

**PWYLLGOR CRONFA ELUSENNOL
CHARITABLE FUNDS COMMITTEE**

DYDDIAD Y CYFARFOD: DATE OF MEETING:	21 June 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)**

Er Sicrwydd/For Assurance

**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 at 31 March 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 2023/28.

Asesiad / Assessment

Hywel Dda Health Charities' financial performance is summarised in the main body of Annex 1 (Integrated Performance Report). The key financial performance considerations are:

1. The **net incoming resources before transfers** of the charity is **£571,391** for the period ending 31 March 2024.
2. Total **incoming resources** to 31 March 2024 were **£2,486,652** of which:
 - **£695,232** related to **donations and fundraising income** compared to **£1,542,253** for the same period last year.
 - **£1,404,569** related to **legacy income** has been received in the year compared to **£1,920,817** for the same period last year.

- **£30,924** related to **grant income** compared to **£101,981** for the same period last year.
 - **£342,823** related to **investment income** compared to **£405,384** for the same period in the previous year.
 - **£13,104** related to **income from other trading activities** compared to **£12,994** 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 31 March 2024 has decreased by **£1,434,326** in comparison to previous year's income for the same period.
 4. The **closing value of investments** held by the charity on 31 March 2024 was **£8,931,874**. The **value of total funds** at the same date was **£8,122,166**.
 5. **Realised and unrealised loss on investment assets** amounted to **£799,039** for the period ending 31 March 2024, compared to a loss of **£559,894** for the same period last year.
 6. The **balances** of the charity **bank accounts** as at 31 March 2024 were: **current account £460** and **deposit account £39,986**. **£6,080,611** is also held in a **high interest deposit account** with CCLA.
 7. Our expenditure on charitable activities for the period ending 31 March 2024 was **£1,361,103** compared to **£687,858** 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 31 March 2024 is **£5,302 underspent** against budget.
 9. There was a **net surplus** from **unrestricted apportionments** (after investment gains) across funds of **£115,152** for the period ending 31 March 2024. This will be added to the surplus balance brought forward in the central fund from 2022/23.
 10. The contract in relation to the provision of investment fund management has been extended for two years; CCLA Investment Management Limited will continue in their role as investment fund managers.

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In addition to the Statement of Financial Activity for the period ending 31 March 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 31 March 2024 (Annex 1 Appendix 3).
- Expenditure over £5,000 for the period February 2024 to March 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 2024/25:

- Progress update on the 2024/25 workplan (Annex 2)
- Summer 2024 highlights from the fundraising and communications support team (Annex 3)
- Communications overview May 2024 (Annex 4)

Argymhelliad / Recommendation

The Charitable Funds Committee is requested to **NOTE** the content of this report and receive **ASSURANCE** on the charity's performance.

Amcanion: (rhaid cwblhau)

Objectives: (must be completed)

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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.
Partion / 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 EqIA is considered necessary for a report of this type.



Integrated Performance Report

Position as at 31 March 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 2024/25.

2. Summary of Key Financial Activity

2.1 The **net incoming resources before transfers** of the charity is **£571,391** for the period ending 31 March 2024 (see Appendix 1).

2.2 Total **incoming resources** to 31 March 2024 (see Appendix 1) were **£2,486,652** of which:

- **£695,232** related to **donations and fundraising income**, compared to **£1,542,253** for the same period last year.
- **£1,404,569** related to **legacy income** had been received to date in year; compared to **£1,920,817** for the same period last year.
- **£30,924** related to **grant income**, compared to **£101,981** for the same period last year.
- **£342,823** related to **investment income** compared to **£405,384** for the same period last year.
- **£13,104** related to **income from other trading activities** (profit generated from the lottery) compared to **£12,994** last year.

2.3 The charity's **overall income from donations, grants and legacies** to 31 March 2024 has decreased by **£1,434,326** in comparison to previous year's income for the same period.

2.4 The **closing value of investments** held by the charity on 31 March 2024 was **£8,931,874**. The **value of total funds** at the same date in 2023 was **£8,122,166**.

2.5 **Realised and unrealised gains on investment assets** amounted to **£799,039** for the period ending 31 March 2024, compared to a loss of **£559,894** for the same period last year.

2.6 The **closing balances** of our charity **bank accounts** as of 31 March 2024 were: **current account £460** and **deposit account £39,986**. **£6,080,611** is also held in a **high interest deposit account** with CCLA.

- 2.7 Our expenditure on charitable activities for the period ending 31 March 2024 was **£1,361,103** compared to **£687,858** in comparison to previous year's expenditure for the same period.
- 2.8 The reported position for the total of **governance and support costs** (including finance and fundraising costs) incurred in the year to 31 March 2024 is **£5,302 underspent** against budget.
- 2.9 There was a **net surplus** from **unrestricted apportionments** (after investment gains) across funds of **£115,152** for the period ending 31 March 2024. This will be added to the surplus balance brought forward in the central fund from 2022/23.

Further information for the period ending 31 March 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**.

