



PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	17 September 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 June 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 2023/2028.

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. The **net outgoing resources before transfers** of the charity is **£99,679** for the period ending 30 June 2024.
2. Total **incoming resources** to 30 June 2024 were **£287,508** of which:
 - **£135,304** related to **donations and fundraising income** compared to **£229,379** for the same period last year.
 - **£2,000** related to **legacy income** has been received in the year compared to **£nil** for the same period last year.
 - **£1,125** related to **grant income** compared to **£27,101** for the same period last year.

- **£145,758** related to **investment income** compared to **£65,095** for the same period in the previous year.
 - **£3,322** related to **income from other trading activities** compared to **£4,173** for the same period last year. This was the profit generated by the lottery for the period.
3. The charity's **overall income from donations, grants and legacies** to 30 June 2024 has decreased by **£118,051** in comparison to the previous year's income for the same period.
 4. The **closing value of investments** held by the charity on 30 June 2024 was **£8,924,376**. The **value of total funds** at the same date in 2023 was **£8,160,906**.
 5. **Realised and unrealised loss on investment assets** amounted to **£7,498** for the period ending 30 June 2024, compared to a gain of **£27,971** for the same period last year.
 6. The **closing balances** of the charity **bank accounts** as of 30 June 2024 were: **current account £3,276** and **deposit account £256,064**. **£6,158,833** is also held in a **high interest deposit account** with CCLA.
 7. Our expenditure on charitable activities for the period ending 30 June 2024 was **£279,382** compared to **£134,902** in comparison to previous year's expenditure for the same period.
 8. The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred in the year to 30 June 2024 is **£9,351 underspent** against budget.
 9. There was a **net deficit from unrestricted apportionments** (after investment gains) across funds of **£13,572** for the period ending 30 June 2024.

In addition to the Statement of Financial Activity for the period ending 30 June 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 June 2024 (Annex 1 Appendix 3).
- Expenditure over £5,000 for the period 1 April to 30 June 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 2024/2025:

- Progress update on the 2024/2025 workplan (Annex 2)
- Autumn 2024 highlights from the fundraising and communications support team (Annex 3)
- Communications overview to August 2024 (Annex 4)

Assessment of financial performance

The Integrated Performance Report notes the continued decline in the charity's income in comparison to previous years.

Although the charity's income reduced in 2021/2022 following the COVID-19 pandemic, 2022/2023 saw the charity's highest recorded income since its establishment with income of £3.98M. This was as a result of the successful Bronglais Chemo Appeal, as well as significant donations for the Pentre Awel hydrotherapy pool. In 2023/2024 the charity's income was £2,660,637 (draft annual accounts 2023/2024) with a reported decrease in income for the financial year due to the significant income received in 2022/2023.

Hywel Dda Health Charities (HDdHC), like many other charities, is feeling the impact of a difficult financial climate. This is despite the increased investment in the fundraising and communications functions, and the efforts being made by the team to stabilise and increase income levels by promoting the charity widely and offering a variety of fundraising opportunities for those who want to help us achieve our charitable objectives.

A consequence of the decline in the charity's income is that the current level of expenditure on governance and support costs may exceed the charity's overall income levels, which does not demonstrate a positive return on investment.

Due to the continued reported decline in donations, the CFC is asked to note that during September, October and November the charity will explore ways to reduce its governance and support costs as well as undertake a review of its fundraising strategy to explore alternative ways of stabilising the charity's income to mitigate a further decline in income.

This work will be aligned to the review of the fundraising and communications function and the impact and benefits of this function, previously requested by the CFC.

Argymhelliad / Recommendation

The Charitable Funds Committee is requested to

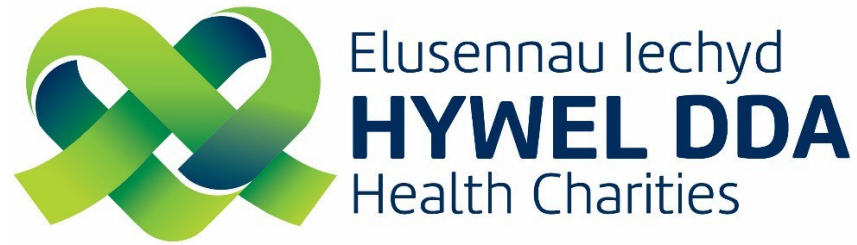
- **NOTE** the content of this report and the steps that are being undertaken to address the decline in the charity's income levels.

