



## PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

<b>DYDDIAD Y CYFARFOD: DATE OF MEETING:</b>	18 March 2025
<b>TEITL YR ADRODDIAD: TITLE OF REPORT:</b>	Hywel Dda Health Charities Integrated Performance Report
<b>CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:</b>	Huw Thomas, Director of Finance Sharon Daniel, Interim 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 Penderfyniad/For Decision

### ADRODDIAD SCAA SBAR REPORT

#### Sefyllfa / Situation

This report provides the Charitable Funds Committee (CFC), on behalf of the Corporate Trustee, with an integrated picture of Hywel Dda Health Charities' (HDdHC) performance and position as of 31 December 2024. 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 strategic objectives for 2023/28.

This report also provides the CFC with the charity's work plan for 2025/26, summarising the priority areas that will be progressed during the next financial year.

The report also provides the CFC with the charity's proposed governance, support and fundraising costs budget for 2025/26 for consideration and recommendation for approval to the Board in its capacity as Corporate Trustee.

#### Cefndir / Background

Hywel Dda University Health Board's (HDdUHB) standing orders provide that "The Board may and, where directed by the Welsh Government must, appoint Committees of the Health Board 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.

The purpose of the CFC is:

- To make and monitor arrangements for the control and management of the Health Board's Charitable Funds, within the budget, priorities and spending criteria determined by the Board and consistent with the legislative framework.
- To provide assurance to the Board in its role as Corporate Trustee of the charitable funds held and administered by the Health Board.
- To develop the strategy and objectives for 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 nine months ended 31 December 2024 are:

	9M to 31-Dec 2024 £	9M to 31-Dec 2023 £	Variance	Comment
<b>Incoming resources</b>				
Donations	571,270	564,143	7,127	
Legacies	406,252	1,340,949	- 934,697	£1,329,817 received last FY (Nov 23)
Grants receivable	34,952	30,924	4,028	
Investment income	431,523	272,265	159,258	
Income from other trading activities	13,494	10,991	2,504	
<b>Total income</b>	<b>1,457,491</b>	<b>2,219,271</b>	<b>- 761,780</b>	
<b>Resources expended</b>				
Expenditure on raising funds	219,547	231,410	- 11,863	
Charitable activities	722,870	1,047,601	- 324,731	
Support Costs	135,282	132,510	2,772	
Governance costs	60,800	58,699	2,101	
<b>Total expenditure</b>	<b>1,138,499</b>	<b>1,470,221</b>	<b>- 331,722</b>	
<b>Net incoming/(outgoing) resources before transfers</b>	<b>318,992</b>	<b>749,051</b>	<b>- 430,058</b>	
Gains/(losses) on investment assets	- 14,132	557,396	- 571,528	
<b>Net movement in funds</b>	<b>304,860</b>	<b>1,306,447</b>	<b>- 1,001,586</b>	
<b>Opening reserves</b>	<b>11,994,235</b>	<b>11,945,842</b>	<b>48,394</b>	
<b>Closing reserves</b>	<b>12,299,095</b>	<b>13,252,288</b>	<b>- 953,193</b>	
	31-12-2024	31-12-2023	Variance	
	£	£	£	
Investments	9,109,892	8,864,624	245,268	
Cash at bank	6,608,469	6,760,194	- 151,724	
<b>Benchmarks</b>	£	£		
Income generated for every £1 spent on fundraising	4.66	8.43		
Amount available to spend on grants for every £1 raised or donated	0.71	0.81		

## 1.1 Donations

	9M to 31-Dec 2024 £	9M to 31-Dec 2023 £	Variance	% Variance
<b>Incoming resources</b>				
Donations	571,270	564,143	7,127	1.3%

Income from donations for the nine month period ending 31 December 2024 is consistent with the same period in the previous financial year and reasonable when compared to performance in previous years.

Donations in the year ending March 2023 were exceptionally high due to the Bronglais Chemo Appeal (£727k).

In the current year 2024/25, to date 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 9 M/e 31 December 2024

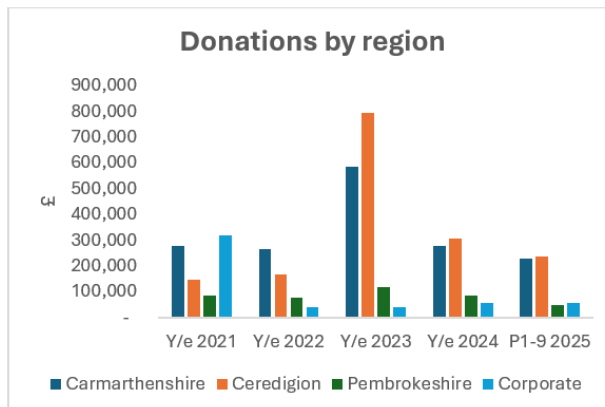


Figure 2: Annual donations from 2021/22 to 9 M/e 31 December 2024 split by region

## 1.2 Legacies

	9M to 31-Dec 2024 £	9M to 31-Dec 2023 £	Variance	% Variance	Comment
<b>Incoming resources</b>					
Legacies	406,252	1,340,949	- 934,697	-69.7%	A £1,329,817 legacy received in last FY (Nov 23)

Legacy income for the nine month period ending 31 December 2024 was £406k and includes three large legacies of £191k, £80k and £62k to Ceredigion and Carmarthenshire funds. Income has however decreased significantly compared with the same period in the previous financial year due the large £1.3m legacy that was received in the year ending March 2024.

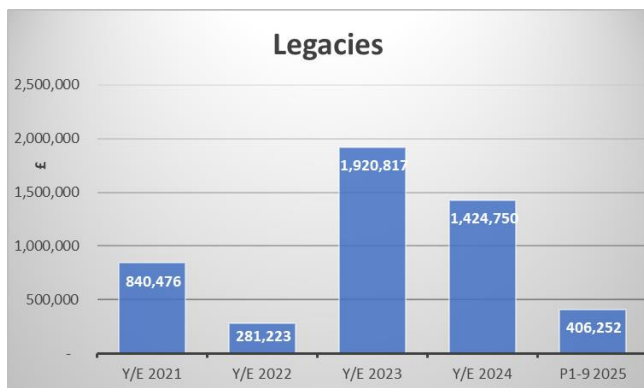


Figure 3: Legacy income from 2021/22 to 9 M/e 31 December 2024

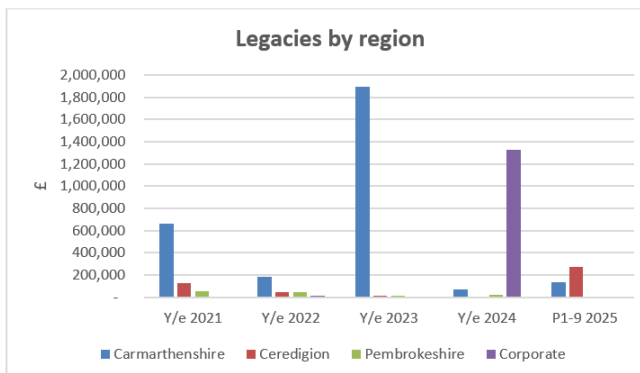


Figure 4: Legacy income from 2021/22 to 9 M/e 31 December 2024 split by region

### 1.3 Fundraising efforts

During 2024/25 every effort has been made to stabilise the charity's income levels with our efforts focused on areas such as:

- Strengthening donor engagement through personalised communications and targeted campaigns.
- Increased storytelling on how charitable donations are spent and the impact of this investment.
- Increased charity visibility across the HDdUHB estate and the introduction of contactless donation stations to increase reach and attract new supporters.
- Reviewing structure to ensure efficiency and cost-effectiveness.

Although income levels are beginning to stabilise, there has not been a significant increase in income levels to date during 2024/25. Income levels will continue to be monitored during 2025/26, and a further review of fundraising performance will be undertaken within 12 months to assess the sustainability of the current model. Consideration will also be given to commissioning an external review of the charity's operations, performance and future income generating potential.

## 2. Expenditure and Commitments

The following table summarises charitable expenditure to 31 December 2024:

Expenditure	2022-23 (£)	2023-24 (£)	As at 31 December 2024	
			2024-25 (£)	2024-25 %
Support & governance costs	111,643	255,022	196,082	21.3%
Medical and surgical equipment	273,189	759,159	388,165	42.2%
Office and computer equipment	39,305	86,223	40,107	4.4%
Building and refurbishment	66,985	1,394,762	145,263	15.8%
Staff education/ welfare	97,603	186,759	48,904	5.3%
Patient education/ welfare	126,475	411,174	56,397	6.1%
Miscellaneous	84,532	61,090	44,034	4.8%
<b>Total (£)</b>	<b>799,732</b>	<b>3,154,189</b>	<b>918,952</b>	<b>100%</b>

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

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

The support and governance costs figure above does not include fundraising costs. For the nine month period ending 31 December 2024, fundraising costs were £219,547.

Notable expenditure incurred to 31 December 2024 (spend in **bold** took place in the current quarter):

### Medical and surgical equipment

- Verathon Bladder Scanners GGH (£22,851)
- Accuvein vein viewing system WGH (£9,075)
- 6 Paxman cooling units (£113,208)
- **Aquilant Elus Mini Probe Radial Scanner WGH (£48,265)**
- **Oceanis birthing pool BGH (£14,159)**
- **2 x ECG machines WGH (£16,800)**
- **Verathon Bladderscan i10 system BGH (£9,913)**
- **BasicLine 2 therapy chairs GGH (£45,468)**
- **Phillips Electronics Intellivue MX450 (GGH £16,878)**
- **Teal furniture reclining chair BGH (£7,634)**
- **LATP GMotio biopsy motorised chair GGH (£18,723)**

### Building and refurbishment

- Enhancement to outpatient area at BGH CDU (£115,779)
- **Pharmacy staff rest room works GGH (£22,608)**

### 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 ICUs (£7,200)
- Recharged staff costs for 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

In March 2024, the Charitable Funds Committee approved a total governance and support costs budget of £588,167 for the 2024/25 financial year.

For the nine month period ending 31 December 2024, the reported position for finance and fundraising costs was an underspend of £28,496 as per the table below:

		Annual Budget 2024-25	Budget to 31/12/2024	Actual Costs to 31/12/2024	(Under) / Over budget to 31/12/2024
Finance		103,344	77,508	77,508	0
Fundraising team	Pay	421,713	316,285	298,138	(18,147)
Fundraising	Non Pay	46,910	35,183	27,833	(7,349)
Audit		16,200	12,150	12,150	0
<b>Total</b>		<b>588,167</b>	<b>441,125</b>	<b>415,629</b>	<b>(25,496)</b>

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

	<b>Restricted/ Unrestricted Funds (£)</b>	<b>Endowment Funds (£)</b>	<b>Overall Total (£)</b>
Investment Income	(380,660)	(50,863)	(431,523)
Governance & Support - Finance, Fundraising & Support Team	403,479	0	403,479
Audit Fees	12,150	0	12,150
Investment (Gains) & Losses	10,349	3,783	14,132
<b>(Surplus) / Deficit</b>	<b>45,318</b>	<b>(47,080)</b>	<b>(1,762)</b>

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.*

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

There was a net deficit from unrestricted/restricted apportionments (after investment gains) across funds of £45,318 for the period ending 31 December 2024.

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 December 2024.
- Investment performance.
- Material commitments to 31 December 2024.
- Proposed finance team budget 2025/26

### **3. Hywel Dda Health Charities Work Plan 2024/25**

Attached at Annex 2 is a summary of the progress made on the delivery of the charity's 2024/25 work plan.

Attached at Annex 3 is a summary of notable activities and key achievements presented in the spring 2025 highlights from the fundraising and communications support team document.

Attached at Annex 4 is a summary of the feedback received from services who received charitable funds approval for applications up to the value of £10,000 between January to June 2024.

### **4. Work plan for 2025/26**

Attached at Annex 5 is the charity's work plan for 2025/26, summarising the priority areas that will be progressed during the next financial year.

The CFC is asked to note the content of the workplan and priority areas in the context of the strategic objectives 2023/28 approved by the CFC in November 2022:

- Making a difference: Funding services and activities above and beyond what the NHS can provide.
- Fundraising and communications: Stabilising our income levels and conveying the impact of our work.
- Maximising the contribution: Making the best use of our resources to maximise our impact.

Looking forward to 2025/26, we will continue to adapt and review our fundraising approaches to explore and develop new fundraising opportunities and strengthen donor attracting, engagement and retention.

We will be implementing the following measures that aim to stabilise and increase the charity's financial performance:

- Introducing a new charity-led mass participation event to increase income and recruit new charity supporters.
- Identifying and applying for relevant funding opportunities from external grant-giving trusts and foundations to increase the charity's income.
- Proactively managing the caseload of pending legacies following probate. There are currently 20 open legacy cases with approximately £1.6m income pending.
- Tailoring our marketing materials to individual services, making it clear to our supporters that they can donate to the specific ward, service, department or hospital of their choice.

The workplan also summarises the charity's core day-to-day activities that align to each of the strategic objectives, focusing on raising and distributing funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across HDdUHB.