2. Our Income

Figure 1: Rolling annual donation figures by county from March 2021 to March 2024

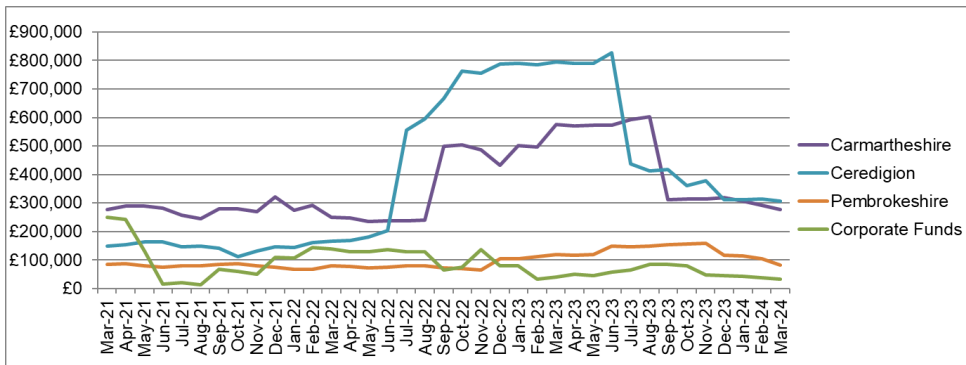
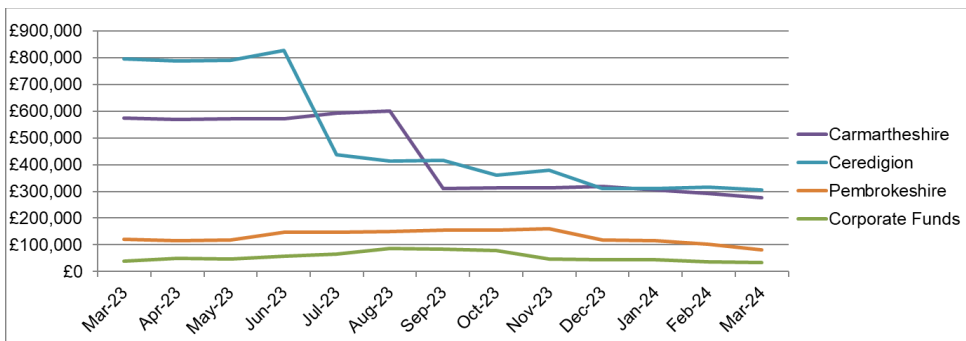


Figure 2: Rolling annual donation figures by county from March 2023 to March 2024



- The charity's overall income from donations, grants and legacies to 31 March 2024 was £2,130,725. This has decreased by 40% (£1,434,326) in comparison to the same period in the previous financial year where £3,565,051 was received.
- Donations for the 12-month period to 31 March 2024 have decreased by 55% to £695,232 compared with the same period in the prior year.
- The charity's income during 2022/23 was the highest recorded since the charity's establishment in 2012 (£3.98m). This was as a result of the successful Bronglais Chemo Appeal as well as significant donations for the Pentre Awel hydrotherapy pool.
- During this reporting period, the Bronglais Chemo Appeal accounts for 61% of the reported reduction in donations.
- Legacy income for the 12-month period to 31 March 2024 decreased by 27% to £1,404,569 compared with the same period in the prior year. In November 2023 a significant legacy of £1,329,817 was received.
- The overall gain of £799,039 on investment assets reported is compared to a loss of £559,895 for the same period last year.
- A review of the charity's fundraising performance as well as governance and support costs will be presented to the Charitable Funds Committee in September 2024 for consideration.

3. Our Expenditure and Commitments

Figure 3: Charitable expenditure to 31 March 2024

Expenditure & Commitments	2021-22 (£)	2022-23 (£)	As at 31 March 2024	
			2023-24 (£)	2023-24 %
Support costs	105,993	111,643	114,539	7.8
Medical and surgical equipment	266,614	273,189	731,456	49.6
Office and computer equipment	43,816	39,305	87,886	6.0
Building and refurbishment	867,937	66,985	238,432	16.2
Staff education/ welfare	19,835	97,603	71,676	4.9
Patient education/ welfare	349,545	126,475	126,390	8.6
Miscellaneous	7,857	84,532	105,264	7.1
Total (£)	1,661,597	799,732	1,475,642	100

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. SBARs approved by Charitable Funds Committee.

In addition, Appendix 5 includes a historical analysis of Building and refurbishment and Patient education/welfare costs.

- Charitable expenditure to 31 March 2024 including support costs (finance and audit) was £1,475,642 which represents an approximate increase of 84% in comparison to expenditure for the same period in the previous financial year.

Summary of expenditure committed or incurred to 31 March 2024:

Building and refurbishment

- Staff rest areas (£19,504)
- Ground preparation to house outdoor gym (£5,234)
- BGH Chemotherapy Day Unit works (£168,918)
- Garden improvements PPH ward 9 and ward 1 (£5,497)
- Ty Bryngwyn upgrade and wellbeing therapies rooms (£31,188)

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.