Amcanion: (rhaid cwblhau) Objectives: (must be completed)	
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not applicable
Galluogwyr Ansawdd: Enablers of Quality: Quality and Engagement Act (sharepoint.com)	Not Applicable
Parthau Ansawdd: Domains of Quality Quality and Engagement Act (sharepoint.com)	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: 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 Equality Impact Assessment (EqIA) is considered necessary for a report of this type.



Integrated Performance Report

Position as of 30 June 2024



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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 2024/2025.

2. Summary of Key Financial Activity

2.1 The **net outgoing resources before transfers** of the charity is **£99,679** for the period ending 30 June 2024 (see Appendix 1).

2.2 Total **incoming resources** to 30 June 2024 (see Appendix 1) were **£287,508** of which:

- **£135,304** related to **donations and fundraising income**, compared to **£229,379** for the same period last year.
- **£2,000** related to **legacy income** had been received to date in year; compared to **£nil** for the same period last year.
- **£1,125** related to **grant income**, compared to **£27,101** for the same period last year.
- **£145,758** related to **investment income** compared to **£65,095** for the same period last year.
- **£3,322** related to **income from other trading activities** (profit generated from the lottery) compared to **£4,173** last year.

2.3 The charity's **overall income from donations, grants and legacies** to 30 June 2024 has decreased by **£118,051** in comparison to previous year's income for the same period.

2.4 The **closing value of investments** held by the charity on 30 June 2024 was **£8,924,376**. The **value of total funds** at the same date in 2023 was **£8,160,906**.

2.5 **Realised and unrealised losses on investment assets** amounted to **£7,498** for the period ending 30 June 2024, compared to a gain of **£27,971** for the same period last year.

The **closing balances** of our charity **bank accounts** as of 30 June 2024 were: **current account £3,276** and **deposit account £256,064**. **£6,158,833** is also held in a **high interest deposit account** with CCLA.

- 2.6 Our expenditure on charitable activities for the period ending 30 June 2024 was **£279,382** compared to **£134,902** in comparison to previous year's expenditure for the same period.
- 2.7 The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred in the year to 30 June 2024 is **£9,351 underspent** against budget.
- 2.8 There was a **net deficit** from **unrestricted/restricted apportionments** (after investment gains) across funds of **£13,572** for the period ending 30 June 2024.

Further information for the period ending 30 June 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 June 2021 to June 2024

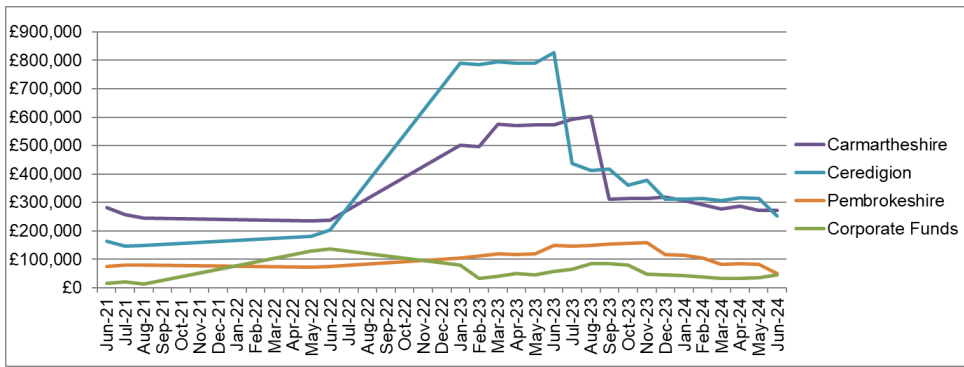
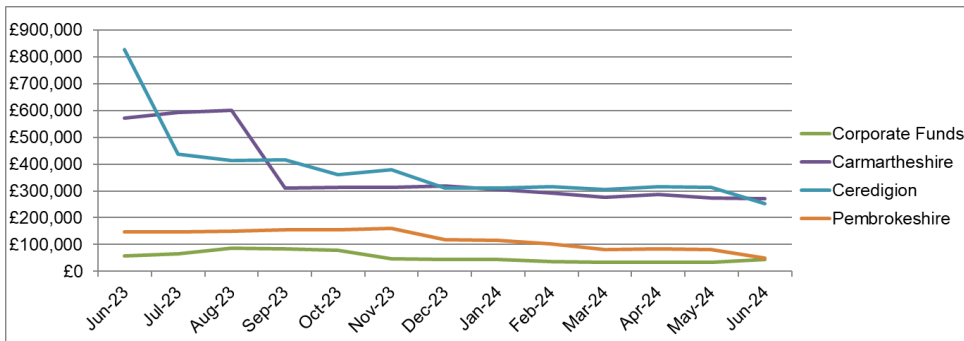


