

## PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

<b>DYDDIAD Y CYFARFOD: DATE OF MEETING:</b>	20 March 2023
<b>TEITL YR ADRODDIAD: TITLE OF REPORT:</b>	Hywel Dda Health Charities Workplan 2023/24
<b>CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:</b>	Mandy Rayani, Director of Nursing, Quality and Patient Experience
<b>SWYDDOG ADRODD: REPORTING OFFICER:</b>	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 paper provides the Charitable Funds Committee (CFC) with the Hywel Dda Health Charities (HDdHC) workplan for 2023/24.

The CFC is asked to note the content of the workplan and discuss the priority areas for 2023/24 in the context of the strategic objectives considered by the CFC in November 2022.

#### Cefndir / Background

At the November 2022 CFC meeting, members received the HDdHC Strategy 2023-28 report outlining the charity's proposed strategic objectives for 2023/28. The CFC discussed the objectives and endorsed the development of an operational workplan, in the context of these objectives, for consideration by the Committee in March 2023.

#### Asesiad / Assessment

The HDdHC Strategy 2023/28 report presented three strategic objectives from April 2023:

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

Attached at Appendix 1 is the HDdHC workplan for 2023/24 that has been developed in the context of these objectives, focused on raising and distributing funds to make a positive

difference to the health, wellbeing and experience of patients, service users and staff across the Hywel Dda University Health Board (HDdUHB).

The workplan summarises the charity's core day-to-day activities that align to each of the strategic objectives. It also summarises the priority areas that will be progressed during 2023/24.

Progress against the priority areas for 2023/24 will be reported to the CFC on a quarterly basis via the Integrated Performance Report.

Attached at Appendix 2 is a summary of key achievements realised from the delivery of the 2020/23 three-year plan. The objectives achieved through the delivery of the 2020/23 three-year plan are now part of the charity's core day-to-day activities and have been moved into 'business as usual' within the 2023/24 workplan.

#### **Argymhelliad / Recommendation**

The CFC is asked to note the content of the workplan and discuss the priority areas for 2023/24 in the context of the strategic objectives considered by the CFC in November 2022.

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

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

Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.3 To receive an assurance on delivery against relevant Planning Objectives aligned to the Committee, in accordance with Board approved timescales, as set out in HDdUHB's Annual Plan.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	Governance, Leadership and Accountability
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable
Amcanion Cynllunio Planning Objectives	2E Evidencing impact of charitable funds
Amcanion Llesiant BIP: UHB Well-being Objectives:	9. All HDdUHB Well-being Objectives apply

#### **Gwybodaeth Ychwanegol:**

#### **Further Information:**

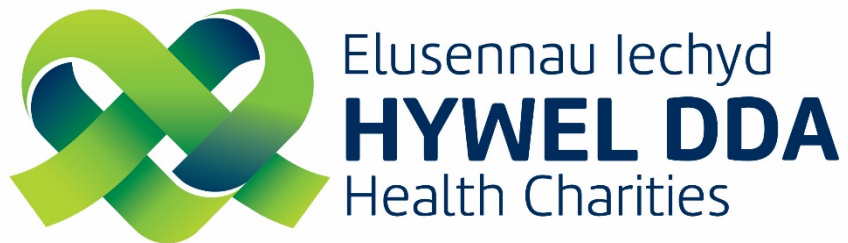
Ar sail tystiolaeth: Evidence Base:	Not applicable
Rhestr Termiau: Glossary of Terms:	Explanation of terms is included within the report

Partïon / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Not applicable
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<b>Effaith: (rhaid cwblhau) Impact: (must be completed)</b>	
<b>Ariannol / Gwerth am Arian: Financial / Service:</b>	Not applicable
<b>Ansawdd / Gofal Claf: Quality / Patient Care:</b>	Not applicable
<b>Gweithlu: Workforce:</b>	Not applicable
<b>Risg: Risk:</b>	Not applicable
<b>Cyfreithiol: Legal:</b>	Not applicable
<b>Enw Da: Reputational:</b>	Not applicable
<b>Gyfrinachedd: Privacy:</b>	Not applicable
<b>Cydraddoldeb: Equality:</b>	Not applicable