Summary of expenditure committed or incurred to 31 March 2024 (continued):

Medical and surgical equipment

- Fibroscan and travel case, BGH (£43,350)
- Smart Exam, BGH (£20,400)
- XL Probe, BGH (£15,640)
- Vivid S70N Dimension, BGH Cardiac Rehab (£72,730)
- Vivid E95 4D Ultra, WGH Cardiology (£9,003)
- 2 x VR Headsets, Ceredigion Palliative Care (£6,600)
- Remote Interprofessional Simulation Equipment (£42,122)
- Eclipse Pro Ambulatory ECG Recorder, GGH Cardiology (£9,992)
- SSL 5500 LED Headlight system, GGH ENT (£4,788)
- Sonosite Edge II Vascular Scanner, Scheduled Care, (£29,946)
- Tomey UD 800 A&B Scan, Tysul Eye Unit, GGH (£14,250)
- Paxman Scalp cooling system, PPH Oncology (£11,975)
- Lymphatouch Therapy Device, various sites (£14,850)
- Hockey stick probe, PPH Rheumatology (£6,000)
- Dawn Software for Clinical Haematology (£7,230)
- Giraffe Omnibed care station, SCBU (£34,630)
- 7 x Eclipse pro monitors, Ceredigion Cardiology (£9,993)
- Telemetry Cardiac Monitoring, WGH (£30,762)
- Special Care Baby Unit ventilators (£68,467)
- Ultrasound for GGH Anaesthetics (£42,600)
- Hamilton MR1 ventilator for WGH (£28,704)
- SMOTs ceiling mounted cameras (£18,690)
- HAAG-STREIT BI900 Slit lamp WGH (£17,260)

4.1 Governance and Support Costs

Figure 4: Finance and fundraising costs to 31 March 2024

		Annual Budget 2023-24	Budget to 31/03/24	Actual Costs to 31/03/24	(Under) / Over budget to 31/03/24
Finance		99,379	99,379	99,382	3
Fundraising	Pay	378,466	378,466	390,103	11,637
	Non Pay	46,910	46,910	49,516	2,606
Committee Approved (March 2023)		524,755	524,755	539,001	14,246
Fundraising Pay Award Uplift (Non Recurring)		9,367	9,367	0	(9,367)
Grant Funding					
Fundraising	Pay	10,180	10,180	0	(10,180)
Total		544,302	544,302	539,001	(5,302)
<i>Costs funded by Grant income & Pay Award Uplift are included within Fundraising Actual Pay costs</i>					

Figure 5: Investment income, returns and charges to 31 March 2024

	Restricted Funds (£)	Unrestricted Funds (£)	Endowment Funds (£)	Overall Total (£)
Investment Income	(172,314)	(103,515)	(66,994)	(342,823)
Governance & Support - Finance, Fundraising & Support Team	336,720	202,281	0	539,001
Audit Fees	9,469	5,688	0	15,157
Investment (Gains) & Losses	(365,562)	(219,606)	(213,871)	(799,039)
(Surplus) / Deficit	(191,687)	(115,152)	(280,865)	(587,704)

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 2023, the Charitable Funds Committee approved a total governance and support costs budget of £524,755 for the 2023/24 financial year.
- A further £9,367 non-recurring uplift has been applied to this budget, received from NHS exchequer funds rather than charitable funds, as a contribution to the NHS Wales 5% pay award enhancements for 2023/24.
- An additional £10,180 of income is included in the 2023/24 budget from the NHS Charities Together stage 2 Operational Support Grant, as a contribution towards the pay costs of the Head of Hywel Dda Health Charities, which is reflected in table 4.
- For the period ending 31 March 2024, the reported position for finance and fundraising costs was an underspend of £5,302 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.
- As agreed in March 2018, the unrestricted funds income, returns and charges will be brought into a central fund should the net surplus in that fund remain in credit. As at 31 March 2024 there is a net surplus from the unrestricted apportionments of £115,152. This will be added to the surplus balance brought forward in the central fund from 2022/23.
- 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 the 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 31 March 2024

