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Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



Cardiff & Vale
HealthCharity
Elusenlechyd
Caerdydd a'r Fro

Cardiff & Vale Health Charity Strategy

2020 - 2025



"Going above and beyond NHS services for the benefit of patients, staff and communities"

INTRODUCTION

Cardiff & Vale Health Charity is the official charity of Cardiff and Vale University Health Board.

This strategy describes how we will plan and prioritise our resources in engaging and communicating with patients, staff members, stakeholders and the public. Also how we will strive to manage and where possible increase our fundraising income to maximise the funds available for our services.

Our aim for the Health Charity is: "Going above and beyond NHS services for the benefits of patients, staff and communities."

Health Charity funds do not replace NHS funding but optimises the generous donations it receives from patients and their families, staff and the local community for the benefit of the thousands of people cared for and employed by the Health Board.

How we developed our strategy

To arrive at this ambitious plan we listened to many voices;

- We heard directly from people who have benefited from health charity funding and fundraisers.**
- We listened to people who have received care from services within Cardiff and the Vale of Glamorgan.**
- We heard from our staff, partner organisations and third sector colleagues.**
- We also included the Health Boards mission – "Caring for people, keeping people well"; the overarching strategy "Shaping of Future Wellbeing" and the "Wellbeing of Future Generations Act."**
- We are grateful for the generosity with which people shared their stories, thoughts and ideas, and hope they consider this plan adequately represents their contributions.**

VISION

- To be a successful and dynamic fundraising charity, recognised locally and nationally. Effective in engaging patients, staff and the community.
- To be an integral part of the Health Board, tangibly improving Cardiff and Vale services over and above what the NHS can fund.
- To improve the health and wellbeing of our staff and service users and the communities of Cardiff and Vale UHB.

MISSION

- To raise, manage and distribute charitable funds in order to go above and beyond NHS services for the benefit of patients, staff and communities.

VALUES

- To actively demonstrate and apply the core values of Cardiff and Vale University Health Board in all aspects of Health Charity fundraising and operational activities.



OVERALL AIMS

- To increase funds and ensure a regular flow of income through active promotion of the Health Charity and positive engagement with our supporters and sponsors.
- To manage the charities resources effectively and prudently and in accordance with Charity Commission for England and Wales regulations.
- To ensure the Health Charity funds provide optimum benefit to patients, staff and the community.
- To engage in continuous dialogue with our supporters via a survey in 2020 to establish what and how staff and service users would like the funds spent from 2020.

THE CHALLENGES WE FACE

- Cardiff and Vale University Health Board's global reputation for excellent patient care and pioneering medical advancements has not only transformed the lives of thousands of patients, but has also helped shaped the provision of medicine internationally.
- Service developments, research, technological and clinical advancements and improvements in patient experiences within the Health Board have been widely supported by the generous funding provided by Cardiff & Vale Health Charity and the dedication of its many supporters.
- The Health Charity receives invaluable support from hard-working Health Board staff, grateful patients, their families and friends, as well as the general public, local businesses and third sector organisations in the wider community.

As the Health Board continues its pioneering work and plans future developments, whilst experiencing increasing financial pressure, it is inevitable that the demand for charitable funds will continue to grow. We must therefore be proactive and explore all options to increase our charitable income, in order to assist our staff as much as possible to care for people and keep them well.



OUR OBJECTIVES

Objective One

We will support the health and wellbeing of our population and support initiatives to enhance the public health of our patients, staff and communities through innovative healthcare experiences.

How will we do it?

- We will continue to work closely with clinicians and all of our staff to identify and support initiatives that matter to patients.
- We will support projects via our Staff Lottery that enhance services, both in hospital and the community.
- We will work with the third sector and other charities to support health and wellbeing projects.
- We will continue to support initiatives that provide wellbeing services for patients and their families.
- We will enhance the experience of healthcare by utilising creativity and arts with positive engagement.

 <p>Patients and Community</p>	 <p>Art</p>	 <p>Nurses and Health Care Support Staff</p>
 <p>Third sector and the community</p>	 <p>Staff Lottery</p>	 <p>Wellbeing</p>



Objective Two

We will support the health, wellbeing and welfare of our staff to lead healthier lives.

How will we do it?

- We will include healthy living and health promotion material and messaging where appropriate in our fundraising events.
- We will continue to support and promote the Health Boards staff health and wellbeing sessions and health awareness campaigns.
- We will advise and inform Health Board staff of how the Health Charity can provide funds to improve their staff environments and/or staff wellbeing projects.
- We will inform and involve our staff in the Arts programmes.
- Support cultural events and proactively engage with staff groups.

 <p>Support the health and wellbeing of our staff</p>	 <p>Engage with service providers and support their services</p>
 <p>Support national cultural events</p>	 <p>Promote healthy and active lifestyle events and opportunities</p>



Objective Three

We will help to create the best possible environment for sustainable healthcare, making the best use of technology to deliver the aims of the Health Charity.

How will we do it?