Figure 2: Rolling annual donation figures by county from June 2023 to June 2024



- The charity's overall income from donations, grants and legacies to 30 June 2024 was £138,429. This has decreased by 46% £118,051 in comparison to the same period in the previous financial year where £256,480 was received.
- Donations for the 3-month period to 30 June have decreased by 41% to £135,304 compared with the same period in the prior year.
- During this reporting period, the Bronglais Chemo Appeal accounts for 54% of the reported reduction in donations.
- Legacy income for the 3-month period to 30 June 2024 was £2,000 compared with £nil for the same period last year.
- There was an overall loss of £7,498 on investment assets reported is compared to a gain of £27,971 for the same period last year.

4. Our Expenditure and Commitments

Figure 3: Charitable expenditure to 30 June 2024

Expenditure	2022-23 (£)	2023-24 (£)	As at 30 June 2024	
			2024-25 (£)	2024-25 %
Support costs	111,643	114,539	29,131	10.4
Medical and surgical equipment	273,189	622,229	146,673	52.5
Office and computer equipment	39,305	64,345	17,892	6.4
Building and refurbishment	66,985	-19,807	7,715	2.8
Staff education/ welfare	97,603	60,571	14,299	5.1
Patient education/ welfare	126,475	105,599	43,526	15.6
Miscellaneous	84,532	74,355	20,146	7.2
Total (£)	799,732	1,021,831	279,382	100

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

- Expenditure: supplier invoices and internal recharges paid in period.
- Commitments: orders received but not fully invoiced.

- Charitable expenditure to 30 June 2024 including support costs (finance and audit) was £279,382.

The above table shows expenditure recognised within the accounts. As well as this expenditure the charity has also committed to the following expenditure:

Commitments	As at 30 June 2024	
	2024-25 (£)	2024-25 %
Support costs	0	0.0
Medical and surgical equipment	122,203	6.5
Office and computer equipment	68,000	3.6
Building and refurbishment	1,416,636	75.1
Staff education/ welfare	75	0.0
Patient education/ welfare	272,733	14.5
Miscellaneous	5,841	0.3
Total (£)	1,885,488	100

Summary of expenditure incurred to 30 June 2024:

Medical and surgical equipment

- Ultrasound for GGH Anaesthetics (£42,600)
- Hamilton MR1 ventilator for WGH (£28,704)
- SMOTs ceiling mounted cameras (£22,428)
- HAAG-STREIT BI900 Slit lamp WGH (£17,790)

Office and computer equipment

- Arvada High back bedside chair (£4,852?)

Patient education and welfare

- Actual and committed staff costs in relation to approved projects namely CaPS, Trainee Haematology Clinical Specialist Nurses, Delivering Nutrition Skills for Life Programme and Domestic Abuse Specialist.
- Cancer Hair Care Year 1 costs (£41,041)

Miscellaneous

- Interactive display (£5,823)

4.1 Governance and Support Costs

Figure 4: Finance and fundraising costs to 30 June 2024

		Annual Budget 2023-24	Budget to 30/06/2024	Actual Costs to 30/06/2024	(Under) / Over budget to 30/06/2024
Finance		103,344	25,836	25,836	0
Fundraising	Pay	421,713	105,428	99,049	-6,379
	Non Pay	46,910	11,728	8,756	-2,972
Total		571,967	142,992	133,641	-9,351

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

	Restricted/ Unrestricted Funds (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(128,855)	(16,903)	(145,758)
Governance & Support - Finance, Fundraising & Support Team	133,641	0	133,641
Audit Fees	3,295	0	3,295
Investment (Gains) & Losses	5,491	2,007	7,498
(Surplus) / Deficit	13,572	(14,896)	(1,324)

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 June 2024, the reported position for finance and fundraising costs was an underspend of £9,351 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 their 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 to 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 June 2024