Progress against the priority areas for 2025/26 will be reported to the CFC on a quarterly basis via the Integrated Performance Report.

## **5. Governance, support and fundraising costs for 2025/26**

To ensure that the CFC is clear on its financial commitments for 2025/26, the Committee is presented with the charity's proposed governance, support and fundraising costs for 2025/26 for consideration and approval.

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

The finance team costs for 2024/25 were £103,354 The proposed 2025/26 finance team recharge is £107,487, which is the 2024/25 recharge uplifted by 4% (see Annex 1 for further details)

This recharge is based on the time spent by staff involved in the finance function, including the charitable funds Accounts Assistant post which deals with queries and fund analysis, as well as a recharge for the time spent by other members of the Finance Team for the preparation of the annual report and accounts and subsequent external audit by Audit Wales thereon, attending meetings, provision of support in respect of ad hoc projects and a recharge for time spent by procurement, accounts payable and the general office.

Fundraising costs consist of the salary costs for the fundraising team and non-pay fundraising costs.

In 2024/25 the total fundraising budget (pay and non-pay) for the charity were £468,623. The proposed 2025/26 fundraising budget is £455,629, which is a reduction of £12,994 (2.8%) from the approved 2024/25 budget. The costs savings are due a vacancy within the fundraising team that will not be filled until the charity's income levels are stabilised.

Costs	WTE	2025/26 £	WTE	2024/25 £
Fundraising pay costs	7.8	408,719	8.7	421,713
Fundraising non-pay costs	-	46,910		46,910
<b>Total</b>		<b>455,629</b>		<b>468,623</b>

### Argymhelliad / Recommendation

The Charitable Funds Committee is requested to:

- **NOTE** the charity's financial performance to 31 December 2024.
- **NOTE** the progress made on the delivery of the charity's 2024/25 work plan.
- **SCRUTINISE** the charity's work plan for 2025/26 and the priority areas and measures that will be progressed during the next financial year that seek to stabilise and increase the charity's financial performance.
- **CONSIDER** and **RECOMMEND FOR APPROVAL** to the Board (in its capacity as Corporate Trustee) the proposed governance, support and fundraising costs budget for 2025/26.

### 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: <a href="#">Quality and Engagement Act (sharepoint.com)</a>	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
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<b>Gwybodaeth Ychwanegol: Further Information:</b>	
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:	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.
<b>Cydraddoldeb: Equality:</b>	No EqIA is considered necessary for a report of this type.



# **Annex 1**

## **Financial Performance**

### **Supplementary Information**

***Position as at 31 December 2024***



# 1: Statement of Financial Activity for the period ended 31 December 2024

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 31 DECEMBER 2024									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£	£	£	£	£	£
<b>Incoming resources</b>									
Donations	86,045	392,212	19,096	56,211	3,814	13,891	0	<b>571,270</b>	
Legacies	1,059	133,799	0	271,394	0	0	0	<b>406,252</b>	
Grants receivable	34,952	0	0	0	0	0	0	<b>34,952</b>	
Investment income	0	50,863	0	0	0	0	380,660	<b>431,523</b>	
Income from other trading activities	13,994	0	(500)	0	0	0	0	<b>13,494</b>	
Other incoming resources	0	0	0	0	0	0	0	<b>0</b>	
	<b>136,050</b>	<b>576,874</b>	<b>18,596</b>	<b>327,606</b>	<b>3,814</b>	<b>13,891</b>	<b>380,660</b>	<b>1,457,491</b>	
<b>Resources expended</b>									
Expenditure on raising funds	0	0	0	0	0	0	(219,547)	<b>(219,547)</b>	
Charitable activities	(53,051)	(487,240)	(33,917)	(119,601)	(5,122)	(23,938)	0	<b>(722,870)</b>	
Support Costs	0	0	0	0	0	0	(135,282)	<b>(135,282)</b>	
Governance costs	0	0	0	0	0	0	(60,800)	<b>(60,800)</b>	
Investment Management	0	0	0	0	0	0	0	<b>0</b>	
	<b>(53,051)</b>	<b>(487,240)</b>	<b>(33,917)</b>	<b>(119,601)</b>	<b>(5,122)</b>	<b>(23,938)</b>	<b>(415,629)</b>	<b>(1,138,499)</b>	
<b>Net incoming/(outgoing) resources before transfers</b>	<b>82,999</b>	<b>89,634</b>	<b>(15,321)</b>	<b>208,004</b>	<b>(1,308)</b>	<b>(10,047)</b>	<b>(34,969)</b>	<b>318,992</b>	
Gross transfers between funds	4,800	(4,800)	0	0	0	0	0	<b>0</b>	
<b>Net incoming/(outgoing) resources</b>	<b>87,798</b>	<b>84,834</b>	<b>(15,321)</b>	<b>208,004</b>	<b>(1,308)</b>	<b>(10,047)</b>	<b>(34,969)</b>	<b>318,992</b>	
<b>Gains/(losses) on investment assets</b>									
Realised and Unrealised	0	(3,783)	0	0	0	0	(10,349)	<b>(14,132)</b>	
<b>Net movement in funds</b>	<b>87,798</b>	<b>81,051</b>	<b>(15,321)</b>	<b>208,004</b>	<b>(1,308)</b>	<b>(10,047)</b>	<b>(45,318)</b>	<b>304,860</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 December 2024</b>	<b>1,477,029</b>	<b>7,273,499</b>	<b>2,782,102</b>	<b>455,493</b>	<b>136,177</b>	<b>220,113</b>	<b>(45,318)</b>	<b>12,299,095</b>	

## 2: Investment Performance

As at 31 December 2024, the value of investments (excluding investment property) held by the charity was £8,917,742. The value of total funds held at the same date in 2024 was £8,679,561.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,386,929 and secondly a general charity fund of £6,530,813. The charity also currently holds £6,311,004 in a deposit account.

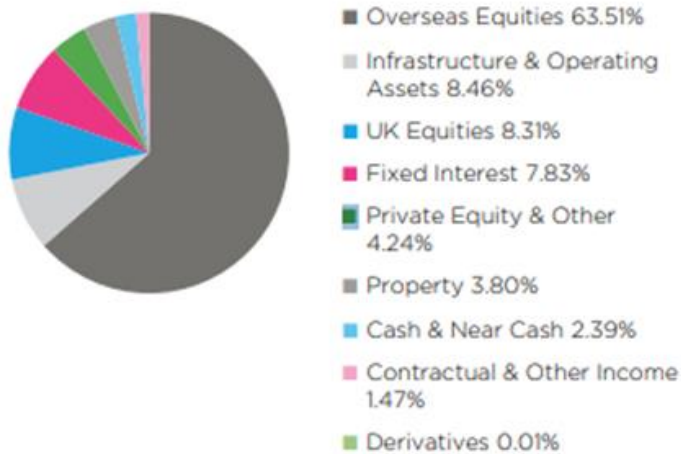
Over the quarter the Fund returned 0.70% compared with the comparator return of 4.84%. Over the last 12 months, the Fund returned 5.69% compared with the comparator return of 15.30%.

