



PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	06 June 2022
TEITL YR ADRODDIAD: TITLE OF REPORT:	Assurance on Planning Objectives Aligned to Charitable Funds Committee
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Mandy Rayani, Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	Daniel Warm, Head of Planning 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

A revised set of Planning Objectives have now been incorporated into Hywel Dda University Health Board's (HDdUHB) plan for 2022/25 that set out the aims of the organisation, *i.e.* the horizon that HDdUHB is driving towards over the long term, as well as a set of specific, measurable Planning Objectives, which move the organisation towards that horizon over the next three years.

Each of the Planning Objectives has an Executive Lead and this report is to provide the Charitable Funds Committee with an update on the progress made in the development (delivery) of the Planning Objectives that are aligned to the Committee, for onward assurance to the Board.

Cefndir / Background

This report demonstrates where progress has been made in delivering the following Planning Objective aligned to the Charitable Funds Committee:

- **2E** - From April 2022, continue to deliver the objectives of the charity's three-year plan (2020-2023) to further promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board. As part of this, deliver the charity's marketing and communication plan from 1st April 2022 and undertake a review of the charity's strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity's longer-term strategy by February 2023.

This Planning Objective for 2022/23 has been revised from the 2021/22 that the Committee was formerly being assured on. The revision was approved at the Public Board meeting in March 2022, as part of the approvals process for the Health Boards 2022/25 draft 3-year plan.

Asesiad / Assessment

The report, attached at Appendix 1, provides an update on the Planning Objective aligned to the Charitable Funds Committee, identifying its current status, whether it is achieving/not achieving against its key deliverables, and a summary of progress to date.

Appendix 1 also provides an update on the outstanding actions relating to the 2021/22 Planning Objective, carried over to 2022/23, and the key deliverables associated with its delivery.

A summary of this information is set out below:

Planning Objectives	Lead Executive	Status	If Planning Objective is 'behind'
2E	Director of Nursing, Quality and Patient Experience	On track	Not Applicable

The document attached at Appendix 2 provides further information in relation to progress on the Bronglais Chemotherapy Day Unit Appeal and future plans. The document attached at Appendix 3 provides further information relating to the charity's remaining 2022 fundraising events.

Argymhelliad / Recommendation

The Committee is requested to receive an assurance on the current position in regard to the progress of Planning Objective 2E aligned to the Charitable Funds Committee, in order to provide onward assurance to the Board where Planning Objectives are progressing and are on target, and to raise any concerns where Planning Objectives are identified as behind in their status and/or not achieving against their key deliverables.

The Committee is also requested to note the update provided on the outstanding actions from the 2021/22 Planning Objective, and the key deliverables associated with its delivery.

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):	All Health & Care Standards Apply
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable
Amcanion Cynllunio Planning Objectives	2E Evidencing impact of charitable funds Choose an item.

Amcanion Llesiant BIP: UHB Well-being Objectives:	9. All HDdUHB Well-being Objectives apply
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Gwybodaeth Ychwanegol: Further Information:	
Ar sail tystiolaeth: Evidence Base:	3 Year Plan and Annual Plan Decisions made by the Board since 2017-18 Recent <i>Discovery</i> report, published in July 2020 Gold Command requirements for COVID-19 Input from the Executive Team Paper provided to Public Board in September 2020
Rhestr Termau: Glossary of Terms:	Explanation of terms is included within the report
Partion / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Public Board - September 2020 Public Board – March 2022 Executive Team

Effaith: (rhaid cwblhau) Impact: (must be completed)	
Ariannol / Gwerth am Arian: Financial / Service:	Any financial impacts and considerations are identified in the report
Ansawdd / Gofal Claf: Quality / Patient Care:	Any issues are identified in the report
Gweithlu: Workforce:	Any issues are identified in the report
Risg: Risk:	Consideration and focus on risk is inherent within the report. A sound system of internal control helps to ensure any risks are identified, assessed and managed.
Cyfreithiol: Legal:	Any issues are identified in the report
Enw Da: Reputational:	Any issues are identified in the report
Gyfrinachedd: Privacy:	Not applicable
Cydraddoldeb: Equality:	Not applicable

APPENDIX 1 – Update of Planning Objectives aligned to Charitable Funds Committee as at 13th May 2022