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 30 JUNE 2024									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£
Incoming resources									
Donations	27,702	89,220	4,072	6,824	2,453	5,033	0	135,304	
Legacies	0	2,000	0	0	0	0	0	2,000	
Grants receivable	1,125	0	0	0	0	0	0	1,125	
Investment income	0	16,903	0	0	0	0	128,855	145,758	
Income from other trading activities	2,822	0	500	0	0	0	0	3,322	
Other incoming resources	0	0	0	0	0	0	0	0	
	31,648	108,123	4,572	6,824	2,453	5,033	128,855	287,508	
Resources expended									
Expenditure on raising funds	0	0	0	0	0	0	(107,805)	(107,805)	
Charitable activities	(55,969)	(186,134)	(3,365)	(2,000)	(2,466)	(317)	0	(250,251)	
Support Costs	0	0	0	0	0	0	(25,836)	(25,836)	
Governance costs	0	0	0	0	0	0	(3,295)	(3,295)	
Investment Management	0	0	0	0	0	0	0	0	
	(55,969)	(186,134)	(3,365)	(2,000)	(2,466)	(317)	(136,936)	(387,187)	
Net incoming/(outgoing) resources before transfers	(24,321)	(78,011)	1,207	4,824	(13)	4,716	(8,081)	(99,679)	
Gross transfers between funds	0	0	0	0	0	0	0	0	
Net incoming/(outgoing) resources	(24,321)	(78,011)	1,207	4,824	(13)	4,716	(8,081)	(99,679)	
Gains/(losses) on investment assets									
Realised and Unrealised	0	(2,007)	0	0	0	0	(5,491)	(7,498)	
Net movement in funds	(24,321)	(80,018)	1,207	4,824	(13)	4,716	(13,572)	(107,177)	
Opening balance at 01 April 2024	1,794,645	9,113,308	2,016,233	231,188	134,014	226,613	428,913	13,944,914	
Closing balance at 30 June 2024	1,770,324	9,033,290	2,017,439	236,013	134,001	231,329	415,341	13,837,737	

Appendix 2: Investment performance

As of 30 June 2024, the value of investments held by the charity was £8,924,376. The value of total funds held at the same date in 2023 was £8,160,906.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,388,705 and secondly a general charity fund of £6,535,671. The charity also currently holds £6,158,833 in a deposit account.

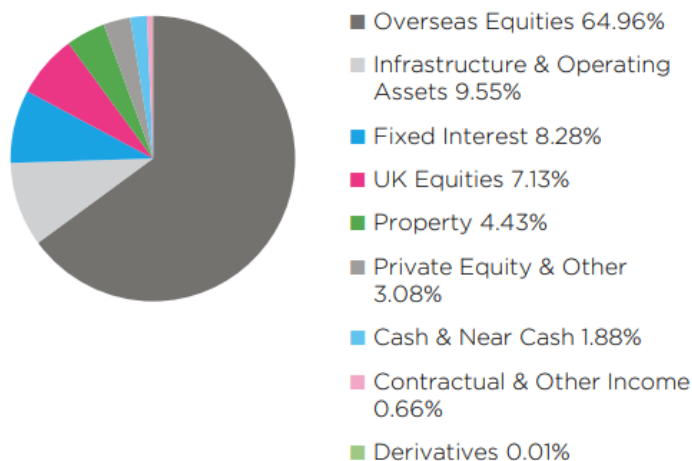
Over the quarter the Fund returned 0.62% compared with the comparator return of 1.86%. Over the last 12 months, the Fund returned 12.59% compared with the comparator return of 16.48%.

Total return performance

Performance* to 30 June 2024	3 months	1 year	3 years p.a.	5 years p.a.
Ethical	+0.62%	+12.59%	+4.86%	+7.62%
Comparator	+1.86%	+16.48%	+6.34%	+7.07%

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 June 2024



Appendix 3: Outstanding material commitments as of 30 June 2024 (approved by CFC)