### Total return performance

Performance* to 31 December 2024	3 months	1 year	3 years p.a.	5 years p.a.
Ethical	+0.70%	+5.69%	+2.60%	+6.71%
Comparator	+4.84%	+15.30%	+5.51%	+7.40%

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 31 December 2024



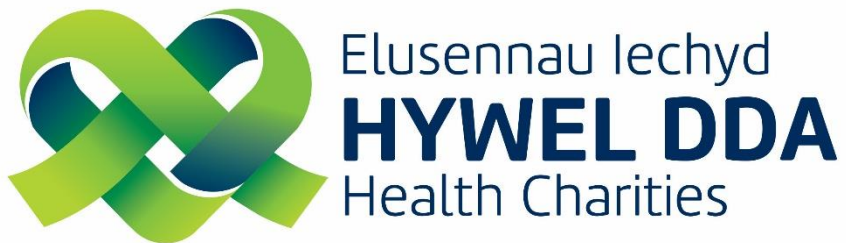
### 3: Outstanding material commitments as at 31 December (approved by CFC)

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	315,538	BGH Chemotherapy Development	Nov-23	
Cancer Service - Ceredigion	277,141	BGH Chemotherapy Development	Mar-24	
Cancer Service - Ceredigion	7,855	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted to support staff costs.
Cancer Service - Pembrokeshire	4,410	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted to support staff costs.
Cancer Services	9,989	Cancer Psychological Support Pilot Project Year 3 - 5	Nov-21	On going project
Cancer Services	45,720	Heads Up tp Cancer - Cancer Hair Loss project	Sep-23	On going project
Workforce	29,620	Creative Activities for Staff Wellbeing – Arts and Health	Sep-23	On going project
Workforce	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	On going project
Mental Health & Learning Disabilities	64,220	Interactive singing & movement sessions	Jun-24	On going project
Operations - Ceredigion	115,779	Enhancement to outpatient area at BGH CDU	Sep-24	On going project
Cancer Services	113,208	Purchase 6 Paxman cooling units	Sep-24	
	<b>2,151,792</b>			

#### 4. Proposed finance team budget 2025/26

<b>Finance function</b>	<b>Days per month</b>	<b>2025/26 Budget £</b>
Charitable Funds Accounts Assistant (queries and fund analysis)	All	33,708
Creditors	6	11,680
Procurement	5	9,733
Charitable Funds Accountant (General supervision, queries, annual accounts, trustee committee)	6	16,958
Finance Supervisory Support (Reconciliation/ledger control/gains/income)	8	17,874
General Offices	2	3,411
Finance Senior Lead	2	9,386
Overheads (HFMA / Training / Other)	n/a	1,137
<b>TOTAL</b>		<b>107,487</b>

#MakingaDifference in 2024-25



# Workplan 2024-25

Progress update December 2024 to February 2025

## Strategic objective 1: Making a difference

### Priority areas for 2024/25

	Activity	Update on progress February 2025	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"> <li>Recommendations on the new structure of designated charitable funds are being presented to the March 2025 CFC meeting for consideration in agenda item "Review of the Rationalisation of Charitable Funds".</li> </ul>	
2.	Launch the new electronic/online charitable funds application process for use by all services across the Hywel Dda University Health Board (HDdUHB).	<ul style="list-style-type: none"> <li>Due to staff sickness within Digital Services, the development of the new online application form has not progressed as planned. Dedicated software development time has now been secured for February 2025 to progress and complete the application process for expenditure requests under £10,000.</li> <li>Staff training will be delivered on the new administration processes during April and May 2025 with the aim of launching the new application process in early May 2025.</li> <li>Improvements have been made to the charitable funded study leave application process, incorporating charitable funds approval into the HDdUHB study leave application process. The new application process will be launched before the end of March 2025.</li> </ul>	Carry forward to the 2025/26 work plan
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"> <li>An internal communications campaign featuring staff members who have applied for and benefitted from charitable funds for their services has been finalised and will launch when the new online application form goes live.</li> <li>Guidance for staff on the new application process has been developed and finalised. This will go live when the new online form is launched.</li> </ul>	
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"> <li>Improved guidance for fund managers has been developed and will be launched in line with the implementation of the new structure of designated funds.</li> <li>This will also include the delivery of training and awareness raising sessions for new and existing fund managers on their roles and responsibilities.</li> </ul>	

## Strategic objective 2: Fundraising and Communications

### Priority areas for 2024/25

	Activities	Update on progress February 2025	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 (PPH).	<ul style="list-style-type: none"> <li>As of 31 January 2025, the appeal had reached 42% of its fundraising target (£42,467.63).</li> <li>The appeal has unfortunately not generated the level of charitable donations that was predicted during 2024. However, due to a steady flow of donations to the designated funds for Mynydd Mawr and Bryngolau wards during 2024/25, as well as the receipt of a significant legacy for Mynydd Mawr, there are sufficient funds available to meet the project outturn cost.</li> <li>An update on the capital scheme is being presented to the March 2025 CFC meeting for consideration in agenda item “Development of Therapeutic Gardens at Prince Philip Hospital”.</li> <li>Fundraising and communications plans for the appeal have been refined for the continuation of the appeal between January and March 2025, taking into account local public sentiment regarding the temporary service changes at the PPH Minor Injuries Unit.</li> </ul>	Yellow
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"> <li>The third mailing of the regular giving campaign targeting ‘warm’ contacts in Carmarthenshire was sent out in February 2025. This included a targeted email to previous supporters and database contacts in the area and targeted social media posts to existing Facebook followers across Carmarthenshire.</li> <li>Due to the on-going corporate communications around the Minor Injury Unit at Prince Philip Hospital, it was decided that it was not appropriate to mail or target supporters in the Llanelli area.</li> <li>This campaign, which has targeted small groups of ‘warm’ contacts across all three counties, has not generated any income that can be attributed specifically to the campaign. Therefore, we are in the process of refining fundraising and communications plans with a focus on a wider campaign targeting new supporters across the three counties.</li> </ul>	Yellow
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"> <li>We are currently in the planning stage of our 2025 ‘Make Your Will Month’ campaign, launching in March to take place throughout May. This is a campaign where solicitors across our region waive their usual fee for our supporters to make or update their will in exchange for a donation to our charity.</li> <li>This is the fourth year we have run ‘Free Wills Month’ and we have had 53 supporters make or update their will via the campaign.</li> </ul>	Green