HYWEL DDA LOCAL HEALTH BOARD									
CHARITABLE FUND REPORT - SUMMARY									
FOR THE PERIOD ENDING 31 MARCH 2024									
	Corporate	Acute Services	Carmarthen Community	Ceredigion Community	Pembrokeshire Community	Mental Health & Learning Disabilities	Other To be apportioned	Total	
	£	£	£	£				£	
Incoming resources									
Donations	31,830	595,523	27,258	19,017	10,678	10,927	0	695,232	
Legacies	1,329,817	69,753	5,000	0	0	0	0	1,404,569	
Grants receivable	55,837	(9,691)	(5,065)	(4,752)	(1,563)	(3,843)	0	30,924	
Investment income	786	66,974	(236)	0	0	(489)	275,788	342,823	
Income from other trading activities	14,962	(1,820)	(38)	0	0	0	0	13,104	
Other incoming resources	0	0	0	0	0	0	0	0	
	1,433,232	720,740	26,918	14,265	9,115	6,594	275,788	2,486,652	
Resources expended									
Expenditure on raising funds	0	0	0	0	0	0	(439,619)	(439,619)	
Charitable activities	(218,940)	(1,036,092)	(71,581)	(12,010)	(12,308)	(10,172)	0	(1,361,103)	
Support Costs	0	0	0	0	0	0	(75,687)	(75,687)	
Governance costs	0	0	0	0	0	0	(38,852)	(38,852)	
Investment Management	0	0	0	0	0	0	0	0	
	(218,940)	(1,036,092)	(71,581)	(12,010)	(12,308)	(10,172)	(554,158)	(1,915,261)	
Net incoming/(outgoing) resources before transfers	1,214,292	(315,353)	(44,663)	2,255	(3,193)	(3,578)	(278,370)	571,391	
Gross transfers between funds	0	0	0	0	0	0	0	0	
Net incoming/(outgoing) resources	1,214,292	(315,353)	(44,663)	2,255	(3,193)	(3,578)	(278,370)	571,391	
Gains/(losses) on investment assets									
Realised and Unrealised	(1,036)	213,901	361	0	0	644	585,168	799,039	
Net movement in funds	1,213,256	(101,452)	(44,302)	2,255	(3,193)	(2,934)	306,798	1,370,430	
Opening balance at 1 April 2023	571,615	8,776,944	2,027,762	224,421	135,377	226,648	0	11,962,768	
Closing balance at 31 March 2024	1,784,871	8,675,493	1,983,460	226,677	132,184	223,715	306,798	13,333,198	

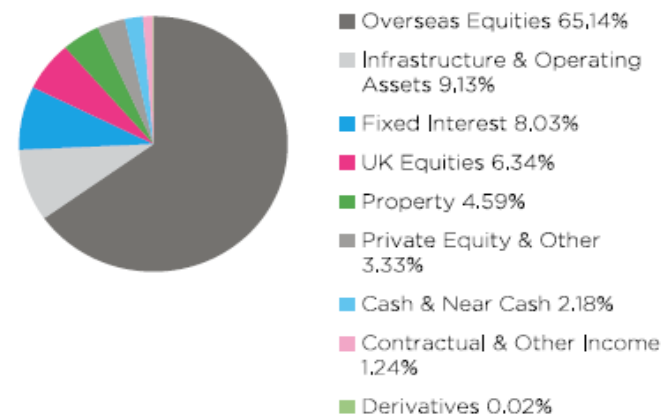
Appendix 2: Investment performance

As at 31 March 2024, the value of investments held by the charity was £8,931,874. The value of total funds held at the same date was £8,122,166.

Funds are separated into two areas. Firstly, a fund tied to the permanent endowment fund for Pembrokeshire Cardiology Equipment of £2,390,712 and secondly a general charity fund of £6,541,162. The charity also currently holds £6,080,611 in a deposit account.

Over the quarter the Fund returned 3.63% compared with the comparator return of 7.16%. Over the last 12 months, the Fund returned 13.11% compared with the comparator return of 16.72%.

Asset allocation as at 31 March 2024



Total return performance

Performance* to 31 March 2024	3 months	1 year	3 years p.a.	5 years p.a.
Ethical	+3.63%	+13.11%	+7.34%	+8.95%
Comparator	+7.16%	+16.72%	+7.81%	+7.56%

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

Appendix 3: Outstanding material commitments as at 31 March 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 following acceptance of tender return costs
Cancer Service - Ceredigion	287,496	BGH Chemotherapy Development	Sep-19	
Cancer Service - Ceredigion	58,918	BGH Chemotherapy Development	Jun-21	
Cancer Service - Ceredigion	173,937	BGH Chemotherapy Development	Jun-21	
Cancer Service - Ceredigion	400,000	BGH Chemotherapy Development	Jun-21	
Cancer Service - Ceredigion	912,989	BGH Chemotherapy Development	Nov-23	
Cancer Service - Pembrokeshire	41,758	Ward 10 Enhanced Scheme	Sep-19	Work is now complete. Review of costs to be undertaken and any underspend to be released.
Cancer Service - Ceredigion	28,419	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	Reducing balance - monthly recharges transacted in 2023-24 to support staff costs.
Cancer Service - Pembrokeshire	15,575	Funding of Trainee Clinical Nurse Specialist Post	Sep-20	
Unscheduled Care - Prince Philip	39,054	Mynydd Mawr Garden Project		Agreed via Sub Committee - Form CF1750. Project has been delayed due to the pandemic, rising costs, staff changes. Funds will need to be re-applied for if scheme is to go ahead during 2023-24.
Women & Children's Services	2,923	Family Counsellor Proposal for Paediatric Palliative Care (2 posts)	Sep-21	Reducing balance - monthly recharges transacted in 2023-24 to support staff costs for one post which commenced in Jan 2022.
Cancer Services	42,033	Cancer Psychological Support Pilot Project Year 3 - 5	Nov-21	Approved additional contribution towards the project. monthly recharges transacted in 2023-24 to support staff costs.
	2,263,079			

Appendix 4: Expenditure over £5,000 (invoices paid) for the period 1 February 2024 to 31 March 2024.