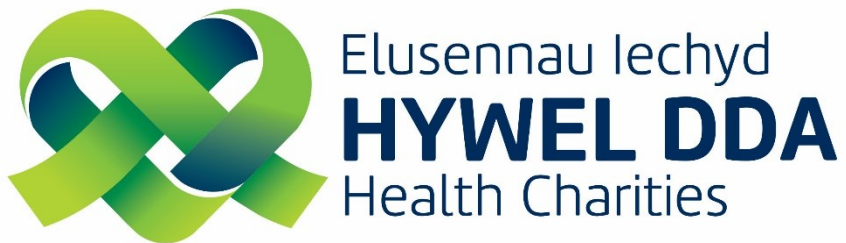
Service	£	Description	Date Approved	Status
Cancer Service - Ceredigion	259,977	BGH Chemotherapy Development	2015	Funds committed to the delivery of a new Chemotherapy Day Unit at BGH. Expenditure of funds will be aligned to the delivery of the capital scheme.
Cancer Service - Ceredigion	287,496	BGH Chemotherapy 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	1,036,643	* BGH Chemotherapy Development	Nov-23	
Cancer Service - Ceredigion	344,295	* BGH Chemotherapy Development	Mar-24	
Cancer Service - Ceredigion	28,419	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted to support staff costs.
Cancer Service - Pembrokeshire	14,640	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	
Cancer Services	39,958	Cancer Psychological Support Pilot Project Year 3 - 5	Nov-21	Approved additional contribution towards the project. Monthly recharges transacted to support staff costs.
Cancer Services	123,959	Heads Up tp Cancer - Cancer Hair Loss project	Sep-23	On going project
Workforce	35,000	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	
	198,065	* 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	
	2,791,226			

* Commitment made to utilise these funds. Expenditure not recognised within the Accounts.

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

Service	Fund Name	£	Description	Claim Ref
Glangwili Hospital, Theatres	T714 GGH Anaesthetics	42,600	GE VENUE ULTRASOUND	CF02872
Glangwili Hospital, Theatres	T467 WGH ICU Fund T458 WGH General Purpose Fund	28,704	HAMILTON-MR1 VENTILATOR	CF02731
Withybush Hospital, A&E	T458 WGH General Purpose Fund	17,790	HAAG-STREIT BI900 SLIT LAMP COMPLETE ON HSM600 TABLE	CF02755
Workforce and Organisational Development	T600 Support for Life Response Fund	22,428	Simulation Education Equipment	CFC SBAR
Gastroenterology, Prince Philip Hospital	T706 Carms Gastroenterology	5,449	Ultrasound (Phillips Lumify C5-2 Android Tablet)	CF02825
Cancer Services	T075 Carmarthen Oncology Fund T376 Leri Day Hospital T865 Ceredigion Cancer Services T440 WGH Chemotherapy Unit T905 Pembs Cancer Services	41,041	Cancer Services 'Head up' project CFC Sep 23	CFC SBAR
Cancer Services	T865 CE Ceredigion Services T075 CAR Oncology Fund T091 CAR PPH Cancer Services T905 Pembs Cancer Services	8,652	Maintenance & Training of Paxman Coolers in GGH – CDU	CF02606
Prince Philip Hospital, Diabetes Centre	T793 Carms Diabetic Services Fund	5,823	Interactive Displays	CF02823
		172,487		

#MakingaDifference in 2024-25



Workplan 2024-2025

Progress update June to August 2024

Strategic objective 1: Making a difference

Priority areas for 2024/2025

	Activity	Update on progress August 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 HDdHC have been deferred to the December 2024 meeting. This is because the next steps involved in the rationalisation of funds project cannot begin until the 2023/2024 year-end position is closed. • Final legal advice on the reclassification of legacy gifts has been received, which will enable the project to progress following the closure of the year-end position. • During Quarter 3, further engagement work is required with the following services to ensure that any proposed changes are aligned to the new management structures of the departments, specialities and services holding the funds: <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"> • Further work is required on the automated approvals process associated with the new electronic application form for expenditure requests under £10,000 to meet audit requirements. This work will be undertaken during September and October 2024. • Staff training on the new administration processes will be delivered during October, with the aim of launching the new form during November 2024. 	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"> • The new application form for charitable expenditure requests over £10,000 is now being used. Guidance for staff on completing this new application form has been developed and published on the charity's intranet page. • A communications plan for an autumn awareness campaign has been developed in readiness for the launch of the new electronic application form for expenditure requests under £10,000. Guidance for staff on the new application process will also be launched during this time. 	
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 will be developed and 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 2024/2025