		<ul style="list-style-type: none"> <li>Information on legacy pledges will be shared with the charity following the end of the campaign, where consent has been provided to do so.</li> <li>We continue to manage and maintain stewardship of supporters who have pledged gifts in wills, and we are also proactively managing the caseload of pending legacies following probate. There are currently 20 open legacy cases with approximately £1.6m income pending.</li> </ul>	
4.	Upgrade the charity's current Customer Relationship Management (CRM) database to a new and improved web version.	<ul style="list-style-type: none"> <li>Due to a delay with the launch of our current supplier's new web-based CRM, the implementation of our new system and migration of our data will now take place during March and April 2025. The delay has not had a significant impact on our service provision as our existing CRM is still operational.</li> <li>A Data Processing Impact Assessment has been completed and approved by the Information Governance (IG) team to ensure that the new CRM is aligned to our IG policies and procedures. A Cloud Assessment has also been completed by the supplier.</li> </ul>	Carry forward to the 2025/26 work plan
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"> <li>The personalised A2 posters have been installed in four inpatient wards to pilot the impact of bespoke materials for individual wards, services and departments. The posters provide information on how charitable donations have been used to benefit these areas and key ways to donate.</li> </ul>	

## Strategic objective 3: Maximising the contribution

Priority areas for 2024/25			
	Activities	Update on progress February 2025	RAG rating
1.	Implementation of the evaluation framework and data capture process to evidence the effectiveness and impact of our charitable expenditure.	Action complete.	
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"> <li><i>This work has been postponed until quarter one of the new financial year the fund structure review.</i></li> </ul>	Carry forward to the 2025/26 work plan
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"> <li>Action complete.</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.**



## CHRISTMAS CAMPAIGN TOTAL PASSES £40K



Thanks to the incredible generosity of our local communities, our 2024 Christmas campaign reached a fantastic total of over £40,000.

The total includes monetary donations and the value of donated gifts.

The campaign supported the Wish Fund, our campaign to create special memories for children and young people supported by the Paediatric Palliative Care Team. It also brought some festive cheer to children and young people spending Christmas in hospital.

The campaign included our successful Christmas Jumper Day and Give a Gift online gift list. It was supported by Dunelm Carmarthen, Oil4Wales, Gavin Griffiths Group, The 3 Amigos motorcycle club and many more.

Tara Nickerson, Fundraising Manager, said: "We'd like to say a massive thank you to everyone who supported our Christmas campaign, we have been overwhelmed by your generosity."

"It was wonderful to see children and young people across the health board receiving their gifts, the appeal really delivered a lot of joy!"

## ONLINE DONATIONS CONTINUE TO THRIVE

In 2024, online donations to the charity continued to thrive with over £170,000 donated via platforms such as Enthuse, JustGiving and GoFundMe.

On our principal online donation platform, Enthuse, the top day for donations was our Christmas Jumper Day, and in total we averaged almost three online donations a day. Here are the key statistics for Enthuse for 2024:



£46,241.56

Raised in Donations



£43.22

Average Donation Amount



1,070

Number of Donations



Llanelli

Most Common Location for Donations



12 December

Top Day for Donations



11 am

Busiest Hour for Donations

# CARDIFF HALF OPPORTUNITIES LAUNCHED



In January, we launched our 2025 Cardiff Half Marathon charity offer, with half our spaces being snapped up within 24 hours!

In 2024 our spaces at the Cardiff Half generated £24,317 for the charity, and our fantastic fundraisers helped raise our profile at Wales' most prestigious running event.

This year we have increased our number of charity spaces from 25 to 30 and introduced a £15 non-refundable registration fee.

We look forward to reporting on our fundraisers' successes later in the year!

# FUNDRAISER FOCUS: NORTH 2 SOUTH



The Wayne Evans North 2 South Wales Cycle has raised £3,000 for the Chemotherapy Day Unit at Prince Philip Hospital.

Team N2S is a group of triathlon friends and former colleagues of Wayne Evans, who sadly passed away in 2023.

The team took on the cycle on 24th and 25th August 2024. They cycled from Bangor in north Wales to Llanelli in south Wales over the two days.

Sara O'Brien, Member of Team N2S, said: "In August 2022, Wayne Evans was diagnosed with advanced pancreatic cancer.

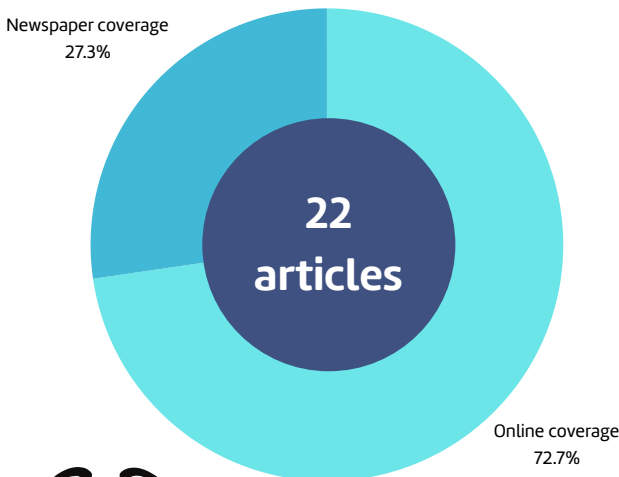
"As friends and colleagues of Wayne who were inspired by his strength and determination, we challenged ourselves by cycling from north to south Wales in August 2023, raising over £3,000 for the Chemotherapy Day Unit at Prince Philip Hospital.

"Following that successful ride, we decided to take on the challenge again to raise money for local charities that support our community, in memory of our dear friend, Wayne."

The N2S team are hoping to follow their epic rides in 2023 and 2024 with another north to south ride this summer.

# COMMUNICATIONS: ONE-MONTH SNAPSHOT

Between 07/01/25 – 06/02/25 we issued five press releases which secured positive media coverage for both the charity and the health board.



Get the latest charity updates at: [hywelddahealthcharities.org.uk](http://hywelddahealthcharities.org.uk)

Between 07/01/25 – 06/02/25 we issued 125 social media posts across our Facebook, X and Instagram pages and via Viva Engage.

Highest performing post (Facebook – English, 29/01/25):

### Overview

Views	Reach	Interactions	Link clicks
49,707	27,175	187	137



# IN FOCUS:

## HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

### MEMORY BOXES FUNDED FOR GRIEVING FAMILIES

Thanks to kind donations, we have funded memory boxes for bereaved families who have been supported by the Paediatric Palliative Care Service.

The memory boxes include items such as soft toys, music boxes, photo frames, journals, candles and wooden hearts.