Service	Fund Name	£	Description	Claim Ref
Bronglais Hospital	T330-CMW - Bronglais Gen Hosp (G)	81,690	a FibroScan® Mini+ 430 – Echosens machine	SBAR
Glangwilli & Bronglais Hospitals Neonatology	T134-CAR - Special Care Baby Unit	22,143	Neonatal Ventilators Qty 4	SBAR
Hywel Dda Healthboard - For use HB wide	T600-Support for Life Response Fund	21,731	Remote Interprofessional Simulation Equipment	SBAR
Carmarthenshire Community Nurses	T216-CAR - Palliative Care Nurses	14,707	Urbanite Backpack for Home Care - Qty 170 / Fit's Evo Bitone Shoulder Bag-Qty 55	CF02804
Withybush Hospital - Cardio-Respiratory Department	T460-PDT - Cardiology Equip Income Fund	13,304	Qty 10 - Eclipse Pro Extended Holter Recorders from Spacelabs Healthcare	CF02805
Glangwilli & Bronglais Hospitals Neonatology	T134-CAR - Special Care Baby Unit	11,071	Neonatal Ventilators Qty 4	SBAR
Glangwilli Hospital CDU	T705-GGH Oncology	5,820	QTY 5 Cabinets	CF02724
Withybush Hospital	T516-PDT - WGH Ward 9 Fund	5,536	Neonatal Ventilators Qty 4	SBAR
	T754-Carms Community Midwifery	5,536	Neonatal Ventilators Qty 4	SBAR
		181,537		

#MakingaDifference in 2024-25



Workplan 2024-25

Progress update April & May 2024

Strategic objective 1: Making a difference

Priority areas for 2024/25

	Activity	Update on progress May 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"> Final legal advice has been received on the reclassification of legacy gifts received by the charity since 2013. This will enable recommendations to be made to the September 2024 CFC meeting on the structure of restricted funds held by HDdHC. Between June and September 2024, further engagement work will be undertaken to ensure that any proposed changes to the structure are aligned to the management structure of the departments, specialities and services holding the funds following the publication of the Operations Directorate's new management structure. 	
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"> The electronic application form is currently being piloted by teams/services that regularly apply for charitable funds to ensure that the new process is as user-friendly as possible. Staff training on the new administration processes associated with the new application form will be delivered during July and August 2024 with the aim of launching the new form during September 2024. 	
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"> An internal communications plan has been developed, with an awareness campaign scheduled for the autumn. Work has begun on a suite of user-friendly staff guidance to accompany the new electronic application form for expenditure requests up to £10,000 as well as for the business case template for requests over £10,000. 	
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 fund manager guidance forms part of the internal communications plan and autumn awareness campaign referenced above. The guidance will be produced in line with the review of the charity's fund structure. 	

Strategic objective 2: Fundraising and Communications

Priority areas for 2024/25

	Activities	Update on progress May 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"> The appeal has unfortunately not generated the level of charitable donations that was hoped during the first six months of delivery; as of 31 May 2024 the appeal had reached 14% of its fundraising target (£13,786.75). This is despite extensive and regular coverage, both online and in print, including a fortnightly appeal page in the Llanelli Star, a sustained social media campaign, a high-profile endorsement from rugby referee Nigel Owens, engagement with local businesses as well as a number of community and staff fundraising events taking place across the locality. Staff fundraising has been a success with the fundraising team supporting a recent Pen y Fan sponsored walk, a Spring raffle and a golf day hosted by the PPH Estates team. Forthcoming events include a charity ball, raffle and auction being organised by a local family to show appreciation of care for a family member. Fundraising and communications plans have been refined following the first six months of delivery and the fundraising and communications team continues to drive the appeal, to raise further awareness and increase income levels to meet the appeal's target. 	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"> The first phase of the regular giving campaign targeting 'warm' contacts in Pembrokeshire began in April 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 Pembrokeshire, and creating a new section on the charity's website. This first pilot 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 Ceredigion and Carmarthenshire. 	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"> The 'Make Your Will Month' campaign was launched in April with the campaign taking place throughout May. This is a campaign where solicitors across our region waive their usual fee to help our supporters make or update their will in exchange for a donation to our charity. 15 supporters signed-up to the campaign, raising £1,775 for the charity. Information on legacy pledges will be shared with the charity following the end of the campaign, where consent has been provided to do so. 	Green

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 significant delays during 2023/24, our current supplier has confirmed the launch of its new web-based CRM database for July 2024. The delay has not had a significant impact on our service provision as our existing CRM is still operational. • A Data Processing Impact Assessment (DPIA) is currently being carried out with support from the Information Governance (IG) team to ensure that the new CRM is aligned to our IG policies and procedures. 	
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"> • A 'phase II' visibility plan has been developed and work is underway on the design of a variety of promotional materials to implement the plan. • The aim is to further increase visibility in HDdUHB public areas such as wards, canteens, waiting areas, receptions and rest rooms, building on the installation of graphics across 11 acute and community sites during 2023/24. 	

