



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



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Elusennau lechyd **HYWEL DDA** Health Charities

£7,000 &





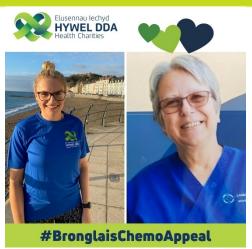






£7,000

















#BronglaisChemoAppeal







Income to 8th November 2022



Income source	Overall target	Progress to 8th 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