The boxes have been funded by donations to the Wish Fund, a campaign which creates lasting memories for the children and young people with life-threatening and life-limiting conditions and their families.

Rachel Brown, Paediatric Palliative Care Play Specialist, said: "We're so grateful for the donations towards the Wish Fund



which have allowed us to purchase these memory boxes.

"A memory box is very personal and meaningful and it honours a person's life. The boxes serve as a

connection between the families and their loved one, they validate emotions, thoughts and feelings as well as aiding in the grieving process."

### X-RAY IMAGE INTERPRETATION COURSE FOR CRITICAL CARE STAFF



Generous donations have enabled us to pay for six staff members from the Critical Care Outreach Team (CCOT) at Glangwili Hospital to attend a chest X-ray image interpretation course.

The chest X-ray image interpretation course has been designed to meet the specific needs of all health care professionals who encounter chest x-rays on a regular basis.

The course was delivered by University of West England (UWE) Bristol lecturers, specialist radiographers and Emergency Department specialists.

Rachel Williams, Critical Care Outreach Lead at Glangwili Hospital, said: "Thanks to the generous funding from Hywel Dda Health Charities, we were able to award six members of staff with a place on the chest X-ray interpretation course at UWE, Bristol.

"The training has built upon existing knowledge of recognising the placement of invasive lines, drains and endotracheal tubes. This is a progressive clinical skill for the Critical Care Outreach Team and it will be invaluable in the management of our critically unwell patients across Glangwili Hospital."

# MENTAL HEALTH SERVICE RECEIVES THERAPEUTIC TOYS, BOOKS AND GAMES

Charitable funds have been used to purchase therapeutic toys, books and games for the specialist child and adolescent mental health service (SCAMHS) in Aberystwyth which delivers care and support to young people up to the age of 18 years.

We have been able to fund items such as board games, fancy dress items, action figures, wooden toys and arts and crafts materials.

Tracey-Lee Davies, Lead Nurse, said: "We are very grateful that charitable funds have enabled us to purchase these fantastic toys, books and games for the service.

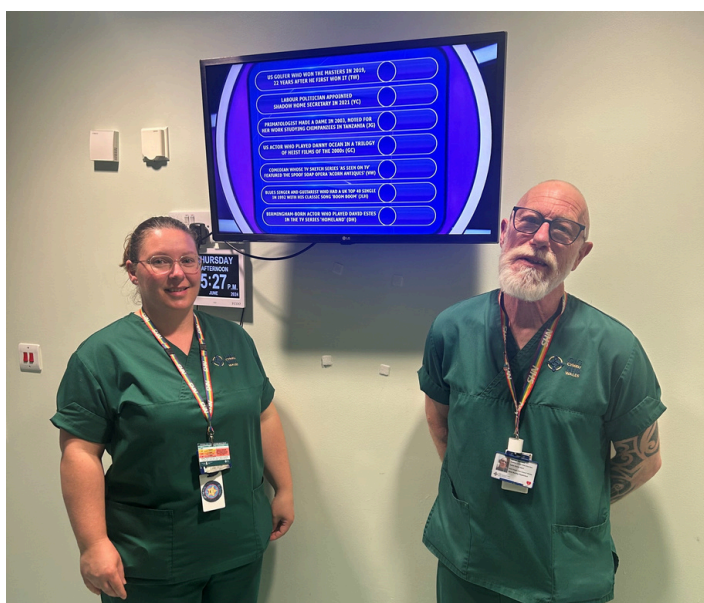
"It is a community-based service that provides mental health assessment and/or therapeutic interventions for children, adolescents, and their families or carers. Our aim is to improve the mental health and the psychological and emotional well-being of children and young people so that they can achieve their



full potential in the world. We work with a range of mental health difficulties, mental illnesses, and complexity.

"The new therapeutic toys have been of great benefit to the children in therapy and the therapists themselves. They make the building more cheerful and welcoming and significantly reduce the anxieties of families and children as the place is now bright, homely and a comfortable environment for them to feel safe in."

# 16 TVS PURCHASED FOR ACCIDENT & EMERGENCY DEPARTMENT



We are delighted that 16 TVs worth over £7,000 have been purchased using charitable funds for the patient rooms in the Accident & Emergency Department at Wyllybush Hospital.

Jo Dyer, Senior Nurse Manager, said: "We are very grateful that charitable funds have enabled us to purchase 16 new TVs for the department.

"It is hoped that patient experience will be improved by installing the new televisions in patient rooms as well as helping to make them more comfortable during their time here."

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

For more information on how to access charitable funds, please visit: [https://nhs.wales365.sharepoint.com/sites/HDD\\_Charities](https://nhs.wales365.sharepoint.com/sites/HDD_Charities)



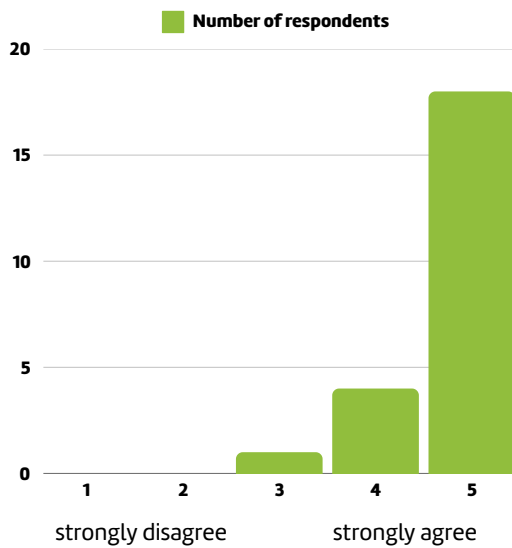


# CHARITABLE EXPENDITURE APPROVED JAN – JUNE 2024 <£10K IMPACT UPDATE

On a scale of 1–5, where 1 is strongly disagree and 5 is strongly agree, respondents were asked to score how strongly they agreed with the following statements:

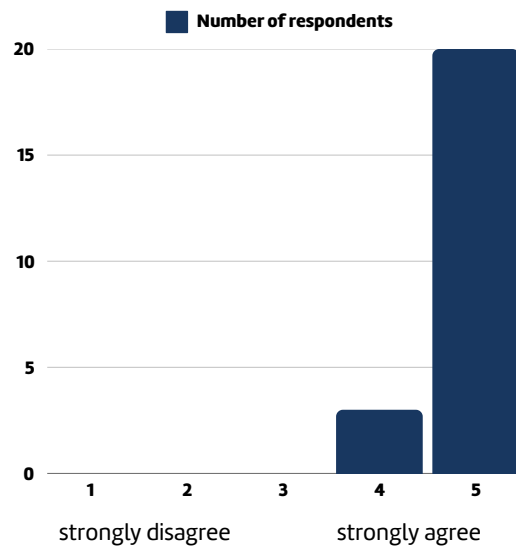
Using charitable funds has enhanced the wellbeing and experience of patients

