

Hywel Dda Health Charities

Fundraising Update



Elusennau Iechyd
HYWEL DDA
Health Charities

Objective: Increase income levels by 10% on an annual basis from April 2020 to March 2023

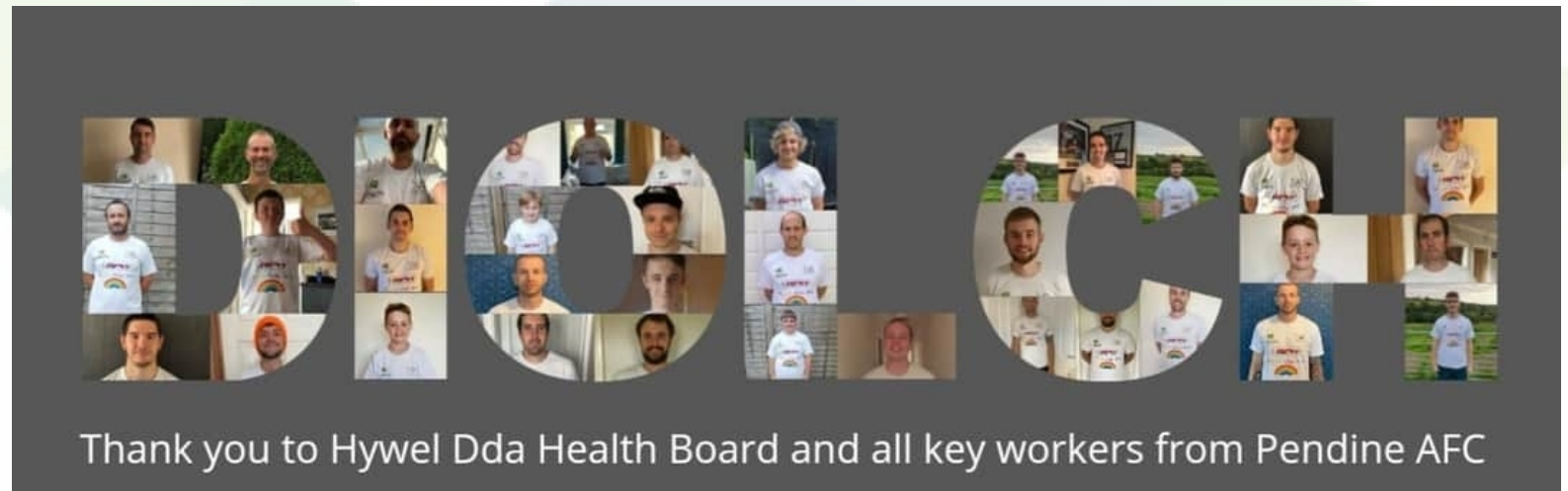
	2019/20	2020/21	+ / -
Donations	£852,647	£830,973 <i>T600: £243,990</i>	- 2.54%
Legacies	£941,815	£840,476	- 10.75%
Grants	£13,267	£511,385 <i>NHS CT: £485,000</i> <i>Other: £26,385</i>	+ 3,755%
Total	£1,807,729	£2,510,215	+ 20.75% £702,486

Key achievements 2020/21

Developed and launched a fundraising campaign to generate unrestricted general funds for the charity



Apêl Hywel Dda NHS
COVID-19 Appeal
raised £96,913
(plus gift aid)



Thank you to Hywel Dda Health Board and all key workers from Pendine AFC

Made it as easy as possible for people to donate by trialling new methods of giving including new digital platforms

The logo for Virgin Money Giving, featuring the word "MONEY" in red with a red circle containing the "Virgin" script logo, and the word "GIVING" in red below it.

MONEY
GIVING

The logo for Thinklinks, featuring the word "Think" in blue and "links" in white, with each letter of "links" inside a colored teardrop shape (blue, pink, yellow, black).

Think **links**

The logo for ziffit.com, featuring the word "ziffit" in black and ".com" in orange.