**#MakingaDifference in 2023-24**



# Workplan 2023-24

## 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 2023/24

	Activities	Timescale	Measure of achievement
1.	Review and refine 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. <i>*Finance team resource from August 2023 following submission of accounts</i>	April to October 2023 November 2023 January to March 2024	<ul style="list-style-type: none"> <li>- Review of fund structure</li> <li>- Recommendations made to CFC for consideration</li> <li>- Implementation of CFC recommendations</li> <li>- Reduction in number of funds</li> <li>- Increased levels of charitable expenditure</li> </ul>
2.	Launch the new electronic/online charitable funds application process for use by all services across the University Health Board.	April and May 2023 June 2023 July 2023	<ul style="list-style-type: none"> <li>- Pilot new application process</li> <li>- Refine application process</li> <li>- Launch new application process to all services</li> <li>- Increased levels of charitable expenditure</li> <li>- Staff satisfaction rates with application process</li> </ul>
3.	Develop and implement an internal communications plan to raise the profile of the charity, highlight the positive difference that charitable funds can make and encourage more applications for funding	April 2023 May 2023	<ul style="list-style-type: none"> <li>- Internal communications plan developed</li> <li>- Internal communications plan implemented</li> <li>- Improved understanding of charitable funds processes</li> <li>- Increased levels of charitable expenditure</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	July to September 2023	<ul style="list-style-type: none"> <li>- Improved understanding of charitable funds processes</li> <li>- Increased levels of charitable expenditure</li> </ul>
5.	Integrate the planning of proactive charitable funds expenditure into the remit of HDdUHB's Finance Business Partners to support their client departments to deploy charitable funding effectively in areas where it can make the biggest difference.	April to September 2023	<ul style="list-style-type: none"> <li>- Production of charitable funds expenditure plans</li> <li>- Improved understanding of charitable funds processes</li> <li>- Increased levels of charitable expenditure</li> </ul>



## 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 UHB.
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 CRM.
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 UHB 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 2023/24

	Activities	Timescale	Measure of achievement
1.	Develop and launch a capital fundraising appeal to improve outdoor spaces for patients at Mynydd Mawr Rehabilitation Unit and Bryngolau ward at Prince Philip Hospital	April to August 2023 September 2023 December 2024	- Development of appeal - Launch of appeal - Achievement of appeal target
2.	Further develop the Hywel Dda Health Charities lottery to increase unrestricted funds	April 2023 to March 2024	- Number of weekly plays - Increased income levels
3.	Pilot new contactless donations stations for use within both hospital and community settings to make it as easy as possible for people to donate	September 2023	- Installation of donation stations - Income levels from donation stations
4.	Upgrade the charity's current Customer Relationship Management (CRM) database to a new and improved web version	September 2023 October 2023 November 2023	- Installation of new CRM - Migration of data - Training of staff
5.	Install a series of graphics across all HDdUHB acute and community hospital sites to increase visibility and ensure that we are the charity with the most prominent presence	July to September 2023 October to December 2023	- Design of graphics - Installation of graphics - Increased income levels
6.	Develop new social media platforms to engage with new audiences e.g. TikTok, LinkedIn	April 2023 to March 2024	- Launch of new social media platforms - Increased levels of engagement

## 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 2023/24

	Activities	Timescale	Measure of achievement
1.	Regular meetings of the Investment Sub-Committee to provide advice to the Charitable Funds Committee on the charity's investment portfolio.	April 2023 September 2023 <i>*Finance team resource from August 2023 following submission of accounts</i>	<ul style="list-style-type: none"> <li>- Establishment of Sub-Committee</li> <li>- Recruitment of independent investment adviser and strategic advisor</li> <li>- Regular Sub-Committee meetings</li> <li>- Positive performance of investment portfolio</li> </ul>
2.	Implementation of the evaluation framework and data capture process to evidence the effectiveness and impact of our charitable expenditure.	April to June 2023	<ul style="list-style-type: none"> <li>- Pilot new data capture processes</li> <li>- Refine data capture processes</li> <li>- Implement data capture processes of all charitable expenditure</li> <li>- Improved impact reporting</li> </ul>
3.	Introduce an improved financial reporting system and processes for all charitable funds cost centres.	September 2023 to March 2024	<ul style="list-style-type: none"> <li>- Establishment of reporting system and processes</li> <li>- Improved access and understanding of charitable funds financial information</li> <li>- Increased levels of charitable expenditure</li> </ul>





**Total income  
2020–23:  
£5.89 million  
(to M10 2022–23)**



**Total expenditure  
2020–23:  
£4.1 million  
(to M10 2022–23)**



**Bronglais  
Chemo Appeal**

**Over £800,000 raised  
for the Bronglais  
Chemo Appeal**



**Unprecedented  
support for our  
Covid-19 Appeal**



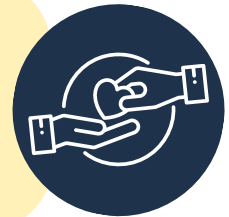
**User-friendly guidance  
for staff on the grant  
application process  
developed**



**Public lottery  
scheme launched**

**Many new ways of giving introduced:**

- > Enthuse online giving platform
- > Farewill free wills platform
- > Text-to-donate
- > Pennies from Heaven payroll giving scheme
- > Facebook Giving
- > Regular fundraising campaigns



**Electronic charitable  
funds application  
process developed**



**New, strong brand  
identity launched**



**Review of grant-  
making procedures  
undertaken**



**Evaluation framework  
to evidence the  
impact of  
expenditure developed**

**New range of digital communications launched including:**

- > Standalone website
- > New and improved intranet site
- > E-newsletters
- > Instagram page