PO Ref	Planning Objective	Executive Lead	Date of completion of PO	Current Status of achieving PO within completion date (delete as appropriate)	<ul style="list-style-type: none"> Summary of progress to date (including barriers to delivery) For actions behind schedule, please provide an explanation For actions behind schedule, what quarter will these now be achieved
2E	<p>From April 2022, continue to deliver the objectives of the charity's three-year plan (2020-2023) to further promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board.</p> <p>As part of this, deliver the charity's marketing and communication plan from 1st April 2022 and undertake a review of the charity's strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity's longer-term strategy by February 2023.</p>	Mandy Rayani	31/03/2022	On track	See table below

Action I.D.	Action	Update on progress	By when	By who	RAG rating
1.	Deliver a capital fundraising appeal to raise £0.5m to enable the development of a new Chemotherapy Day Unit at Bronglais General Hospital (BGH).	As of 13 th May 2022, £103,772 (20.7%) of the £500,000 target had been raised with the appeal on track to raise the remaining £396,228 by the deadline of January 2023. A more detailed update on progress and future plans is provided in Appendix 2.	31/03/2023	Fundraising Manager / Fundraising Officer	
2.	Access the JC Williams (Elizabeth Williams Endowment) fund to enable the construction of a hydrotherapy pool at Pentre Awel.	Pittsburgh National Corporation Bank (PNC), acting as Trustee under deed of Trust of the JC Williams Charitable Trust (Elizabeth Williams Endowment), has appointed outside legal counsel to act on behalf of Hywel Dda Health Charities. A trust accounting has been filed with the US courts to confirm the status of the Trust and its assets as part of the process for PNC to gain permission to terminate the Trust and distribute funds. Due to lack of clear communication from PNC it has not been possible to identify a timeframe to complete this process. The trustees of the external charity Llanelli Hydrotherapy Pool Committee have begun to make formal enquiries to release the funds they hold to the development.	30/06/2022	Head of Hywel Dda Health Charities / Finance Business Partner	
3.	Maximise opportunities from grant giving trusts and foundations.	Grant applications and expressions of interest have been submitted to four grant giving trusts and foundations for the BGH Chemo Appeal; decisions are pending. A large number of applications (20+) will be submitted to the Co-op Local Community Grant Fund for the Paediatric Palliative Care Service before the end of May 2022.	From 01/04/2022	Fundraising Manager / Fundraising Officer	
4.	Develop productive corporate partnerships that offer both financial and non-financial rewards.	Update on progress will be provided at the September 2022 meeting.	From 01/07/2022	Fundraising Manager / Fundraising Officer	N/A
5.	Develop a 'Write your will' campaign in conjunction with local solicitors.	Write your Will fortnight is taking place 9 th to 22 nd May 2022. Support from a solicitor in each of our three counties has been secured to offer a free will writing service during this period. The public will be asked to make a suggested donation to the charity in order to receive a free will, with the prospect that a gift will be left to Hywel Dda Health Charities in the will. 500 legacy	30/06/2022	Fundraising Manager / Fundraising Officer	

		fundraising packs have also been printed and distributed to 49 solicitor firms across the three counties.			
6.	Introduce the Power BI financial reporting system and dashboard for all charitable funds cost centres.	Update on progress will be provided at the September 2022 meeting.	31/12/2022	Finance Business Partner	N/A
7.	Integrate the Oracle accounting software with the Harlequin fundraising database.	Update on progress will be provided at the September 2022 meeting.	31/03/2023	Finance Business Partner / Fundraising Manager	N/A
8.	Establish an Investment Sub-Committee to provide advice to the Charitable Funds Committee on the charity's investment portfolio.	Draft Terms of Reference have been prepared. New Investment Managers, CCLA, have recently been appointed following a competitive tendering exercise. The UHB is seeking an independent investment adviser to sit on the Sub-Committee to provide support to the non-specialist members. A meeting will be arranged once this individual is in place.	30/06/2022	Assistant Director of Finance (Financial Planning & Statutory Reporting)	
9.	Work with clinical and operational colleagues to ensure designated and restricted funds are being used to maximum effect to support the health and wellbeing of patients, service users and staff.	The team works closely with clinical and operational colleagues across the UHB to promote the availability of funds and support colleagues with the application process. To coincide with the launch of the new electronic charitable funds application process, new and user-friendly guidance documents will be made available to make it as easy as possible for staff to access our funds. As part of the launch, the team will attend key meetings across the UHB to inform clinical and operational colleagues of the changes and provide support with taking forward any applications for funds.	From 01/04/2022	Head of Hywel Dda Health Charities / Finance Business Partner / Finance Business Partnering Teams	
10.	Implement improved processes to capture data to evidence the effectiveness and impact of our charitable expenditure.	An evaluation framework has been developed to improve data capture processes to evidence the effectiveness and impact of our charitable expenditure. This is aligned with the launch of the electronic charitable funds application process and will be implemented during Q1 & Q2 2022/23.	30/09/2022	Head of Hywel Dda Health Charities	
11.	Undertake a review of the charity's strategic objectives, structure and resources to	Applications to NHS Charities Together's 'Development Grant' are invited from 1 st September 2022. NHS charities are invited to apply for a grant of up to £30,000 to support capacity building to enable members charities to be high	28/02/2023	Head of Hywel Dda Health Charities	

