



Dewsbury ★ Pontefract ★ Wakefield

Fundraising Report 2018

Contents

- 3 | Charity Overview 2018
- 6 | Fundraising Strategy
- 7 | Strategic Objectives
- 8 | Objective 1
- 10 | Objective 2
- 12 | Objective 3
- 13 | Objective 4
- 15 | Objective 5
- 17 | Events overview 2018
- 18 | Donation and Fundraising Activity Statement 2018/19
- 19 | Looking forwards



Associate Director of Planning and Partnerships overview of Fundraising activity since January 2018

It has been an incredibly busy and eventful year regarding fundraising for MY Hospitals Charity. Following the recruitment of a Charitable Fundraising Co-ordinator there has been a successful rebranding which now sees the vibrant logo and colours of the MY Hospitals Charity brand displayed within our hospitals and in the wider community. A new fundraising strategy provided the team with a clear aim and strategic objectives to achieve. There have been many exciting developments such as, the first Great North Run charity places, NHS 70 celebrations, Corporate Golf Day, Abseils and a whole host of runners wearing the MY Hospitals Charity vest raising money in races around the country. Through development of policies and procedures the support to and governance for fundraisers has been improved and through the introduction of cash tins and contactless giving it is easier than ever to donate to the charity. From being relatively unknown as a charity, MY Hospitals Charity awareness of the charity has increased dramatically with both our staff, patients and the wider public. Enquiries to raise funds and donate have increased which is evident in the amount of local businesses wanting to work with the charity. Fundraising is a tough and competitive market and the charity has done extremely well to develop its brand increase recognition and to proactively raise over £50,000 in the first year with momentum increasing in the second half of the year and set to continue into 2019/20. A significant amount of the raised funds have come through corporate tie in's as a direct result of increased brand awareness and the proactive work of the team to engage both local and national businesses such as Marks and Spencers and Asda. 2019/20 is going to be an exciting year with the Trust securing 20 Great North Run places, more charity events, corporate partnerships and the potential for a largescale targeted appeal. On behalf of the Charity Fundraising Team it gives me great pleasure to present this report detailing the progress and achievements of 2018/19

Matt England
Associate Director of Planning and Partnerships



Fundraising Coordinator Comments, Reflections and Overview

Since joining the Mid Yorkshire Hospitals Trust in January 2018, the Fundraising role and Charity really feels to have developed and grown in a relatively short period of time. Given the investment of dedicated time and research the Charity is now beginning to reap the benefits, where Fundraising endeavours are continuing to grow and develop.

I have great pleasure in including details of the successful endeavours here in this report whilst also constructively reflecting upon areas for development in the future.

Initially a large focus of my role involved looking to develop ways to support and improve donations in to the charity, to improve and expand upon the available methods which offered only electronic ways of giving (JustGiving) or by way of Cheque and/or Cash payments in through the General Office or by Post. It should be noted that those options were not widely known about and there were many missed opportunities for donations in to the charity. With this in mind, a period of research was invested in learning from other Hospital Charities, whilst also looking at new and innovative ways of giving and following a number of meetings approval was granted for MY Charity to invest in the Contactless giving method in addition to a number of Cash Collection tins. MY Charity quickly realised the opportunity with the Cash Collection tins resulting in further investment in this area, the Charity currently now has 60 cash tins available in many locations on our sites and also in our Communities to allow donations to be made in aid of the Charity. A large portion of these reside on our Hospital Sites, this provides members of the public the opportunity for a convenient and accessible method to make a donation whilst on our sites.



The Contactless giving device enabled MY Charity to lead in an area that is still very much evolving in the current financial climate. It became apparent this was very much a talking point at the most recent NHS Association of Charity Network in addition to other local charities within close proximity to the Trust reaching out to MY Charity for advice and guidance in this area. MY Charity had high expectations for this device and whilst it has created a talking point, and generated a great deal of interest it hasn't generated as much income as we'd initially hoped. As Contactless payment is still a relatively modern day concept perhaps this could be contributory to why the Cash tins are performing much better as the public feel trusting to place money within a Cash tin, as opposed to placing their Debit/Credit Card on a mobile device.

However this is still an area we are positively trying to develop for MY Charity and will consider ways to maximise the Contactless box usage throughout 2019.

Conversely, Fundraising events over all in the last 12 months have exceeded expectations in relation to revenue and we are optimistic that this has the potential to continue in to 2019 and beyond, with a number of events now planned annually alongside the opportunity to grow and develop the Fundraising arm for the benefit of the Patients and Families in our care at The Mid Yorkshire Hospitals NHS Trust.

Kirsty Jowett
Fundraising Coordinator



Fundraising Strategic Aim

‘The Fundraising function aims to support the Trust charity to enhance patient care through raising awareness, proactively generating funds and supporting others to donate and fundraise’

Together we can make a difference...

