

Fundraising Strategy Update

Trust Board Meeting	Item: 8.2
26th November 2014	Enclosure: H
Purpose of the Report: To update the board on progress with delivering the Fundraising Strategy	
FOR: Information <input checked="" type="checkbox"/> Assurance <input type="checkbox"/> Discussion and input <input checked="" type="checkbox"/> Decision/approval <input type="checkbox"/>	
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Risk Implications – Link to Assurance Framework or Corporate Risk Register:	None
Link to Relevant Corporate Objective:	
Document Previously Considered By:	Executive Directors meeting 17 th November 2014
Recommendation & Action required by the Trust Board : The Board is asked to note and comment on the progress to date.	



FUNDRAISING STRATEGY UPDATE

NOVEMBER 2014

1. Introduction

Since the approval of the Trust's original Fundraising Strategy in November 2013, the fundraising office has developed a separate brand for the charity and has been identifying potential corporate, trust and individual donors (including high net worth individuals) as well as setting up the online giving function and creating marketing materials for use with a wide range of audiences. A fundraising officer has also recently been appointed to support the Head of Fundraising.

At a strategic level, we are now developing two separate capital appeals focused on dementia care and specific elements of the Intensive Care Unit (ICU) refurbishment. These two appeals will form the core of the fundraising strategy for the next two years.

2. The Strategic Background

The strategic focus on dementia and ICU will support the broader Estates Strategy by supplementing the £10M loan secured from the Foundation Trust Financing Facility (FTFF). The aim of these two appeals will be:

- a. To generate income to enable the completion of the projects
- b. By providing a clear focus for fundraising, to create a new pool of supporters

As noted in the original Fundraising Strategy, the focus will be on specific projects/areas that enhance the patient experience over and above the statutory minimum.

3. The Projects

3.1 The Dementia Centre

The Dementia Appeal is focused on raising funds for two main purposes. One is so that we can make significant improvements to the ward environments. The impact of these changes will create a more dementia friendly environment allowing us to make improvements to meet our aim for 'active days & calm nights'. By improving the ward environments we will be able to reduce the additional disorientation that occurs from being in an unfamiliar environment. The funding will be invested in creative use of colour, way finding & orientation, calm lighting, social and activities spaces, with the overall aim of improving the patient experience. This would go far beyond the standard design of a ward enabling truly dementia friendly environments.

The other purpose of the funding is to create a dedicated Dementia Centre which will be a non-clinical space for supporting carers and patients. The centre will provide the latest information and create a space where carers can go to relax, meet and share experiences with other carers as well as providing a calm space away from the ward areas. It will also act as a place where patients can undertake calm therapeutic activities – such as reminiscence therapy. The Centre will also provide a facility for patients & carers who need individual support from a professional and a central point for external sources of support to work with patients, carers & trust staff, for example support workers from local charities & services. We would like to create an adjoining garden space which will create a much-needed green area where those with dementia and their families can relax in a calming atmosphere.

3.2 ICU Entrance & Waiting Area

The ICU appeal will focus on the refurbishment of the Unit's entrance & waiting area as the most publically visible and accessible elements of the overall ICU re-development programme. Detailed work on this project is currently being undertaken by the ICU team.

4. The Appeals

4.1 Targets

Dementia Appeal	£750,000
ICU Appeal	£750,000

Timetable

	2014		2015			2016		
	June-Sept	Oct-Dec	Jan-Mar	Apr-June	June-Sept	Oct-Dec	Jan-Mar	Apr-June
Project								
Dementia	Grey	Red	Red	Red	Red	Red	Red	Yellow
ICU	Grey	Blue	Blue	Red	Red	Red	Red	Yellow

Key				
Grey	Planning phase	Blue	Private phase	
Red	Public phase	Yellow	Post Appeal phase	

4.2 Appeal Management

The management of the Appeal will be integrated into the Trust's overall management structure through the Steering Committee (provided by the existing Trust and Charitable Funds Committee under its present Chairman) that will provide a strategic overview and a link to Board level. This will ensure proper co-ordination between the Charity and the Appeal at the strategic level.

A separate Working Group will implement the delivery of the Appeal on the ground, incorporating representatives from the relevant project areas to aid information flows to Fundraising and to ensure a sense of ownership by front-line staff. The Appeal will also draw on the support of the relevant clinical directors to deliver this Appeal.

There will also be a separate Appeal Committee, made up of well-connected supporters willing to provide leads/access to individuals, companies & organisations, chaired by a local high-profile & well connected individual.

5. Sources of Funding

5.1 Dementia

- Individuals
- Community (Rotary/Lions, local groups, schools, churches etc.)
- Corporates (incl. promotions via local retail outlets)
- Trusts
- Legacies (restricted & unrestricted)
- Events (runs, cycling events etc.)
- Online (marketing via website, incl. dedicated social media channels)

5.2 ICU

- Patients and their families/carers
- Individuals
- Community (Rotary/Lions, local groups, schools, churches etc.)
- Corporates (incl. promotions via local retail outlets)
- Legacies (restricted & unrestricted)
- Events (runs, cycling events etc.)

6. Marketing

6.1 Target audiences

Dementia Appeal Broad-based appeal focusing on the wider community (given the wide-spread prevalence of dementia)

ICU More user-focused, aimed primarily on former patients and their families

6.2 Branding

Both appeals will use the dedicated “embracing star” hospital charity logo alongside a separate appeal title and strapline.

6.3 Cases for Support

These documents will provide the source material for each appeal that can then be adapted for appeal brochures, flyers, leaflets and briefing notes. They will include images and costings for each project, alongside key marketing messages (benefits to patients, why you should support this appeal).

6.4 Marketing tools

On-site there will be banners and posters as well as leaflets, flyers and collecting tins in all public areas. There will also be an enhanced online presence (including JustGiving options) on the Trust’s website and social media channels. Specific marketing materials will also be produced for use with particular audiences (including high net worth individuals). Externally, existing links with the local media will be utilised as well as running fundraising events in the local area to generate both income and awareness.

7. Next Steps

- Dementia Appeal - The public launch will be held on 26th November, with the aim of generating publicity both on-site and in the wider community through press coverage and on-site marketing (see above).
- ICU - The details of the project are being finalised prior to making approaches to former patients and their families as the most likely supporters of this work, although other external opportunities will be reviewed as they arise.