Strategic objective 3: Maximising the contribution

Priority areas for 2024/25

	Activities	Update on progress May 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"> • A brief survey has been sent to charitable funds expenditure requests below the value of £50,000 approved between April and December 2023. The survey aims to capture how the funding approved has made a difference to patients and service users, their families, carers and Hywel Dda staff. It also asks about colleagues' experiences of accessing charitable funds and a summary of the results will be reported to the September 2024 meeting. • A reporting template to measure the impact of expenditure requests over the value of £10,000 has been developed, to align with the new business case template, ensuring that the value and impact of charitable expenditure is captured and evaluated. 	
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"> • The installation of the Qlik Sense platform was completed in April 2024 and is now operational for revenue purposes. • The Finance team will receive training and review the charitable funds module during July and August 2024, and we are on track to launch the new reporting platform in September 2024. 	
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"> • We are on track to review the current Integrated Performance Report during August 2024 and present the new Integrated Performance Report to the September CFC meeting. 	

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.

SUMMER 2024

Highlights at



Elusennau Iechyd
HYWEL DDA
Health Charities



20 INTREPID FUNDRAISERS TAKE ON OUR ZIP LINE CHALLENGE!

A fantastic 20 fundraisers (pictured) smashed our Zip Line Challenge in March.

The fundraisers took on Velocity, the world's fastest zip line, at Penrhyn Quarry in north Wales. They zipped along at speeds approaching 100mph!

The challenge raised a total of over £4,500 for the charity.

Fundraising Officer Bridget Harpwood said: "It was a truly fun day and we want to say a huge thank you to everyone who travelled all the way to north Wales to take part. And what a fantastic amount was raised for our cause.

"We hope it was a truly memorable experience!"



LOOK OUT FOR OUR CONTACTLESS DONATION STATIONS



Thanks to NHS Charities Together grant funding, we will be installing contactless donations stations at our four acute sites this summer.

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.

They can choose to tap their phone or card on the donation 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 local NHS charity!

CHARITY TEAM AT LCW24



Remember to say hello to the charity team if you're at Long Course Weekend Wales 2024 on June 21st - 23rd!

Hywel Dda Health Charities is the Title Charity Partner at the epic event and we will be in the expo area for the three days to support our 30+ fundraisers competing in the various events. We look forward to raising awareness of the charity among the many thousands of visitors...

MAKE YOUR WILL MONTH LAUNCHES



In April we launched our **Make Your Will Month** campaign which gives supporters the opportunity to make or update a will throughout May at a reduced price – and to leave a gift to the charity.

Fundraising Officer Katie Hancock said: “This year we are really progressing our promotion of legacy gifts and Make Your Will Month is the first of our 2024 legacy campaigns.

“We’ve had great support for the campaign from solicitors across the region who are donating their time for free.”

By mid-May the campaign had already received 15 donors and raised £1,775; the participating solicitors will disclose how much has been pledged to the charity at the end of the campaign.

FUNDRAISING FOCUS: TEAM EVANS



While all of our fundraisers are fantastic supporters, one group of family and friends from Llanelli are taking fundraising for the charity to a whole new level with an incredible series of events.

Team Evans are fundraising in memory of Wayne Evans (pictured above with his family) who sadly passed away last year. Wayne fundraised passionately for the chemotherapy unit at Prince Philip Hospital as a thank you for the outstanding care he received following a diagnosis of pancreatic cancer.

In 2023 and 2024, Team Evans have taken part in a whole host of fundraising events including a 10-mile coastal run by 120 team members, a group cycle from Llanelli to Bangor, and a team entry in the 2024 Llanelli 10k.

One Team Evans member – Samantha Lewis – ran an amazing 14 marathons in 14 days, raising over £4,500!

In total, over £16,000 has been raised for the charity, with more events planned for the summer. [Read more...](#)



SUPPORTERS INVITED TO JOIN THE NHS BIG TEA

In 2023, we enjoyed fantastic support for our NHS75 campaign which celebrated the NHS’s big birthday! Hundreds of staff across the health board were snapped with our charity selfie frames, bringing thousands of people to our social media pages.

In April we launched the NHS Big Tea 2024 which takes place on the NHS’s 76th birthday on 5th July. With coverage in newspapers across the region, we hope the campaign will encourage supporters across Hywel Dda to join us with a cuppa and a slice of cake while raising funds for their NHS charity! [Read more...](#)

RAFFLE RAISES OVER £600 FOR CHEMOTHERAPY UNIT

This spring we raffled a signed Swansea City FC football which was kindly donated by our supporter Gareth Killa. Gareth’s partner Janet is currently receiving treatment in the Chemotherapy Day Unit at Prince Phillip Hospital.