ziffit.com

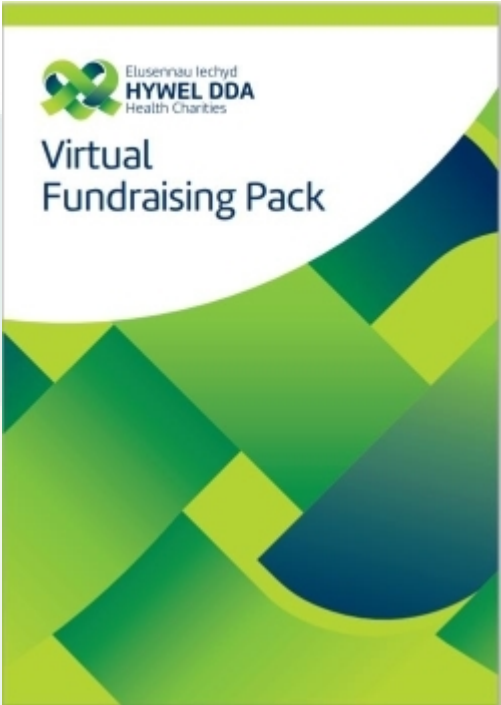
The Facebook logo, featuring the word "facebook" in white on a blue background.

facebook

A white button with the word "DONATE" in blue capital letters.

DONATE

Motivated others to plan and manage their own fundraising activities and provided a comprehensive support package for our fundraisers



Need some inspiration?
Here's our top 10 fundraising ideas:

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Bring people together for a virtual coffee morning and ask for a small donation from everyone that joins you. | 2 Hold an online auction. Find things in your home to auction off for donations or even make something if you're crafty. |
| 3 Start a stay at home book club. Ask for a small donation each time you meet online to discuss a book. | 5 Put on a virtual cooking course or hold a virtual bake-off. Use your cooking skills to teach friends and family how to cook your show-stopping recipes and ask them to donate a tin. |
| 4 Get active. Set yourself a physical exercise challenge in the comfort of your own home or garden and ask family and friends for donations. How about a garden 5k or 10k, virtual cycle ride or a push-up challenge? | 7 If you can't go out to celebrate your birthday with your family or friends, why not invite them to make a donation in your name? |
| 6 Do you have musical talent? Put on a virtual gig and ask people to donate their entry fee to your fundraising page. | 9 Get your friends together for a night in. Put on a film night and donate the cost of a cinema ticket. |
| 8 Be brave and have a haircut from home. Donate what you would usually pay and ask family and friends to do the same. | 10 Virtual quizzes are becoming a popular social event. Why not host your own and ask participants to make a donation as an entry fee? |



Maximised opportunities from grant giving trusts and foundations for eligible projects across the UHB

NHS CHARITIES
TOGETHER



2020/21
NHS CT: £486,600
Other: £24,785
Total: 511,385



Co-op Group's Local Community Fund



TESCO COMMUNITY GRANTS

Developed a range of local fundraising campaigns for specific purposes that engaged with staff and motivated others to support



Looking forward to 2021/23

Developing annual challenge event programmes to encourage others to take part in third party and charity led events which deliver a good return on investment



Elusennau Iechyd
HYWEL DDA
Health Charities

60 IN SEPTEMBER

Are you up for the challenge?

All you need to do is dream up an activity based around the number 60 that suits your skills and complete it during September.

This could be something as simple as pledging to run or walk 60 miles, doing 60 press ups a day or 60 random acts of kindness.

Whatever your age or ability, you can take part.

Sign up here:
<https://60inseptember.eventbrite.co.uk>
or contact us at
fundraising.hyweldda@wales.nhs.uk

hywelddahealthcharities.org.uk

HywelDdaHealthCharities @HywelDdaCharity #MakingADifference

The poster for the '60 in September' challenge. It features a white background with a green and blue header. The text 'Elusennau Iechyd HYWEL DDA Health Charities' is at the top. Below this is the title '60 IN SEPTEMBER' in large blue letters, followed by the question 'Are you up for the challenge?'. The main body of text describes the challenge: 'All you need to do is dream up an activity based around the number 60 that suits your skills and complete it during September. This could be something as simple as pledging to run or walk 60 miles, doing 60 press ups a day or 60 random acts of kindness. Whatever your age or ability, you can take part.' It provides a sign-up link: 'https://60inseptember.eventbrite.co.uk' and a contact email: 'fundraising.hyweldda@wales.nhs.uk'. At the bottom, it includes the website 'hywelddahealthcharities.org.uk' and social media handles: Facebook 'HywelDdaHealthCharities', Twitter '@HywelDdaCharity', and the hashtag '#MakingADifference'. The right side of the poster features three images: a person running up a hill, a person in a red shirt in a starting crouch, and a person hiking with poles.

Developing 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



Developing a sensitive and tactful approach to proactively promote legacies and in-memoriam giving

Leave a lasting
thank you to your
NHS charity



Memory Giving 

Encourage regular
and committed giving
using the valuable
supporter data gained
from the fundraising
database



Diolch
Thank you

#yourNHScharity



Elusennau lechyd
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