	Activities	Update on progress August 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 July 2024, the appeal had reached 16% of its fundraising target (£16,171.64). An additional donation of £24,000 is confirmed (pending receipt) from a recent fundraising ball. Once received the appeal total will be £40,171.64 (40%). The predicted income for this period is £60,500 therefore the appeal is currently 20% under target. Fundraising and communications plans will be refined during the next quarter, in line with the cost advisor report as well as the overall income available for the capital scheme. 	
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 second mailing of the Regular Giving campaign targeting 'warm' contacts in Ceredigion was sent out in June 2024. This has included a targeted email to previous supporters and database contacts in the area, targeting social media posts to existing Facebook followers in Ceredigion. This phase which has targeted a small group of 'warm' contacts has not generated any income that can be attributed specifically to the campaign. Therefore, the fundraising and communications plans have been refined before the campaign is extended to 'warm' contacts in Carmarthenshire and a wider campaign targeting 'cold' supporters. 	
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"> A new 'Gifts in Wills' newsletter has been developed and sent to all legacy donors on the charity's Customer Relationship Management (CRM). Planning has begun on 'Free Wills Month'. This campaign offers supporters the opportunity to write or update a will for free during October 2024. As part of our donor stewardship process, handwritten thank you cards have been sent to all supporters who took part in May's 'Make your Will' month. Solicitor evaluation forms have been sent and awaiting responses. For 2024, we recruited support from four new solicitors (Hains and Lewis, DPA Law, Elizabeth Jones Law and Avery Naylor). No information has been received to date on any pledges made 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"> Following further significant delays during 2024, our current supplier has confirmed the launch of its new web-based CRM database has been moved to September 2024. The delay has not had a significant impact on our service provision as our existing CRM is still operational. 	<i>Due to timeline</i>

		<ul style="list-style-type: none">• The supplier has informed us that they are in the process of running a series of trials to check on processing speeds and, if all goes well, they will be in a position to contact us by the end of September to discuss migration and implementation dates.• 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">• Work is underway on delivering the 'phase II' visibility plan.• Table tents have been designed and printed and are being placed in public areas across HDdUHB such restaurants and reception areas. These are self-standing flyers which provide information on the charity and key ways to donate.• Updated signage for designated charity noticeboards has been designed and printed and is in the process of being installed.• A2 posters, tailored to specific services, are being developed and trialled in various inpatient wards across HDdUHB. These posters 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 2024/2025

	Activities	Update on progress August 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 outlined in the CFC paper 'Demonstrating the impact of charitable-funded expenditure requests' (agenda item 2) 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 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 October 2024 due to resources required to close the charity's 2023/2024 year-end position. The Finance team will receive training and review the Qlik Sense charitable funds module during September and October 2024. The new reporting platform will be launched in November 2024. 	<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 October 2024 due to resources required to close the charity's 2023/2024 year-end position. The new Integrated Performance Report will be presented to the CFC in December 2024. 	<i>Due to timeline</i>

RAG rating performance status indicators

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

AUTUMN 2024

Highlights at



Elusennau Iechyd
HYWEL DDA
Health Charities



WISH FUND GAINS NATIONAL COVERAGE



We are thrilled that our Wish Fund campaign scored national media coverage this summer.

The Wish Fund, which is supported by Scarlets Rugby, creates magical memories for children and young people with life-limiting and life-threatening conditions and their families.

The BBC joined families and members of the Paediatric Palliative Care team for their fun day in Llangannog.

Senior Communications Officer Matt Pearce said: "It was a great to hear from families about the opportunities provided by the Wish Fund to create memories which they will cherish forever."

The feature went out nationally on BBC Wales Today, S4C, Radio Wales, Radio Cymru, and BBC Wales online.

You can read the English-language online feature [here](#).

LONG COURSE WEEKEND WALES SUCCESS CONTINUES

The charity team were at Long Course Weekend Wales on June 21st–23rd 2024 – our third time at the event – and it was our best year yet!

The charity was the official Title Charity Partner and had a stand in the expo area.

The number of fundraisers taking part reached a new high this year: 29, including three fundraisers who took part in the full Long Course Weekend by completing swim, cycle and running events.

In total, the event raised almost £14,000 for the charity.

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

Social media engagement throughout the three days was also sky high.

Tara Nickerson, Fundraising Manager, said: "It's been a hugely positive event, not only because it raised funds and engaged some fantastic fundraisers, but also because it raises our profile as a charity."



APPEAL GETS BIG BOOST FROM FUNDRAISING BALL



The Prince Philip Hospital Gardens Appeal has received a big fundraising boost thanks to a charity ball organised by cousins Lowri Elen Jones, 19, from Peniel in Carmarthenshire, and Lisa Ann Evans, 21, from Llangybi in Ceredigion.