Strategic Objectives

1. Raise awareness and visibility of the Mid Yorkshire Hospitals Trust Charity through effective branding and marketing,
2. Increase the level of 'General Funds' through the generation of income from proactive and passive fundraising,
3. Deliver specific fundraising appeals on behalf of the charity as directed,
4. Work collaboratively with partners and other charities for mutual benefit,
5. Work with corporate partners to support fundraising activities.



Raise awareness and visibility of MY Hospitals Charity through effective branding & marketing

Key objectives achieved this year:

- Established and developed the MY Hospitals Charity Brand
- Developed Merchandising for the Charity– Running Vests, Pens, Pads and additionally Lanyards sourced at no cost to the Charity budget
- Developed stories to share, including stories of ‘what we do’ and ‘how we use our funds’.
- MY Hospitals Charity featured on 4 of the main Social Media Platforms, managed by the Fundraiser.

Impact

- The branding is becoming more recognisable in the public domain.
- Increasingly being chosen as the Community Charity of Choice (Links to Objective 5).
- Increasing overall revenue streams as a result of merchandise sales (Running vests, Lanyards)



Examples



Great North Run 2018

Six Runners completed the GNR event all proudly wearing their MY Hospitals Charity branded Running Vests, raising £2,863 (core investment £362.50 for MY Charity places).



Stationary/Fundraising Materials

Full Stationary Suite designed and launched to support Fundraising endeavours, including thanking donations within 72 hours.



MY Hospitals Charity Hoardings

Charity Hoardings now on display at Dewsbury and Pinderfields, in addition to Charity signage due to be installed in the Main Atrium at Pinderfields.

Increase the level of General Funds through the Generation of General Fundraising



Key objectives achieved this year:

- New and Diverse donation method opportunities developed—Contactless giving, Cash Collection tins.
- Developed additional opportunities for the General Purpose funds— Corporate support, Atrium Space.
- Fundraising Stationary suite designed and launched.
- Sale of Running Vests and Lanyards .
- Advertisement in Bereavement Booklet promoting legacy giving.

Impact

- The level of passive income has increased with 39 collection tins out in the public domain generating £704 in revenue since launch.
- Process established for booking the Atrium space, which benefits the Charity for external organisations utilising our space. This has generated £662 since implementation.
- Opportunity for Contactless Card payment giving , we are the first NHS Charity in the region to trail blaze in this area.

Examples



Increasing revenue through Merchandise Sales

Merchandise Sales generating revenue over £300 over a period of 5 months. Café Verve Staff and the Library supporting Sales (Lanyards).



Cash Collection Tins

36 Cash Collection tins out in the public domain. A brand new revenue stream for the Charity generating £704 in the first 5 months circulation.



The NHS 70th Birthday 5th July 2018

The first big Fundraising event for MY Hospitals Charity – NHS 70 event raised £1,271.



Deliver Specific fundraising appeals on behalf of the Charity

- An area still for exploration and awaiting identification from the Trust to decide upon the 'big ticket item' and then the Committee to review and progress as appropriate.

Items for Consideration

Should the Charity consider this route, a review of resources and how these should be focused may be advisable. The Fundraising Management Structure proposal would strengthen the framework to facilitate appeal fundraising.

Should the Committee approve and agree to launch an appeal, the Fundraising team have a structured process ready to launch in anticipation of this time.



Work collaboratively with partners and other charities for mutual benefit

Key objectives achieved this year:

- Developed invaluable relationships with Trust partners.
- Maximised advertisement opportunities.
- Working alongside other healthcare charities for mutual benefits .
- Providing support and advice of best practice.

Impact

- Strong partnerships established with Engie and Consort, MY Charity is now acknowledged and recognised, a positive shift towards making MY Charity the preferred choice with our partners. Reusable Cups scheme– MY Charity feature as part of Engie marketing materials, raising the profile and demonstrating the progress and level of mutual appreciation between organisations.
- Atrium space bookings for healthcare related Charities directly benefits the Charity with a suggested donation amount now in place, resulting in significant revenue generated for MY Charity (£662 revenue).
- Joint working opportunities with local Charities (SWYFT, Wakefield Hospice, Kirkwood Hospice, NHS AOC members.)
- Staff in departments have a point of contact and utilise the fundraiser (over 25 material donations thanked over Christmas period- including PS4 and Xbox one).



Examples

Engie Partnership

Engie Charity Loyalty Scheme- Reusable Cups Incentive.

Income generated in the first four weeks stands at £177.69



Relationship building with MY Team

Working collaboratively with wards and departments now means that a number of departments now liaise with the Fundraiser on a regular basis, updating and sharing the good news stories whilst providing important information in order to ensure we are thanking all our supporters in a timely and individualised manner.