	develop the charity's longer-term strategy from 2023.	<p>performing, effective and impactful. The application process involves the completion of a self-assessment tool around eight key themes:</p> <ul style="list-style-type: none"> • Governance • Operations • Systems • Culture • Communications, branding and marketing • Fundraising • Influencing • Learning and evaluation <p>The process is intended to help charities understand their strengths and identify areas for development. A small working group will be established to undertake the self-assessment comprised of the Head of Hywel Dda Health Charities, Fundraising Manager, Senior Communications Officer, Assistant Director of Finance and Chair of the Charitable Funds-Sub Committee. Recommendations on the focus for the grant application will be made to the Executive Lead for Hywel Dda Health Charities for approval.</p>			
12.	Implement the charity's 2022/23 marketing and communications plan.	<p>Significant progress has been made in implementing the plan. The charity's web pages have been expanded to include event and campaign information. We continue to engage a growing audience on social media and recently launched our new Instagram page. We have achieved broad media coverage during this reporting period including radio, TV, in the press and online. We have also continued to develop our newsletters and e-bulletins. We now issue a monthly e-newsletter to our supporters, a monthly Bronglais Chemo Appeal newsletter to cancer services staff and have also reached sports clubs throughout mid and west Wales, as well as staff and students at public sector organisations and universities, with targeted e-bulletins promoting our sporting opportunities. Attached as Appendix 3 is a summary of the charity's remaining 2022 fundraising events for information.</p>	From 01/04/2022	Senior Communications Officer	

13.	Develop a standalone website for the charity.	A proposal has been submitted to Digital Health and Care Wales (formerly NWIS) to develop a standalone charity website using the MURA platform. Once approved, work will begin on a three-phase process for developing the new website.	30/09/2022	Senior Communications Officer	
14.	Increase and maintain the visibility of the charity across all UHB sites to ensure that we are the charity with the most prominent presence.	We have continued to increase the visibility of the charity across UHB sites. For example, we have developed new promotional materials (Wish Fund campaign leaflets, Bronglais Chemo Appeal pull-up banners, charity pens etc.) for use on UHB sites. We also continue to increase our visibility virtually: we have a new and updated Intranet page; we are now able to share posts in the closed Hywel Dda staff Facebook group; we regularly include news items in the Global email, and we work closely with the UHB Communications Team to ensure our events are promoted on the corporate social media channels.	30/09/2022	Senior Communications Officer	
Carried forward from 2021/22					
3.4	Develop and launch of a fundraising campaign for paediatric palliative care services.	The 'Wish Fund' fundraising campaign in aid of paediatric palliative care services will be launched on 20 th May. Support from the Scarlets rugby union team has been secured for the campaign. A photoshoot for campaign materials with the team is taking place on 13 th May 2022 and the campaign will be promoted that the last home game of the season on 21 st May 2022. Online information and promotional materials have been finalised and ready for launch.	31/07/2021 31/05/2022	Fundraising Manager / Fundraising Officer	
3.5	Develop and implement electronic charitable funds application process.	Due to a lack of resources within the Digital Improvement Team this objective has yet to be achieved. Assurances have been provided by the Deputy Director for Digital that dedicated development time will be assigned before the end of June 2022 to move this project forward. The outstanding work involves developing the automated expenditure authorisations approval process on Microsoft Power Apps to enable a 'test' electronic application form to be piloted in July/August 2022, prior to launch before the end of September 2022.	31/07/2021 30/09/2022	Head of Hywel Dda Health Charities / Principal Project Manager / Senior Finance Business Partner & Informatics	Action to be completed during Q1 & Q2 2022/23