- We will utilise the Health Charity’s investment in the Arts programme and Our Orchard to support the recovery and wellbeing of our patients, in line with the Health Boards commitment to deliver the Wellbeing of Future Generations Act.
- We will develop a spirit of inclusivity and “open to all ethos” by partnering with local artists, creative art groups and organisations plus patients, which allows them to express their experiences and support the recovery and wellbeing of our patients.
- We will invest wisely in expert advice to ensure that the environments we create provide an appealing and relevant environment for staff, patients and their families, and which reduces stress and anxiety.
- We will be bold and ambitious in connecting health and wellbeing with patients and staff; underpinning the principles of the Wellbeing of Future Generations Act.
- We will embrace technology and seek to use our digital platforms and social media to enhance the reach of the Health Charity and increase awareness, fundraising etc.

 <p>Use pod to engage with staff, patients and visitors to find out what matters to them</p>	 <p>Increase awareness of Health Charity support for service providers through charitable funds</p>
 <p>Support innovation and digital technology to make improvements in healthcare</p>	 <p>Support and promote the Arts in Health Programme</p>



Objective Four

We will manage the Health Charity efficiently and effectively, and in compliance with good governance, continuing to develop a business unit model and specifically focus on delivering the Health Charity financial plan.

How will we do it?

- We will value our people and support them in training, self-development and recognising their efforts to deliver the Health Charity's objectives.
- We will invest in our fundraising to ensure our resources match our ambitions.
- We will maximise the opportunities to promote the Health Charity brand and increase awareness within the Health Board and the community.
- We will invest in expertise and equipment so that we communicate effectively with our stakeholders.
- We will work in partnership with our Finance and Governance colleagues to ensure that we manage and administer Health Charity Funds in line with financial probity and governance compliance requirements.
- We will learn from others and increase market share.
- We will be open and transparent in all of our business.

 <p>CRM</p> <p>Review use of Harlequin CRM and proactively use the resource</p>	 <p>Invest in staff training and digital technology to aid delivery</p>
 <p>Develop local policies and procedures with good governance</p>	 <p>Develop corporate and charity relationships</p>



OUR OBJECTIVES

Objective Five

We will improve and develop our fundraising capability.

How will we do it?

- We will provide appropriate and relevant training and support to our fundraising team members.
- We will continue to develop positive relationships with our fundraisers, volunteers, sponsors and partners.
- We will actively promote our fundraising events via a variety of communication routes and by utilising our website capabilities.
- We will increase our engagement with staff across the Health Board and raise awareness of how the health charity can support services.
- We will inform our supporters, fundraisers, service users and general public of how their legacy donations can significantly support the Health Board via our 'Leave a Gift in your Will' awareness campaign.
- We will develop new and innovative communications and marketing initiatives to ensure the Health Charity is considered one of the official charities of choice for those involved in health and wellbeing.
- We will, as per the financial plan, look to raise the income of the General Purpose Fund.

 Launch new Health Charity website	 New merchandise and marketing material	 Brand recognition using new pod and estate
 Promote Health Charity using social and digital media	 Review, increase and improve fundraising events and opportunities	 Increase awareness of legacy giving, staff lottery and partnership opportunities



DELIVERY

To deliver our strategic plan, we will invest in the four pillars of the Health Charity on which we'll continue to develop services provided by the Health Charity to patients, staff and communities of Cardiff and the Vale of Glamorgan:

The Four Pillars

**Priorities -
aligned to
the strategy**

**Income
generation**

**Financial
plan**

**Passion of
individuals**

We will aim to do this by:

- Raising awareness.
- Fundraising.
- Education and wellbeing.
- Providing support.
- Engagement.

We will achieve these objectives through our charitable bids process, fast track bids process, volunteering and fundraising programmes, enabled by:

- Generate income through our investment, fundraising, "Leave a Gift in your Will" awareness campaign and staff lottery.
- Produce a full schedule of fundraising activities and events.
- Increasing our visibility and profile within the hospitals and wider community.
- Health Charity staff development.
- Engagement with our community.
- Arts Programmes.
- Supporting the Third Sector with our annual Grant Scheme.
- Collaborating with organisations and businesses.
- Developing our corporate and charity partnerships.
- Managing and supporting fundraising events.
- Celebrating the Welsh language and marking cultural events.

GOVERNANCE ARRANGEMENTS

To ensure that we comply with the requirements of the Trustees, there will be an annual planning focus led by the Executive Lead for the Health Charity and the Health Charity Committee Chair.

Our annual focus

- **Pre-planned events.**
- **Financial process and income generation - linking into priorities.**
- **Board to decide on the length and support for each project.**

Generate income for the General Purpose Fund

- **Big income events.**
- **Fundraising.**
- **Relationship building/promoting the charity's message.**
- **Brand awareness and PR.**

Evaluating success

- **Difference the charity makes to staff, patients and communities, going above and beyond.**
- **Branding/added value - good news stories and the impact of projects funded through the charity.**
- **Financial benefits.**

The implementation of this strategy will be supported by the Charitable Funds Committee of Cardiff & Vale Health Charity.

Registered with the Charity Commission: 1056544.