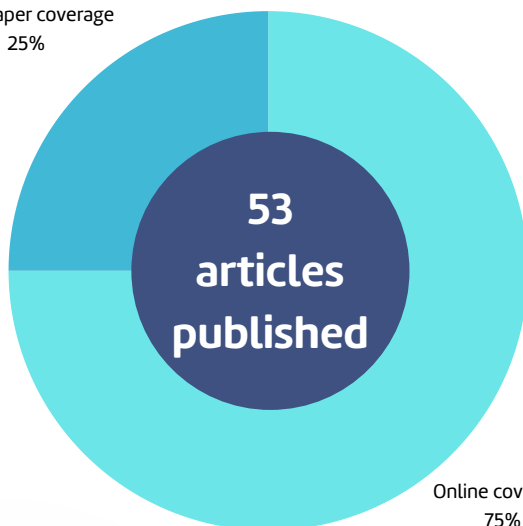
Every summer and Christmas we issue communications to those who have pledged to leave us a legacy, updating them on the work of the charity. We also promote legacy giving with our legacies web page, information pack, monthly newsletter and social media posts.

Our legacies income is also supported by our work managing historic, on-going and new legacies, ensuring that all pledged gifts in wills are monitored, chased and received in a timely manner.

## COMMUNICATIONS: ONE-MONTH SNAPSHOT

Between 19/04/25 and 19/05/25 we issued 15 press releases which secured positive media coverage for both the charity and the health board.

Newspaper coverage  
25%



Online coverage  
75%

Between 19/04/25 and 19/05/25 we issued 185 social media posts across our Facebook, X and Instagram pages and via Viva Engage. Highest performing post (Facebook – English, 13/05/25): charity-funded fixed birthing pool at Gwenllian maternity ward, Bronglais officially opened.



# IN FOCUS:

## HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

### CONFERENCE HELPS HYWEL DDA STAFF STRENGTHEN KNOWLEDGE ON BREASTFEEDING

Thanks to donations, we have funded eight members of staff to attend the UNICEF/WHO Baby Friendly Initiative 2024 Virtual Conference.

Janice Jones, HCSW; Sandra Imperato, HCSW; Deborah Weymouth, Midwife; Kelly Rees, Midwife; Izabela Middleton, Midwife; Anwen Brown, Midwife; Charlotte North, Midwife and Padi Sutherland, Infant Feeding Coordinator Specialist Midwife, were all able to attend the conference.



The conference showcased new research and innovations in the fields of infant feeding and relationship building. The conference covered a range of topics including the infant feeding support needs of women with severe mental

illness, compassion and innovation in healthcare, formula pricing, and more.

Padi Sutherland said: "We are very grateful that charitable donations have enabled our staff to partake

in this conference. The conference has helped our staff strengthen their knowledge and evidence-base to support increasing the potential for women and birthing people who breastfeed in the longer term."

### TEACHING ARM FUNDED FOR GLANGWILI OPHTHALMOLOGY TEAM

Thanks to generous donations, we have funded a teaching arm worth over £5,900 for the Ophthalmology Department at Glangwili Hospital.

A teaching arm helps doctors and other professionals learn how to perform laser treatments.

Marta Barreiro Martins, Senior Nurse Manager, said: "We are incredibly grateful that Hywel Dda Health Charities has funded this training arm for our department.

"Selective Laser Trabeculoplasty (SLT) treatment has been deemed efficient in treating glaucoma patients and is now the first line treatment of choice for newly diagnosed patients, as per NICE guidance.

"Having a laser unit set up for training will ensure other doctors can be trained and that more laser sessions can be set up in order to be able to treat more patients and reduce their waiting time for treatment."



# ECG MACHINES WORTH £14,000 FUNDED FOR WITHYBUSH HOSPITAL



**Thanks to generous donations, we have purchased two new Electrocardiogram (ECG) machines worth over £14,000 for the Emergency Department at Withybush Hospital.**

Chest pain is a very common presentation at the Emergency Department which sees between 100 and 130 patients a day. ECG machines provide key information on a patient's heart by measuring rhythm and electrical activity.

The additional ECG machines will help ensure that

patients presenting with chest pain receive an assessment as quickly as possible.

Senior Nurse Manager Josephine Dyer said: "We are so grateful that generous donations from our local community have enabled us to purchase the two ECG machines for the Emergency Department.

"High numbers of patients present with chest pain and require an ECG, so we hope that having the additional machines will reduce waiting times and offer an improved patient experience."

## NEW BEDSIDE CHAIRS FUNDED FOR BRONGLAIS STROKE WARD



**Thanks to generous donations, we have been able to fund new bedside chairs for Yswyth Ward, the stroke ward, at Bronglais Hospital.**

Claire Durant, Ward Administrator, said: "We're incredibly grateful for the generous donations we have received that have enabled us to purchase these new chairs.

"The chairs will provide patient support, rehabilitation and comfort. The chairs are easy to move, clean and supportive for patients of all ages and abilities. They are invaluable to the patients and encourage rehabilitation and the ability to sit out of bed in comfort."

For more charity updates, please visit:  
[hywelddahealthcharities.org.uk](http://hywelddahealthcharities.org.uk)

