


Cover page	
Meeting	Trust Board
Paper Title	Charity Update Feb 2019 – April 2019
Date of meeting	10th May 2019
Date paper was written	30th April 2019
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Executive Summary



Total Donations for February £41,495 and March were £34,089 giving a total annual income of £362,844.

SaTH Charity is operating in a “competitive” market and whilst recognition of the SaTH Charity brand is developing it is a long term project. The Communications team is raising awareness of SaTH Charity and gives it good coverage through “Blow your Trumpet” campaign, the Trust’s Chatterbox newspaper and issued press releases.

The key issue faced remains the lack of consistency across the Trust in approach to supporting SaTH Charity and competing attention from other charities. To tackle this, a plan is being drawn up with the new Head of Internal Communications to raise awareness and build understanding.

The SaTH staff lottery is scheduled for its first draw in July. The new SaTH Charity policy has been presented to staff side and has been approved by PAG (Policy approval Group) and now seeks ratification from this committee.

Previously considered by

The Board is asked to:			
<input type="checkbox"/> Approve	<input type="checkbox"/> Receive	<input checked="" type="checkbox"/> Note	<input type="checkbox"/> Take Assurance
To formally receive and discuss a report and approve its recommendations or a particular course of action	To discuss, in depth, noting the implications for the Board or Trust without formally approving it	For the intelligence of the Board without in-depth discussion required	To assure the Board that effective systems of control are in place

Link to CQC domain:				
<input type="checkbox"/> Safe	<input type="checkbox"/> Effective	<input checked="" type="checkbox"/> Caring	<input type="checkbox"/> Responsive	<input type="checkbox"/> Well-led

objective(s) *Select the strategic objective which this paper supports*

	<input checked="" type="checkbox"/> PATIENT AND FAMILY Listening to and working with our patients and families to improve healthcare <input checked="" type="checkbox"/> SAFEST AND KINDEST Our patients and staff will tell us they feel safe and received kind care <input checked="" type="checkbox"/> HEALTHIEST HALF MILLION Working with our partners to promote 'Healthy Choices' for all our communities <input type="checkbox"/> LEADERSHIP Innovative and Inspiration Leadership to deliver our ambitions <input type="checkbox"/> OUR PEOPLE Creating a great place to work
Link to Board Assurance Framework risk(s)	RR 1186 If we do not develop real engagement with our community we will fail to support an improvement in health outcomes and deliver our service vision

Equality Impact Assessment	<input checked="" type="radio"/> Stage 1 only (no negative impact identified) <input type="radio"/> Stage 2 recommended (negative impact identified and equality impact assessment attached for Board approval)
Freedom of Information Act (2000) status	<input checked="" type="radio"/> This document is for full publication <input type="radio"/> This document includes FOIA exempt information <input type="radio"/> This whole document is exempt under the FOIA
Financial assessment	No

1. Media and Communications

The communications team has ensured SaTH Charity has maintained a steady and consistent presence in local media and within our internal communication channels with regular features on fundraisers and the support they are providing to the Trust. Moving forward it is hoped that the continued profile exposure will encourage more people to support SaTH Charity with fundraising activity. In addition the positive news stories are supporting the development of SaTH as a brand with our local population.

Recent and current fundraisers include:



Walk raises £400 for Trust dementia appeal



The Seventh Day Adventist Church in Ketley, Telford, organised a nine-mile sponsored walk on the 17 March in aid of the Living Well With Dementia appeal at SaTH.

The event raised more than £400 for the appeal. Thank you to everyone who took part.





Sarah Voice a nurse from SaTH smashed her half marathon fundraising target to buy two specialist pieces of equipment which can avoid the need for a child to go to hospital and give a blood sample.

Sarah Voice, a specialist nurse in the Anticoagulation Team, raised almost £690 by taking on the Village Bakery Half Marathon in Wrexham.



Staff member Holly Bebb is taking a leap into the unknown by jumping out of an aeroplane at 10,000 feet on 4 May to raise funds for SaTH Charity's dementia appeal.

By taking on a tandem skydive Holly Bebb, who works as a SaTH2Home Discharge Tracker supporting individuals to return home whilst they await their care package start date, hopes to raise over £500 to assist with the creation of dementia-friendly spaces at RSH PRH.

The difference it makes...



■ Karen Breese (left) with Ward 21 staff outside the new Sereni Tea 'tea room'.

Ward staff and dementia specialists have joined forces to transform an uninspiring day room into a town square complete with a café, newsagent and views of St Chad's Church.

The 'Shrewsbury Scene' has been created on Ward 21 at RSH. The makeover, which you can see on the next page, has been completed with scenic wallpaper and murals, bringing colour, stimulation and entertainment for patients.