Work with Corporate Partners to Support Fundraising Activities

Key objectives achieved this year

- Created tailored marketing materials to support and develop Corporate Working relationships
- Research invested in learning legalities surrounding Corporate working to protect MY Charity reputation
- Proactively communicated our vision and aspirations to local businesses

Impact

- Engaged with several local businesses, resulting in Successful working relationships established with Marks and Spencers, Three local Asda branches, Redrow Homes, The Parker Group, South Milford Hotel, Hunters Estate agents, Swift Butchers, Britannia Hotels and Bubble & Squeak,
- Revenue streams increased,
- Opportunities increased,
- Charity presence and awareness felt in the Local Communities,
- Charity of the year concept adopted by Marks and Spencers and Bubble & Squeak Company,
- Appetite and interest to support increased as a result of active promotions on Social Media.



Examples



Social Media Presence- Corporate Opportunities

Asda, Redrow Homes and Marks and Spencers are just some of the National Companies now engaged and working with MY Hospitals Charity.

Local Business Support

On the 1st December 2018 Bubble and Squeak commenced their Charity endeavours raising funds for MY Charity as their chosen Charity of the Year. With a fundraising target for the 12 month period of £5,000, raising £464 during their first active Fundraiser.



Supermarket Opportunities

From the 3rd January until the end of March 2018 MY Hospitals Charity has been nominated for the Asda Green Token Scheme in the Asda Superstore, Wakefield. This is an opportunity for MY Hospitals Charity to promote the branding in the wider community whilst enabling members of the public to place their token in the collection unit, should MY Hospitals Charity receive the highest volume of nominations would result in a £500 donation from the Asda Foundation (2nd/3rd places receive £200 each).



Key Fundraising events for MY Charity held in 2018

- 5th July 2018 – NHS 70th Birthday led by MY Hospitals Charity
- 25th July 2018 - Hobbit Walk 80 miles
- 2nd August 2018 – Parker Group Golf Day
- 9th September 2018 – GNR 2018
- 9th September 2018 – Vale of York Half Marathon
- 1st September 2018 – Wakefield Cathedral Abseil
- 14th October 2018 Corporate Relay Race
- 15th October 2018 - Chester Metric Marathon
- 21st October 2018 - Great South Run
- 4th November 2018 - Abbey Dash
- 7th December 2018 Christmas events led by MY Hospitals Charity
- 21st December Christmas events led by MY Hospitals Charity



Cash Donations and Fundraising

Fundraising Idea	Fundraising Item	18/19 Cumulative	Forecast 18/19
Significant Donations	Burns Unit – Member of the Public	834	834
	In Memory of donation	500	
	Neonatal Bake Sale – Member of Public	750	750
	My Dementia Team – My Life Computer	500	500
	Significant Donations Total	2,584	2,084
Corporate	Atrium Space Usage	662	662
	Bubble and Squeak	536	536
	First Bus – Abbey Dash	423	423
	Marks and Spencer J32	701	701
	Parker Group Golf Date	4,500	4,500
	Asda – Green Token	200	200
	Redrow Homes		
	Engie Coffee Cups Donation	150	150
	WH Smith	711	711
	Corporate Total	8,865	15,614
Merchandise	Lanyards & Vests	491	491
	Merchandise Total	491	491

Cash Donations and Fundraising

Fundraising Idea	Fundraising Item	18/19 Cumulative	Forecast 18/19
Events	Christmas Events	656	656
	Great North Run – Core Places	1,639	1,639
	Great North Run – Neonatal	1,224	1,224
	Great South Run	802	802
	Chester Metric Marathon	235	235
	NHS 70	1,271	1,271
	Cathedral Abseil	6,674	6,674
	Lupset Medical Centre Book Sale	250	250
	Hobbit Walk	652	652
	Yorkshire Marathon Corporate Relay	778	778
	Vale of York Half Marathon	585	585
	Events Total	14,766	14,766
Passive Fundraising	General Office		
	Cash Tins & Contactless	704	1,127
	Just Giving	14,493	19,324
	Passive Fundraising Total	15,197	20,451
Grand Total		41,903	53,700

The Next Steps for 2019

We have a number of Seasonal events planned for 2019, including building upon some of the successful events held in 2018, including the NHS Birthday, The Great North Run Event and seasonal activities in addition to supporting repeat Corporate events such as The Parker Group Golf event and Marks and Spencers ongoing endeavours.

2019 promises to be a very exciting year to further MY Hospitals Charity in which to grow and develop further.



Dewsbury ★ Pontefract ★ Wakefield

PARKER GROUP

great north
run®

MARKS &
SPENCER