**Results:**



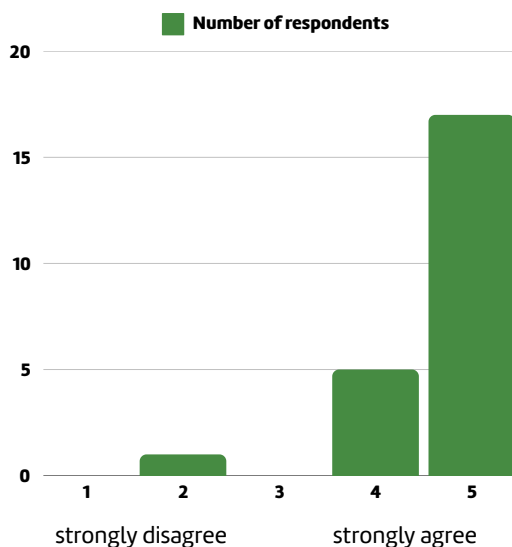
Using charitable funds has enhanced the wellbeing and experience of service users

**Results:**



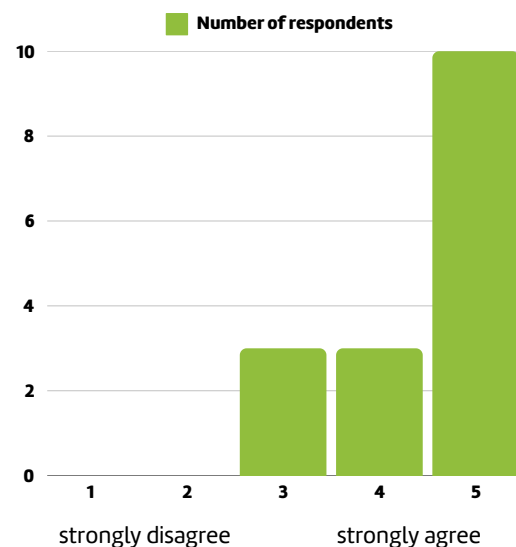
Using charitable funds has enhanced the wellbeing and experience of the wider community

**Results:**



Using charitable funds has enhanced the wellbeing of staff within my service

**Results:**

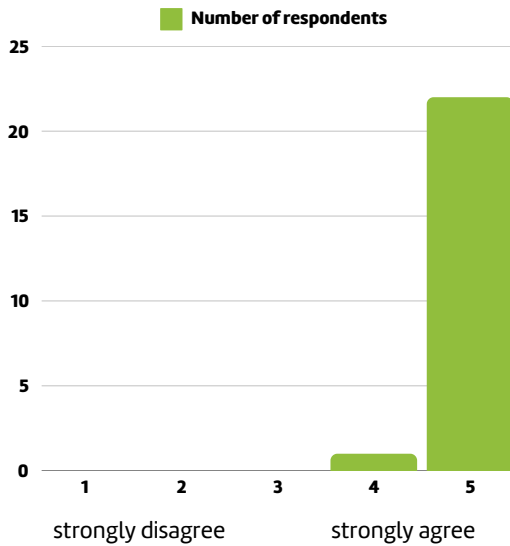


*Note that the low score indicates 'not applicable' in this instance*

*Again, the lower scores were for expenditure which was seen as less applicable to staff (e.g. a relatives room refurbishment)*

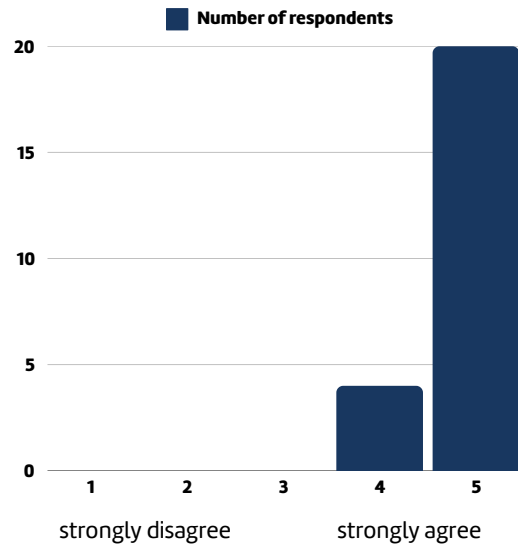
**Using charitable funds has added value to our service**

**Results:**



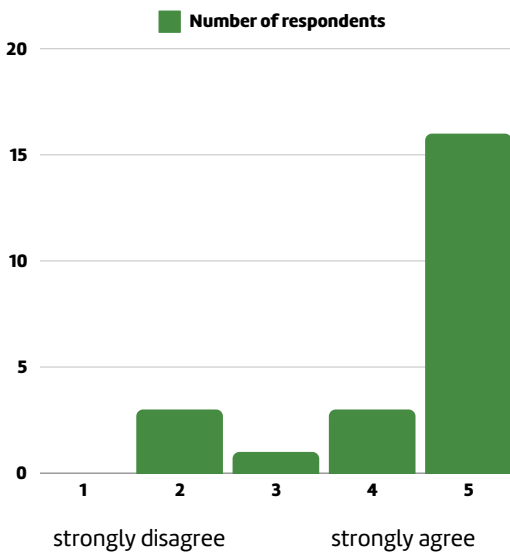
**Using charitable funds has helped my team feel more positive about the service we provide**

**Results:**



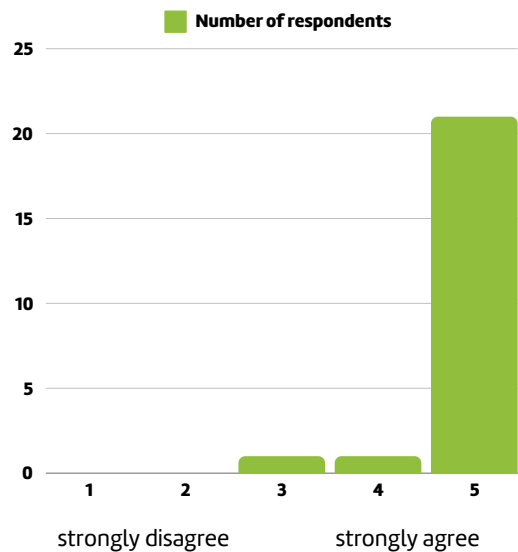
**I feel positive about using charitable funds again, or about recommending the use of charitable funds to colleagues**

**Results:**



**I feel proud to promote our NHS charity to my colleagues and to patients and their families**

**Results:**



*Note that the low scores relate to frustrations with the Oracle ordering process and the length of time for payment to be made to suppliers.*



Elusennau Iechyd  
**HYWEL DDA**  
Health Charities

**2025-26**



Elusennau Iechyd  
**HYWEL DDA**  
Health Charities

# Workplan 2025-26

# Strategic objective 1: Making a difference

## Core activities: Grant-making and charitable expenditure

1. Oversee the charity's grant-making policies and procedures to ensure that all charitable expenditure is line with our charitable objectives and that decision-making is clear, timely and well-documented.
2. Raise and maintain internal awareness of the charity and our purpose so that staff are empowered to access our funds and be innovative and proactive in their approach to making a difference.
3. Provide clear and user-friendly guidance to ensure that staff understand how to apply for funding, our eligibility criteria and the decision-making processes.