Over 200 tickets were sold and over £600 was raised by the raffle. Tara Nickerson, Fundraising Manager, said: “It’s great to see that a good old-fashioned raffle can still get such a great response and raise a fantastic sum for a fantastic service.

“Our Enthuse online fundraising platform really came into its own by providing a quick and easy way for people to buy raffle tickets via their phones.”

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



IN FOCUS:

HOW CHARITABLE DONATIONS ARE ENHANCING HEALTHCARE ACROSS HYWEL DDA

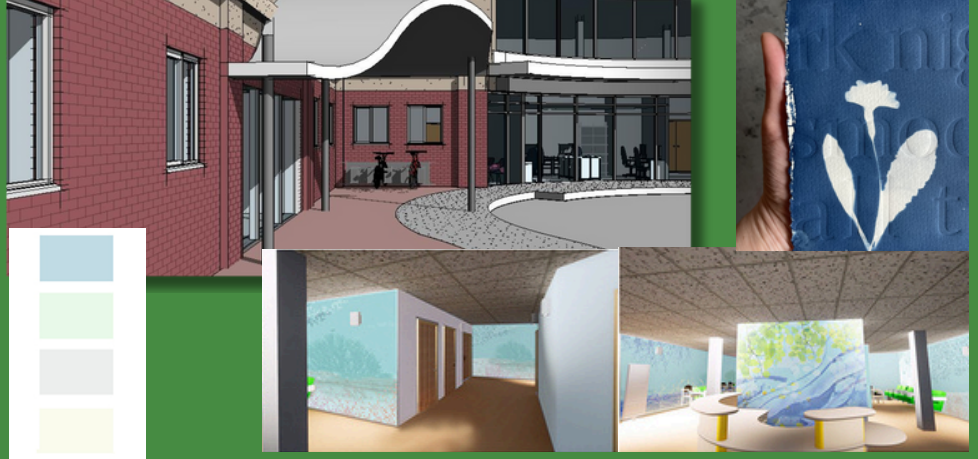
WORK TO BEGIN ON £3MILLION CANCER DAY UNIT AT BRONGLAIS

Following the hugely successful Bronglais Chemo Appeal, building work on the new Chemotherapy Day Unit (CDU) at Bronglais Hospital will start on 28th May 2024.

The project will deliver significant enhancements in care and experience for Hywel Dda patients.

Peter Skitt, Hywel Dda's Ceredigion County Director and project director for the development of the new unit, said: "I'm delighted that we will soon realise our ambition for Bronglais Hospital to have a fit-for-purpose unit for cancer patients.

"We have overcome a short delay, and with support from our staff, the Hywel Dda Health Charities, our Board members and our building contractor, building work will soon start. I expect the new £3million unit to be ready to welcome its first patients next year."



The budget for the development has been under pressure because of rapidly rising material costs. However, with careful planning and budgeting, the health board is now on-track to nearly double the floor space available for treatment and staff areas to 600 square metres.

Peter Skitt continues: "The project will remodel part of the existing floor area and repurpose accommodation to ensure it meets the needs of staff

and patients to deliver a modern and welcoming facility.

"Finally, we owe a huge thank you to the tireless fundraising efforts of our charitable supporters, many of whom are our own staff or members of our Ceredigion, south Gwynedd and Powys communities. Their commitment will help us realise a vision that we have held for our patients and staff since 2017. The new facility will be totally unrecognisable compared to today," he concludes.

SUPPORT GROUP FOR HEAD AND NECK CANCER PATIENTS

The Hywel Dda University Health Board Head and Neck Cancer Service has been able to provide face-to-face patient support groups.

Generous donations to our charity have enabled head and neck cancer patients to meet face-to-face in a safe environment instead of virtually.

Hayley Owen, Macmillan Head and Neck Cancer Support Assistant, said: "We're so grateful that charitable funds have enabled us to organise face-to-face support groups with patients.



"Our patients have said that the support groups have hugely boosted their emotional and mental wellbeing. The feedback from group members about our face-to-face meetings is overwhelmingly positive and identifies these groups as a pivotal part of their post-cancer treatment recovery process."

CHARITY-FUNDED GAMES CONSOLES HELP YOUNG PEOPLE IN CRISIS

Thanks to generous donations, we have been able to purchase games consoles and accessories for the new Bro Myrddin Wellbeing Hub in Johnstown, Carmarthen.

The new hub is Wales' first mental health crisis hub for children and young people who are in need of urgent support and is available 24 hours a day, seven days a week.

It provides round-the-clock bespoke mental health provision for children and young people in the right environment, at a time when they need it most. Bro Myrddin provides a safe space for children and young people who present in crisis, preventing distressing and unnecessary admissions to A&E and mental health wards.

Our charity has funded an X-Box console, PlayStation console, controllers, docking stations and several games.



The consoles and accessories will be used in the safe hub rooms by young people in crisis.

Angela Lodwick, Assistant Director of Mental Health and Learning Disabilities, said: "We're incredibly grateful that charitable funds have allowed us to purchase this new equipment.

