



**AGENDA ITEM**

3.2.1

**CHARITABLE FUNDS COMMITTEE**

**REVIEW OF CHARITABLE FUNDS OBJECTIVES**

<b>Date of meeting</b>	07/04/2022
<b>FOI Status</b>	Open/Public
<b>If closed please indicate reason</b>	Not Applicable - Public Report
<b>Prepared by</b>	Owen James – Head of Corporate Finance
<b>Presented by</b>	Sally May – Director of Finance (TBC)
<b>Approving Executive Sponsor</b>	Executive Director of Finance
<b>Report purpose</b>	FOR DISCUSSION / REVIEW

**Engagement (internal/external) undertaken to date (including receipt/consideration at Committee/group)**

<b>Committee/Group/Individuals</b>	<b>Date</b>	<b>Outcome</b>
(Insert Name)	(DD/MM/YYYY)	Choose an item.

**ACRONYMS**

UHB	University Health Board
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**1. SITUATION/BACKGROUND**

- 1.1 At the Charitable Funds Committee on 11 August 2021 the members reviewed the Charitable Funds objectives and it was agreed that the wording on a number of the paragraphs would be amended, and members of the committee agreed that further iteration of the report will be brought to a future meeting.



- 1.2 A standalone document which sets out the objectives and long-term strategy does not exist currently. Therefore a first DRAFT Charity Strategy has been developed, which integrates the overall objectives of the Charity that were previously reviewed and incorporates 4 key objectives for the Charity to deliver on over the next three years.
- 1.3 It can be confirmed that these have been amended in line with the comments and the updated objectives are reflected in the attached Charity Strategy in Appendix A.
- 1.4 These are stretching objectives which reflect the change in the Charity over the past couple of years, which has seen an almost doubling in the value of the funds held on trust.
- 1.5 The 4 key objectives in the strategy are 1. Governance; 2. Engagement & Delivery; 3. Brand Development; and 4. Opportunity.
- 1.6 These objectives set out the long-term plan for ensuring the planning and governance arrangements of the Charity, and how current funding can be utilised in line with the objectives of the Charity.
- 1.7 It also looks at how the Charity can develop its brand and communication to better engage with key stakeholders to deliver spending which matches their expectations and needs, but also how the Charity can maximise its fundraising efforts in order to deliver more to the patients, staff and local community that benefit from the donations received.

## **2. SPECIFIC MATTERS FOR CONSIDERATION BY THIS MEETING (ASSESSMENT)**

- 2.1 The Strategy attached at Appendix A is a draft for discussion at the Charitable Fund Committee. Following comments from the Committee it will be updated and circulated to fund holders and Executive Team for review, comment and further update. A final draft Strategy will be brought back to the Charitable Fund Committee for approval.
- 2.2 The 'Vision' for the Charity is yet to be defined, but it is felt that this should be in line with the values of the Health Board:



- Our values help us be at our best
- We Listen, Learn & Improve
- We treat everyone with respect
- We all work together as one team



- 2.3 The 'Vision' will be established following consultation with key stakeholders including the Executive Team, members of staff, patients, independent members and beneficiaries.
- 2.4 Following approval of the Strategy, an annual plan will be developed, setting out the specific actions, outcomes and measurements which will be used to deliver the objectives set out in the approved strategy.

### 3. KEY RISKS/MATTERS FOR ESCALATION TO BOARD/COMMITTEE

- 3.1 If there is not a defined strategy/plan, there is a risk that the funds do not get utilised in an effective and timely manner to meet the objectives of the Charity and ultimately the beneficiaries of the funding.
- 3.2 There is also a risk that the Charity does not fulfil its potential and maximise fundraising income in order to provide further support to those who require it.
- 3.3 Therefore it is requested that the Committee review the draft strategy and provide comment for it to be updated and brought for approval at a later meeting.

### 4. IMPACT ASSESSMENT

<b>Quality/Safety/Patient Experience implications</b>	There are no specific quality and safety implications related to the activity outlined in this report.
	Governance, Leadership and Accountability



<b>Related Health and Care standard(s)</b>	If more than one Healthcare Standard applies please list below:
<b>Equality Impact Assessment (EIA) completed - Please note EIAs are required for <u>all</u> new, changed or withdrawn policies and services.</b>	No (Include further detail below)
	If yes, please provide a hyperlink to the location of the completed EIA or who it would be available from in the box below.  If no, please provide reasons why an EIA was not considered to be required in the box below.
<b>Legal implications / impact</b>	There are no specific legal implications related to the activity outlined in this report.
<b>Resource (Capital/Revenue £/Workforce) implications / Impact</b>	There is no direct impact on resources as a result of the activity outlined in this report.
<b>Link to Strategic Goals</b>	Improving Care

## 5. RECOMMENDATION

- 5.1 To **DISCUSS and REVIEW** the strategy of the Cwm Taf Morgannwg NHS General Charitable Fund.