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WALES

Bwrdd Iechyd Prifysgol
Bae Abertawe
Swansea Bay University
Health Board

Swansea Bay Health Charity Strategy

Charitable Funds Committee – March 2025

Charity Team:

Mike Westerman: Interim Head of Charity

Lewis Bradley: Charity Support Manager

Cathy Stevens: Community Support Charity Officer



**Elusen Iechyd
Bae Abertawe**

Swansea Bay
Health Charity

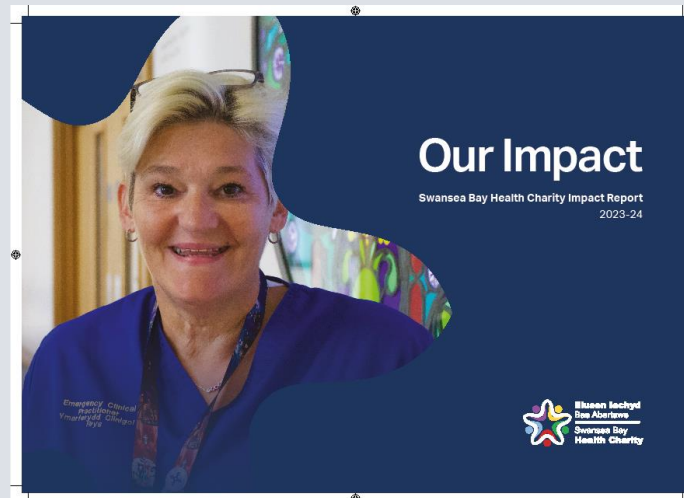
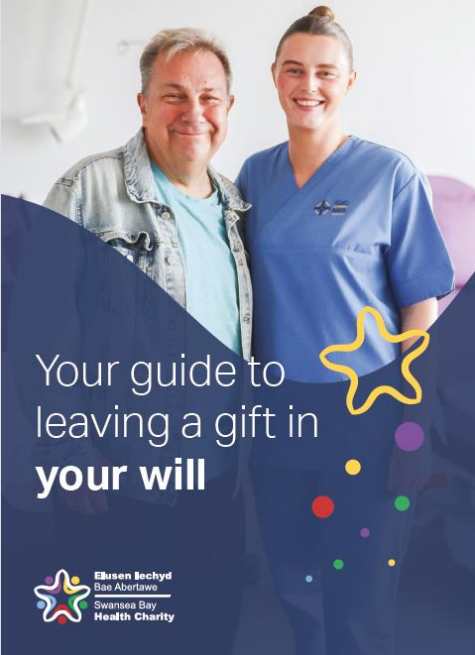
Charity Strategy 2023-24

- **Agreed by Charitable Funds Committee and Trustees at end of March 2023:**
 - Rebrand Charity and rebuild web presence, update and refresh our brand to improve our USP
 - Build a strong presence throughout our hospital estates with new “Charity Hubs”
 - Ensure Swansea Bay Health Charity is the primary fundraising charity for all services
 - Restructure and refocus Charity Team aligned with our Strategy
 - Focus on large appeals, corporate fundraising, legacies and regular donations rather than events alone
 - Align appeals with organisational and clinical priorities
 - Develop tools to deliver the Strategy more effectively
 - Establish a risk register and clarify governance processes
 - Annual target for all Charity income



Implementing the Charity Strategy

- New brand developed and consistently rolled out across all activities
- New Charity website established with all relevant resources
- New Charity Hub established at Singleton with plans under development for Neath Port Talbot Hospital. Space issues mean a different approach is required at Morriston
- Development of a new suite of publications and materials
- Impact Report produced



Implementing the Charity Strategy

- Charity Team streamlined from 7 members to a structure of 4
 - Band 5 Digital Communications Charity Officer appointed & started in January 2025
 - Director of Charity post out for advert in quarter 4
 - Interim Head of Charity finished at end of December 2024
- Trustees role vs CFC clarified, risk register in place & regular Trustees and CFC meetings in place
- Major Corporate partnerships established with the Swans, Tilbury Douglas and Principality Building Society
- Appeals launched for Cwtsh Clos and Going the Extra Mile for Cancer. Sharing Hope and Urgent and Unscheduled Care campaigns starting in 2025
- Regular meetings established with all Service Groups to ensure alignment between Charity work and clinical priorities
- One-off and monthly Direct Debit donations increasing
- Overachieving on Charity income target



Charity Financial Targets 2023-24

Subject	Launch Date	Financial Target	Income to Date	%
Cwtsh Clos Appeal	February 2024	£160,000	£112,000 excluding SCFC jersey auction	70%
Going the Extra Mile for Cancer	September 2024	£200,000	£28,000	14%
Sharing Hope	Finalising artworks etc	£100,000	N/A - looking at grant opportunities	-
Overall Target	2024-25	£550,000	£1,007,491	183%
Overall Target	2025-26	£755,000	-	-



Diolch / Thank You



Elusen Iechyd
Bae Abertawe

Swansea Bay
Health Charity