Lowri and Lisa decided to organise the event in aid of the Appeal as their grandfather, Hywel Griffiths, is a patient on Bryngolau Ward.

The event took place at Bronwydd Hall, Carmarthen on Saturday 15th June 2024 – and raised well in excess of £20,000!

Lowri said: “This worthy cause is very close to our hearts as a family. We decided to hold a ball to raise money for the Appeal to show our appreciation and gratitude to the ward.”

FAB FUNDRAISERS FEATURED ON S4C



In August, Carwyn Evans and a group of supporters ran 110 miles from St Michael's Hospital in Bristol to Glangwili to raise funds for the three hospitals which cared for his daughter, Mari Glyn.

“Having first class care in our communities is key and therefore we are raising money for Hywel Dda Health Charities to support the important services SCBU Glangwili provides in our local area.”

The funds raised for Hywel Dda will go to the Special Care Baby Unit (SCBU) at Glangwili, and stand at over £8,000.

S4C followed the family on their fundraising journey and broadcast a special feature on 26th August.

Mari Glyn's Mum, Bethan Wyn Evans, said: “We were cared for so well by the SCBU nurses and we are so fortunate to have our Consultant Paediatrician's expertise at Glangwili.

Bethan Osmundsen, Senior Nurse Acute Paediatrics & Interim Senior Nurse Neonates at Glangwili, said: “We are incredibly grateful to Bethan, Carwyn and all their supporters for their amazing efforts and for wanting to support our service.”



ANOTHER £1,000 WINNER IN OUR LOTTERY

We are delighted to report that yet another of our weekly lottery players has won £1,000, and that the lucky player is a member of staff from Glangwili!

Our lottery gives supporters the opportunity to make a regular donation to the charity while also enjoying the chance to win up to £25,000 every week.

In the 2023–24 financial year, our lottery generated a profit of over £13,000 for the charity, and over 700 players have signed up since its launch.



DONATION STATIONS INSTALLED

Thanks to NHS Charities Together grant funding, we have now installed contactless donations stations at our four acute sites.

The new donation stations, which are complemented by the new charity wall and lift graphics, provide easy and immediate ways for our supporters to make a donation.

Donors can choose to tap their phone or card on the sensor at the top of the station, put cash into the donation slot, use a text-to-donate number, or use a QR code/web address to donate online.

It's never been easier for patients and their families using our hospitals to donate to their NHS charity!



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



IN FOCUS:

HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

New furniture for family room in Angharad Ward

Thanks to generous donations, we have funded new seating worth over £2,000 for the family room at Angharad Ward, the children's ward at Bronglais Hospital.

The new furniture will ensure that parents and family members are comfortable during their stay on Angharad Ward.

Bethan Hughes, Senior Sister, said: "We're very thankful that charitable funds have allowed us to purchase the new seating for our family room.

"The new furniture will improve the facilities we provide for patients and their family members as well as the ward environment and experience."



New rehabilitation steps for patients at Withybush

Thanks to generous donations, we have purchased rehabilitation steps for frailty patients undergoing physiotherapy at Withybush Hospital.

The steps will be located at the Frailty Ward at Withybush Hospital.

Lisa Marshall, Senior Sister, said: "We are incredibly grateful for the donations that have allowed us to purchase the new rehabilitation steps for the Frailty Ward.

"Having a set of stairs for our patient to practice with



will enhance the recovery of our patients working with our physiotherapists on a daily basis.

"The steps will benefit the frailty pathway keeping our patients mobile, moving and active."

New bags for community nurses in Carmarthenshire worth over £15,000

Thanks to donations, we have provided over £15,000 to purchase home care bags for community nurses across Carmarthenshire.

The high-quality, practical bags provide a professional and convenient way for community nurses to carry key items such as equipment, dressings, samples and records which are essential for care and treatment. For example, the bags contain an integrated cool bag which enables samples and medication to be kept at a consistent temperature.

Rebecca George, Community Clinical Lead Nurse, said: "We are so grateful that donations from the community have enabled us to purchase the 255 home care bags for our community nurses in Carmarthenshire who undertake interventions within a residential setting.



"The bags will really help the team to conduct their roles in a more organised manner which will boost staff morale and help them feel a sense of pride in their work.

"The bags are a great tool for nursing staff who spend the majority of the working day out in the community and will help them deliver their fantastic care even more efficiently."

