



Hywel Dda Health Charities

Bronglais Chemo Appeal

Key achievements



- Exceeding appeal target five months ahead of schedule
- Major donation from the Moondance Foundation
- Variety of income sources across the spectrum
- Engagement and support from clinical colleagues
- Level of engagement, support and fundraising from the local community
- Willingness of patients, former patients and their families to tell their stories
- Delivery of the charity-led coastal path walk, raising over £25,000
- Charity representation at a wide range of community-led fundraising events
- Established and recognised brand for the appeal
- Regular media exposure in local newspapers, magazines social media, TV and radio
- Raising the overall profile of the charity



Dyddiadau'r daith: **17-20** Awst
Tour dates: August



£24,500



£7,000



£25,000



£6,379



£10,620



£7,000





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£3,000



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£845



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£3,183



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Income to 8th November 2022



| Income source | Overall target | Progress to 8 th November 2022 | % of overall target |
|------------------------|-----------------|---|---------------------|
| Community fundraising | £205,000 | £292,531 | 143% |
| Trusts and foundations | £135,000 | £302,100 | 224% |
| Individual giving | £85,000 | £34,479 | 41% |
| Corporate | £30,000 | £18,743 | 63% |
| Events | £25,000 | £8,050 | 32% |
| Major donors | £20,000 | £55,000 | 275% |
| Total | £500,000 | £710,903 | 142% |

Reflections



What worked well?

- Fundraising team had clearly defined roles and responsibilities from initial donor contact through to donor recognition
- Appeal name, branding, messaging and exposure has been strong
- Targeting a wide range of fundraising streams to ensure appeal success

Lessons learnt

- Working closely with the frontline service/team, keeping them updated and informed and maintaining the relationship has been incredibly important
- Gathering information from the service was sometimes challenging
- Future capital appeals may work better following the traditional 'silent' phase followed by the 'loud' phase so that the appeal does not end so abruptly