"The consoles will help the young people in crisis to have some relaxation time. We hope they will make a big difference to the wellbeing of the young people that will use the service."

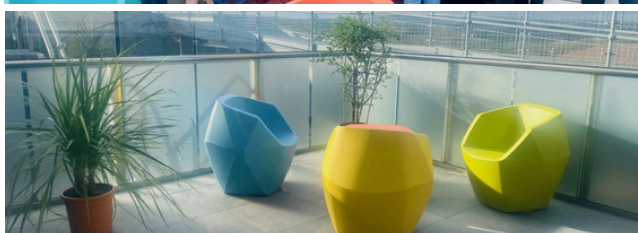
WITHYBUSH TERRACE OPENS



Thanks to charitable donations, patients in Withybush Hospital's Ward 10 can now benefit from a new outdoor space designed to enhance their health and wellbeing while staying in hospital.

The new terrace area has been made possible thanks to Elly's Ward 10 Flag Appeal and Hywel Dda University Health Board's Pembrokeshire Cancer Services Fund.

Dr Andrew Burns, Hospital Director at Withybush, said: "I'm thrilled to see this facility open to patients and staff. It is a wonderful addition to the ward, which patients and staff will benefit from."



The overall ward development scheme benefited from more than £500,000 of charitable donations from the health board's Pembrokeshire Cancer Services Fund, Elly's Ward 10 Flag Appeal, together with significant donations received from the late Luke Harding and his family.

For more charity updates, please visit: hywelddahealthcharities.org.uk

For more information on how to access charitable funds, please visit:
https://nhs.wales365.sharepoint.com/sites/HDD_Charities



Communications overview

12/03/24 – 31/05/24

Facebook (Welsh & English)

Reach: 85.7k

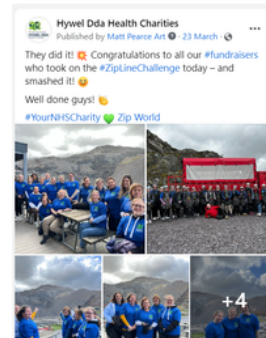
Followers: 7.6k

Page visits: 6.6k

Top performing posts



Highest reach: 13.2k impressions



Highest reaction: 80

X (Welsh & English)

Followers: 1.8k Note: analytics are currently unavailable on X

Top performing posts



Highest reach: 2.3k impressions



Instagram (Welsh & English)

Reach: 5.4k

Followers: 520

Page visits: 192

Top performing posts



Highest reach: 2.6k impressions



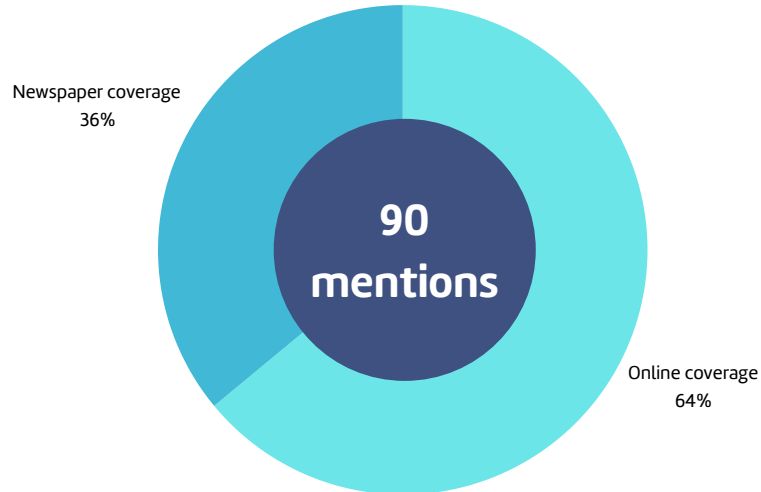
Highest reaction: 41



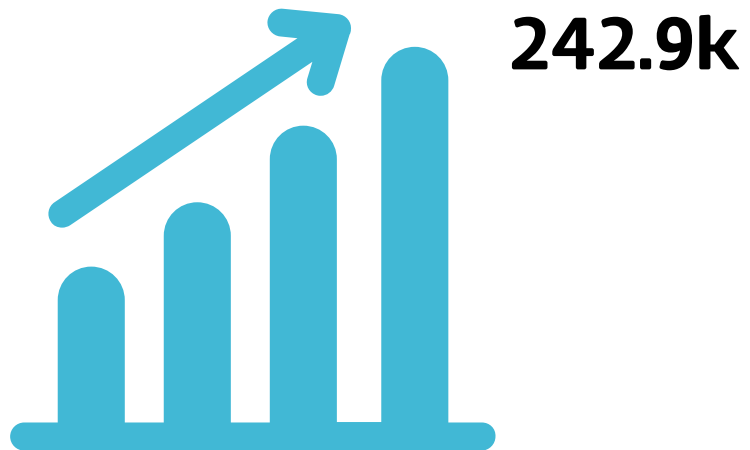
Media coverage: one month snapshot

Between 24/04 - 23/05 we issued 14 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.