



CWM TAF MORGANNWG NHS GENERAL CHARITABLE FUND STRATEGY 2022-25

INTRODUCTION

Cwm Taf Morgannwg NHS Charitable Fund is the official charity of Cwm Taf Morgannwg University Health Board.

The Cwm Taf Morgannwg NHS General Charitable Fund is funded by donations and legacies received from patients, their relatives, and the general public and other external organisations. It is a grant-making charity, the purpose of which is the relief of those who are ill or disabled and the advancement of education through training.

“The Trustees shall hold the funds upon trust to apply the income, and at their discretion so far as permissible, the capital, for any charitable purpose or purposes relating to the National Health Service (wholly or mainly to enhance the core service provided by Cwm Taf Morgannwg UHB) and for any other Health Services for which specific monies have been received for use within the UK or overseas.”

The overall strategy of the Charity, to enable it to provide support *which is an enhancement to the core NHS provision* and is achieved by the following means:

Patients Expenditure	Through the purchase of equipment and the provision of services and facilities not normally provided or in addition to the normal NHS provision.
Staff Expenditure	a) Motivation of staff, by improving staff facilities and by providing services that improve staff wellbeing. b) Education support for staff supplementing that provided by the UHB.
Capital Equipment	By the purchase of equipment.
Research	By the funding of staff and purchase of equipment used in the research and development projects carried out by the UHB.

BACKGROUND

Over the past 2 years the value of the Charity's funds have increased substantially due to:

1. The transfer of the Bridgend area from Abertawe Bro Morgannwg to Cwm Taf UHB, thus creating Cwm Taf Morgannwg Health Board and the Charitable Funds attached to that transfer. This increased the value of the funds by over £1m.
2. The Covid-19 pandemic also led to an increase in donations received, as well as significant grants received from NHS Charities Together.
3. As the level of funds have increased they have been invested into financial instruments to maximise returns in line with the investment strategy. The gains from the investments has continued to increase. In 2021/22 nearly £½ million was realised into a general purpose and enablement fund for use by the Charity. There remains a prudent value of unrealised gains held, to ensure there is an appropriate level of security in instances of fall of capital values.

The above has led to the total value of the funds increasing from £2.2m at the end of 2018/19 to an estimated £4.5m by the end of 2021/22, an increase of over 100%. The number of funds administered has also increased substantially from 90 to 156.

Despite the above increases the team that administers the Charity has remained relatively small with only 2 dedicated members of staff within the finance team administering the transactions of the Charitable Fund, and the Head of Corporate Finance and Financial Accountant responsible for the preparation of the annual report & accounts.

With the increase in the number and value of funds available, it is very challenging to be proactive in delivering the use of the funds and actively encouraging fundraising activities to maximise the donations coming into the fund.

Around one quarter (c£1m) of the value of funds is restricted, meaning the funding can only be used for specific purposes as prescribed on the donation. This provides a further challenge and requires specific planning to ensure the funds are utilised in a timely manner in line with the expectations of the donation.

Given the funding available and potential fundraising opportunities the Charity has the opportunity to be more proactive and raise the awareness of the Charity to ensure that funds are spent appropriately in a timely manner, and fundraising is maximised to deliver the objectives of the Charity.

This strategy outlines the key objectives of the Charity, and will be used to develop an annual plan to be approved at the Charitable Funds Committee.

VISION & MISSION

The vision and mission is a vitally important part of establishing the Charity's long-term goal. This will be established following consultation with key stakeholders including the Executive Team, members of staff, patients, independent members and beneficiaries.

They will be established in line with the values of the Health Board:



WHAT ARE OUR KEY OBJECTIVES?

This strategy sets out the ways in which we plan to deliver the above objectives, including how we best utilise our resources, how we engage with our key stakeholders and how we, where possible, use fundraising activities to increase our fundraising income to deliver our service.

The strategy has been broken down into 4 main key objectives:

Area	Objective
1. Governance	Ensuring the strategy, planning and governance arrangements of the Charity are efficient and effective.
2. Engagement & Delivery	Ensure that there is proactive engagement with key stakeholders including staff members, patients, members of the public and independent members to deliver the best outcomes.
3. Brand Development	Create an identity for the Charity which is identifiable but also helps stakeholders understand the main vision and objectives of the Charity.
4. Opportunity	Explore opportunities to maximise fundraising activities to allow further income to deliver the Charity's objectives.

WHAT WILL WE DO?

Objective One – Governance

How will we ensure the strategy, planning and governance arrangements of the Charity are efficient & effective?

- Undertake a review of the current policies and establish clear Charity guidelines and policy for CTMUHB staff, this will include updated Financial Control Procedures.
- Review and update of our investment policy and investment strategy to reflect the increase in the level of funding held and risk.
- Review and establish a clear process for the application and authorisation of use of charitable funds in line with the objectives of the Charity.
- Develop an annual plan for the Charity
- Undertake a thorough review of the current funds, to focus on the planned use of individual funds, and whether there is opportunity to amalgamate funds where they are of similar purpose or of very small value.
- Continue with the development of moving the ordering and recording of financial transactions onto the Oracle system in line with the processes of CTMUHB.
- Review the current structure of the team to assess its appropriateness in delivering the objectives of the Charity
- We will work in partnership with our Finance and Governance colleagues to ensure we manage and administer the Charity Funds in line with financial probity and governance compliance requirements.
- We will ensure appropriate reporting arrangements are delivered in a timely manner to the Charitable Funds Committee and Board.



Objective Two – Engagement & Delivery

How will we ensure there is suitable engagement with key stakeholders to deliver the overall objectives of the Charity?

- Proactively engage with staff and patients to facilitate new charitable fund proposals, through the use of surveys, routes for suggestions & collaboration.
- Generate relevant engagement opportunities to allow the public to connect with the Charity
- Ensure there is regular reporting of Charity activities to the Exec Team and wider staff to increase the awareness of the Charity and promote the use of funds
- Engage proactively with fund holders to ensure there is a plan for use of the funds in a timely manner
- Create a plan to utilise restricted funds which account for nearly a quarter of all funds.
- Collaborate with third sector partners on fundraising and awareness campaigns.
- Ensure that grant funding opportunities are maximised and delivered alongside the grant funding body i.e. NHS Charities Together

Objective Three – Brand Development

How will we create an identity for the Charity which is identifiable but also helps stakeholders understand the main vision and objectives of the Charity?

- Create a new brand identity for the Charity, with input from key stakeholders, including CTMUHB staff, third sector partners, service users, beneficiaries and local residents.
- Utilise the communications team to establish a communications plan for the Charity
- Launch the brand alongside a new website



Objective Four – Opportunity

How will we maximise fundraising activities to allow further income to deliver the Charity's objectives?

- The delivery of objectives 1 to 3 are essential to be able to expand the fundraising activities of the Charity. Resources, governance & strategy will all need to be improved as a base to deliver increased fundraising activities.
- Establish a public fundraising presence and generate new fundraising opportunities for the Charity.
- As part of the communication plan we will develop new and innovative communications and marketing initiatives to ensure the Charity is considered when making donations.
- We will deliver the staff lottery which will provide further resources to reinvest into the Charity and increase fundraising activities.
- We will develop positive relationships with our fundraisers, volunteers, sponsors and partners.

NEXT STEPS

Following approval of the Charity strategy, we will develop an annual plan with involvement of key stakeholders, to set out the actions, timescales and outcome measurements which will deliver the key objectives set out above.