Getting the messages across around SaTH Charity remains a challenge. Working with the new Head of Internal Communications a plan is being developed and instigated to raise awareness of the Charity. It will focus on raising awareness that there are funds available to support the right projects and that if you fundraise for the Charity the monies raised can be accessed by fundraisers to make improvements to their own wards and areas.

3. SaTH Charity General

3.1 Charity Policy Update

SaTH Charity's two policies have been combined into one document. The Policy was circulated around the Trust for input and changes were made based on feedback. The policy was presented to staff side who welcomed the positive changes and the focus on making it easier for our staff to read and interpret. The policy was also taken to the Policy Approval Group (PAG) and it is now complete.

3.2 SaTH Charity Lottery

The Staff Lottery was launched on 3rd May. It is being promoted through the Communications team in their Chatterbox and Improving Together publications. Information is now featured on the Intranet with downloads available for application forms and rules etc. Further activities are being planned to support the launch

The first deductions will be made from salaries in June with the first draw taking place in July.

The Execs agreed to use the funds to support the "Little things make a big difference campaign" which is managed currently through workforce. Looking to the future with the Director of Corporate Governance the Fund Manager it is hoped the criteria for awarding funds can be rationalised with greater structure in the future.

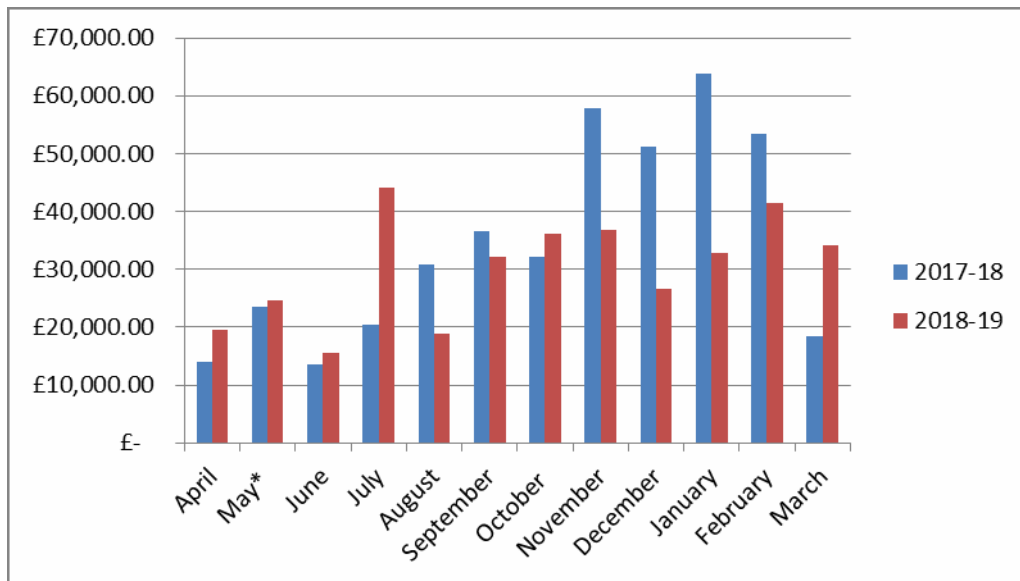
In June the balance from the existing health economy lottery will go into the new fund with the monies raised from lottery ticket sales.

It is envisaged the Lottery will provide a great tool to engage with our staff.

4. Financial income trend

Income from charitable donations has been steady during January, February and March (£33K, £41K and £34k pro rata) a slight increase over Q3 but less than Q4 2017/18.

The above is in line with the latest report from Charity Digital News. The Blackbaud report 2018 highlights that donations are down by 4.2% in the UK however online giving increased by 5.5% in 2018. The trend reported is this will continue. Based on this the options to give online via our website will be reviewed.



*May 2017-18 income does not include a one off donation from a legacy of circa £139,000

5. Current news

- The Estates dept. donated a large quantity of raffle prizes gifted to them which have been used to support raffles and the remainder will be used in support of the annual fun day.
- Planning for the annual fund day is well under way. Entries for the fun run are now open and if we can attract the same support as last year our Living Well with Dementia Appeal is set to benefit by £8,700
- The charity team have been in contact with an Executor of a will and the Audiology dept. is likely to benefit from a legacy of £100k to purchase equipment and to provide funding to for 2 Audiologists as part of our grow your own programme of developing our staff.
- The Trust has been notified that it is likely to benefit from another legacy which is in the region of £100K
- The doctor's accommodation project is progressing well. SaTH Charity has provided the balance of monies needed to finish this project.
- Two pin badges have been commissioned primarily to raise awareness of our Charity but also it is hoped they will raise funds and as a minimum be a cost neutral campaign.