Charity-funded live music supports intensive care unit patients



Thanks to donations, we have provided over £7,000 to fund regular, therapeutic live music for patients at four Intensive Care Units (ICUs) across the health board.

The funding has provided live music sessions for patients receiving treatment in the ICUs at Glangwili, Prince Philip, Withybush and Bronglais Hospitals for one year.

The one-hour sessions, which started in April 2023 following a pilot programme, have improved the wellbeing of patients, their families and staff in Intensive

Care across the health board through the provision of gentle, calming and distracting live music.

The sessions have been delivered by Music in Hospitals and Care, a charity that improves the health and wellbeing of children and adults through the healing power of live music. Music in Hospitals and Care have provided musicians from west Wales for the sessions.

Sarah Carmody, Critical Care Unit Service Manager, said: "We are very excited about the new music therapy that has been delivered across our Intensive Care Units thanks to charitable funds.

"Our staff have said how lovely it is seeing the music make our patients smile. The sessions have created a relaxing atmosphere for our patients on the unit."

Kathryn Lambert, Arts in Health Co-ordinator, said: "The feedback we have had from patients, staff and musicians has been really wonderful."

For more charity updates, please visit: www.hywelldahealthcharities.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: June 1st – Aug 20th 2024

Facebook (Welsh & English)

Reach: 82.4k

Followers: 7.8k

Page visits: 6.6k

Top performing posts



Highest reach: 9.7k



X (Welsh & English)

Followers: 1.85k

Note: analytics are unavailable on X

Top performing posts



Highest reach: 460



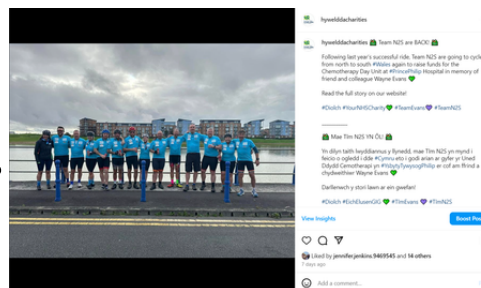
Instagram (Welsh & English)

Reach: 6.8k

Followers: 536

Page visits: 272

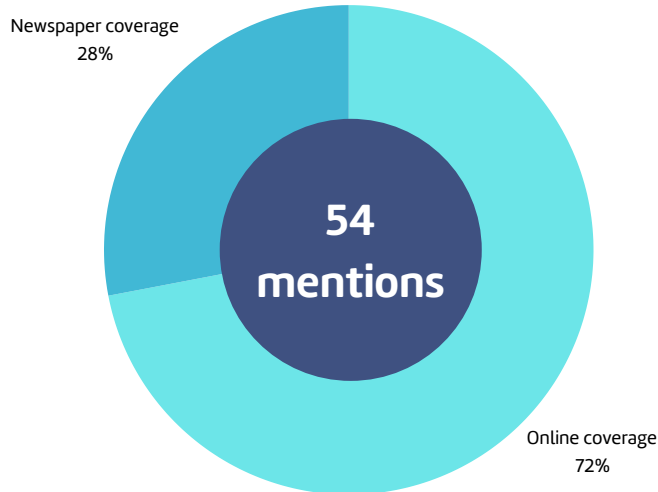
Top performing posts



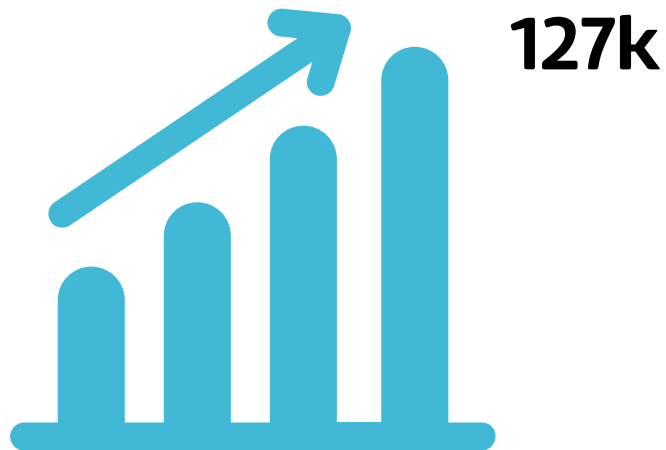
Media coverage: one month snapshot

Between 14/07/24 and 14/08/24 we issued 12 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.