## Priority areas for 2025-26

	Activities	Timescale	Measure of achievement
1.	Launch the new online charitable funds application process for expenditure requests under £10,000. <i>Carried forward from 2024/25</i>	April 2025	Completion of the new application process Pilot of the new application form and authorisation process Application process refined following pilot
		April - May 2025	Staff training on the new administration processes delivered
		May 2025	Launch of new application process Increased levels of charitable expenditure Increased staff satisfaction rates with application process
			Internal communications campaign implemented User-friendly guidance published
2.	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. <i>Carried forward from 2024/25</i>	May 2025	Improved understanding of charitable funds application processes Increased levels of charitable expenditure Increased staff satisfaction rates with application process
			Fund manager guidance published
3.	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. <i>Carried forward from 2024/25</i>	May 2025	Training and awareness sessions for new and existing fund managers delivered Improved understanding of charitable funds processes Increased levels of charitable expenditure
		May - July 2025	
4.	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.	June 2025	Development of plan for consideration by the CFC
		July 2025	Implementation of plan
			Increased expenditure from the General Fund Improved experiences and health outcomes for patients Improved staff wellbeing and experiences

## Strategic objective 2: Fundraising and Communications

### Core activities: Fundraising

1. Motivate others to plan and manage their own fundraising activities for the charity and provide a comprehensive support package for our fundraisers.
2. Offer an annual challenge events programmes to encourage others to take part in third party events in aid of the charity.
3. Develop annual charity led events programmes, which delivers a good return on investment, to generate additional funds for the charity.
4. Develop productive corporate partnerships offering both financial and non-financial support, managing all relationships to a high standard, growing our reputation as a desirable charity to work with.
5. Develop a range of local fundraising campaigns for specific purposes that will engage with staff and motivate others to support.
6. Maximise opportunities from grant giving trusts and foundations for eligible projects across the Hywel Dda University Health Board (HDdUHB).
7. Proactively promote legacy and in-memoriam giving in a sensitive and tactful way.
8. Encourage regular and committed giving using the valuable supporter data gained from the fundraising Customer Relationship Manager (CRM) database.
9. Make it as easy as possible for people to donate by offering a variety of methods including digital platforms.
10. Capture Gift Aid consent on all eligible donations to maximise income from the Gift Aid scheme.
11. Manage the fundraising CRM to maintain comprehensive information on supporters and fundraising activities.
12. Maintain strong and effective relationships with external fundraising organisations constituted to support the work of the HDdUHB to maximise their effectiveness and ensure both parties are working towards common goals.

### Core activities: Communications

1. Maximise opportunities to raise the profile of the charity as a result of the high regard our local communities have for the NHS.
2. Enhance the profile of the charity by developing and promoting the charity brand and producing impactful marketing materials.
3. Provide comprehensive marketing and communications support for all fundraising activities including appeals, campaigns and events.
4. Maintain regular contact with our donors to promote the impact of their support and opportunities to get involved in our work.
5. Use a range of communications methods to keep staff up to date with charity news and fully informed on how to access charitable funds.
6. Develop and maintain the charity's online and digital presence to engage with existing and new supporters.
7. Produce and issue regular positive news stories on the impact of our charitable expenditure and the difference it makes to our patients, service users and staff.
8. Produce and issue regular positive news stories on the personal stories behind our fundraisers to motivate others to support the charity.

## Priority areas for 2025-26

	Activities	Timescale	Measure of achievement
1.	Complete the upgrade of the charity's current CRM database to a new and improved web version. <i>Carried forward from 2024/25</i>	April 2025	Installation of the new CRM Migration of data
		May - June 2025	Staff training on the new system delivered
			Improved reporting and query capabilities Improved CRM connectivity for hybrid working Increased automation of administrative processes
2.	Plan and deliver a new charity-led mass participation event to encourage increased fundraising for the charity	April 2025	Appraisal of options for new fundraising event
		May - June 2025	Planning of new event
		September - October 2025	Delivery of new event
		October - November 2025	Evaluation of new event
			Recruitment of new fundraisers Engagement with existing fundraisers Increased income levels
3.	Identify and apply for relevant funding opportunities from external grant-giving trusts and foundations for eligible projects across HDdUB, to increase the charity's income from this funding source.	April 2025 - March 2026	Identify funding opportunities
			Develop cases for support
			Submit funding applications
			Delivery of grant funded projects
			Increased income levels Number and value of successful applications
4.	Plan and deliver a fundraising campaign for Tonic Surf (surf therapy sessions) in aid of the Child and Adolescent Mental Health Service (CAMHS).	April 2025	Planning of campaign
		May 2025	Launch and ongoing delivery of the campaign
			Achievement of campaign target Value of funds raised Increased income levels
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.	April 2025	Services for pilot identified
		May 2025	Visibility plans developed
		June - August 2025	Design and delivery of promotional materials
			Increased income levels Increased awareness of the charity

## Strategic objective 3: Maximising the contribution

### Core activities: Making the best use of resources

1. Provide the charity's financial management systems, processes and controls to ensure a sound framework for safeguarding the charity's financial assets.
2. Oversee the charity's governance arrangements to ensure the charity operates to a high standard with limited exposure to risk, both financial and non-financial.
3. Retain the services of an investment advisor to manage the charity's investment portfolio to produce both income and capital returns.
4. Monitor and evaluate our charitable expenditure to demonstrate the effectiveness and impact of the grants awarded.

### Priority areas for 2025-26

	Activities	Timescale	Measure of achievement
1.	Introduce the Qlik Sense data visualization platform to provide an improved financial reporting system for all charitable funds cost centres.	June 2025	Training for fund managers on the new reporting platform
		June 2025	Launch of new reporting platform
		June 2025	Improved access and understanding of charitable funds financial information Increased levels of charitable expenditure