3.6	Review of charitable funds expenditure guidance for staff and fund managers and promotion of guidance.	A review of the charitable funds expenditure guidance for staff and fund managers has been undertaken. New, user-friendly guidance documents will be launched at the same time as the new electronic application form to make it as easy as possible for staff to access our funds.	31/07/2021 30/09/2022	Head of Hywel Dda Health Charities / Principal Project Manager / Senior Finance Business Partner	Action to be completed during Q1 & Q2 2022/23
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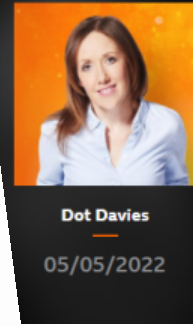
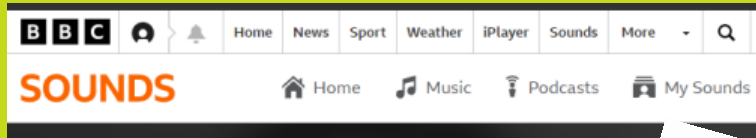


Hywel Dda Health Charities

Bronglais Chemo Appeal

Position to 13th May 2022

1. Continued high-profile media coverage



Hywel Dda Health Charities A donation by Vinci Facilities to the Bronglais Chemo Appeal is creating a real buzz!

They have two beehives in the Welsh Government offices in Aberystwyth and, thanks to sales of jars of honey, have recently raised £500 for the Appeal.

With facilities provided by the Welsh Government for staff for security, cleaning, groundswork, waste recycling, post – and beekeeping!

There have been bees at the Aberystwyth HQ for the past seven years, thanks to a biodiversity project.

And each year staff set up and sell the honey to raise money for different charities.

In the third year that Beesong, Hengst's chemists/greengrocers has been chosen as the national charity, with a total of £14,400 donated previously.

Fachriac Co-ordinator Catherine Williams said: "We were pleased to be able to donate money to

such a worthwhile cause. The active staff members have had treatment at the chemotherapy unit, so back in 2012 we chose this as the charity we wanted to support.

"We are pleased to have sold hundreds of pots of honey in the last year to enable a £600 cheque to be handed over."

There are two beekeepers on site, Corrod Ford and Martin Syme. But the funding is a real team effort by all the staff.

These are Paul Edwards of Vici Facilities and Adrian Hughes of the Welsh Government with his cheque for £600 donated to the Brynaglais Charities Appeal.

The Brynaglais Charities Appeal aims to raise the first £300,000 needed for construction to start on a new purpose-built chemotherapy day unit for Bangor Hospital, to improve the patient experience.

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2. Income to 13th May 2022

Income source	Overall target £	Target £ Nov 2021 to June 2022	Progress £ to 13 th May 2022	% of overall target
Community fundraising	£205,000	£100,000	£67,400	32.8%
Trusts and foundations	£135,000	£30,000	£100	0.07%
Individual giving	£85,000	£45,000	£22,066	25.9%
Corporate	£30,000	£11,000	£8,175	27.2%
Events	£25,000	£0.00	£1,031	4.1%
Major donors	£20,000	£10,000	£5,000	25%
Total	£500,000	£196,000	£103,772	20.7%



3. Key achievements March & April 2022

- Two community fundraising events raised over £6,000 each: *Robbie Jones Tribute Evening & Carys Jones' 40 mile sponsored walk and tractor run.*
- Large corporate donation received from the union Unite (Wales).
- Direct mail appeal to local community groups and associations.
- Bucket collection held in Morrisons Aberystwyth over Easter supported by volunteers and members of the BGH CDU team, raising over £650.
- Two patients and one family member filmed for the next set of appeal videos.
- Successful launch of the Bronglais Chemo Appeal Coastal Path Walk.
- Submission of one application and one expression of interest to charitable trusts and foundations.





4. Key priorities May & June 2022

- Submission of further applications to charitable trusts and foundations, including one application for £100,000.
- Edit and release of appeal patient story videos.
- Promotion and delivery of the Bronglais Chemo Appeal Coastal Path Walk taking place on Saturday 25th June.
- Support a community organised Summer Ball also being held on 25th June.
- Further direct mail appeals to include corporate prospects.



Apêl Cemo Bronglais
Bronglais Chemo Appeal





Elusennau Iechyd
HYWEL DDA
Health Charities

Events Calendar



June

01

Pet Competition



June

25

Coastal Path Walk



July

1-3

Long Course Weekend



July

05

NHS Big Tea



October

02

Cardiff Half Marathon



October

02

Newport Marathon



November

14

Give a Gift Appeal



December

09

Christmas Jumper Day

#MakeADifference in 2022