

Fundraising Appeal Update

Trust Board Meeting - Part 1	Item: 11.1
24th September 2014	Enclosure: M
Purpose of the Report: To update the Board on plans to launch a major fundraising appeal for Kingston Hospital Charity.	
FOR: Information <input checked="" type="checkbox"/> Assurance <input type="checkbox"/> Discussion and input <input type="checkbox"/> Decision/approval <input type="checkbox"/>	
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Risk Implications – Link to Assurance Framework or Corporate Risk Register:	N/A
Link to Relevant Corporate Objective:	
Document Previously Considered By:	N/A
Recommendation & Action required by the Trust Board:	
The Board is asked to note the update and provide support to the appeal.	

1. Introduction

This paper provides an update to the Trust Board on the development of plans to launch a major Fundraising Appeal for the Trust and its links to the three year estates plan.

2. Background

Following discussions and exploration of options for projects and schemes that could form the basis of a fundraising appeal, and which support the overall Trust strategy, the proposal is to focus on two areas but to have one major public appeal.

3. Fundraising Appeal focus

3.1 Dementia

Kingston Hospital has a growing reputation as a centre of excellence for dementia care, which was further cemented with the achievement of a HSJ/Nursing Times Patient Safety and Care award earlier this month. In January 2014 the Board agreed the Trust's first ever dementia strategy which includes ambitious plans to transform how the Trust cares for patients with dementia, which is a growing issue for the organisation. As part of the vision for dementia, the Trust wants to create environments and facilities that provide the best support possible for patients and the proposed appeal will fully support that aim.

The Appeal will be focused on raising money to build a dementia 'hub' for patients, carers, staff and partnership organisations. The hub will be a one stop shop for advice and information and patient activities, but it will also provide carers and patients with a space to take time out. Alongside the hub there will also be an outside space that can be used by patients and families and also to help deliver activities and therapies for patients.

In addition to the hub and garden, there will also be an opportunity for donors to support through paying for activity boxes and rempods and other equipment needed to support the hub and patients and others using it.

3.1.1 *Dementia Hub*

Detailed plans and an artist's impression for the hub have been developed and will be shared at the AGM. It is estimated that the appeal amount could be in the region of £500 – 750,000.

The appeal will have universal appeal and will enable the Trust to target the public, corporates, trusts and major donors. The appeal will be launched at the AGM today (24th September) and another launch event for the community, stakeholders and potential donors will be held at the end of October.

3.2 ICU

Another project included in the Estates plan is the refurbishment of ICU. The Head of Fundraising has been working with the team to develop a case for support and it is recommended that a more discreet appeal is launched to raise funds for ICU. The fundraising will target families and patients who have had direct contact with the unit and will be more localised than the dementia appeal. Based on the costings available, the funding required for ICU is £750,000

4. Charitable targets

The combined Appeal target for Dementia services and ICU will be £1.5m. Based on this overall target, the yearly combined targets are set out below:

Year	Target
2015/16	£150,000
2016/17	£475,000
2017/18	£875,000
TOTAL	£1,500,000

5. Strategy

5.1 Overview

The standard model for a capital appeal is a 4-phase programme that combines both private approaches to potential supporters (corporates, local high net worth individuals) to generate the initial income with subsequent public activities (events, media coverage, on-site thermometers etc.) to capitalise on the momentum generated. Additional phases cover planning and then converting appeal donors into longer-term supporters. This is the suggested model that will be used to meet the £1.5m target for the Kingston Hospital appeal.

5.2 The structure of the Appeal

Phase 1	Planning	Including identifying patrons & key supporters
Phase 2	Private	Approaches to local high net worth individuals, trusts & corporates to secure 50%+ of the total (to create momentum for Phase 3)
Phase 3	Public	Public launch, going out to community groups, media coverage, on- site advertising
Phase 4	Post-Appeal	Convert Appeal donors (incl. any fundraising cttees) into on-going supporters of the Hospital

5.3 Appeal Management

The existing Trust and Charitable Funds Committee will form the Steering Group under its present Chairman. This will ensure proper co-ordination between the Charity and the Appeal at the strategic level.

6. Branding

The Charity will have its own distinct brand, separate from the Trust's corporate logo that will be used on all marketing materials and channels (incl. social media). This branding will include the shortened title "Kingston Hospital Charity". This will give the Charity a distinct marketing brand within the Hospital and the wider community (please see attached brand). In addition identities will be developed for the dementia and ICU appeals.

7. Conclusion

The plan, centred around Dementia friendly services and the refurbishment of ICU, will enable the Trust to kick-start its Fundraising programme by providing an emotionally engaging focus for giving at a number of levels and to a range of audiences, from outpatients and visitors to major local companies and high net worth individuals as well as the wider community in Kingston and beyond.

The Board is asked to **note** the update and provide support to the appeal.