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Bwrdd Iechyd Prifysgol
Bae Abertawe
Swansea Bay University
Health Board

Update from the Charity Team

Charitable Funds Committee March 2025

Charity Team:

Lewis Bradley: Charity Support Manager

Cathy Stevens: Community Support Charity Officer

Catrin Frame: Digital fundraising & Engagement Officer



**Elusen Iechyd
Bae Abertawe**

Swansea Bay
Health Charity

General updates

- Strengthening the charities tone and brand guidelines with a new framework to be more consistent.
- Appeals continue to help raise awareness of our brand & image
- Band 5 Digital fundraising & Engagement officer now in-post
- New digital & in-person assets to assist the team
- Increased level of social media interaction at Christmas
- Started to plan 25/26 opportunities in-line with new strategy
- 2025 event planning commenced with specific 'event briefs' with desirable outcomes and income opportunities in-line with targeting areas against the strategy.



Appeals

Apêl CwtshClos Appeal

- 70% income total achieved to date (Target £160,000)
 - Aim is to push heavily after the success of the 'Cwtsh By The Coast' walk and our Swansea City AFC charity game.
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Going the *extra mile* for cancer

- 14% of income total achieved to date (Target £200,000)
 - Swansea Bay Cancer campaign running March-May.
 - Aim is to run with this awareness-raising first, then transition from that to the GTEMFC appeal.
 - Aim is to ask people to donate, take part or raise money themselves through running their own events.
-

2025 Proposal: EUC Appeal

- To support Unscheduled and Emergency Care in Morriston
- Urgent and Emergency Care is one of the top two priorities for the health board – brief being developed with Deputy COO
- To combine with awareness raising over how to access urgent and emergency care services
- Ultimately, the charity can cover areas where there is no funding available if the 'ask' and 'outcomes' are clear to the public.



Partnership with Principality Building Society Cwtsh By The Coast Walk



Swansea Bay Health Charity, alongside Principality and the incredible Mal Pope, took strides—both figuratively and literally—towards making a difference for families with babies in Swansea’s NICU.

The walk was not just a fundraising event; it was a powerful display of community, compassion, and generosity.

Over 50 people joined the walk.

Thanks to the overwhelming kindness of our supporters, including a generous donation from Principality, entry fees, and on-the-day contributions, we raised £7,930.82.

£5,000 was donated by P.B.S, making their 2024-25 total fundraising contribution over £15,000



Partnership with Swansea City AFC



Guard of Honour



Bucket Collectors raised £1,600 (Match funded by SCAFC to £3,200)



Warm up tops for charity and appeal



Logo on jerseys (Auctioned after game raised £4,939)



Partnership with Swansea City AFC



- Q&A in all hospitality boxes and on-pitch at half time
- Digital screens around pitch advertising the charity & shirt auction
- Excellent digital & Social media build-up
- Charity exposure significantly improved thanks to the partnership with SCAFC
- **Approx. £8,400 raised through multiple donation streams**



Cwtsh Clos – House Updates

- Interior designer exploring what we can potentially maximise in the space of the room interiors.
- The garden by Tilbury & Douglas is starting w/c **10th March** (equivalent to £10,000 donation)
- Looking to purchase new living room & bedroom furniture within the next 5 weeks with income from SWAFC charity game.
- New kitchens fitted by Howdens
- Charity exposure significantly improved thanks to the partnership with SCAFC, the partnership has been cemented with a canvas and plaque in each house.



Expenditure of funds



New wall art and chemo chairs



Another award for 'sharing Hope'

- New chemotherapy rooms thanks to charitable funding
- Hoping to use images and video more to highlight to the public and our staff what we are purchasing
- Charity team looking at the expenditure of funds more closely, to push more stories about how the funding is spent – to gain confidence with the public and staff.
- Looking to push what the charity has achieved in the areas that are in-line with the strategic areas of income

25/26 Areas of Fundraising

Area	Charity Lead	25/26 Target
Legacies, Tributes, In-Memory	Lewis Bradley	£150,000.00
Appeals Group	Charity Director (Vacant)	-
Trusts & Foundations/NHSCT	Lewis Bradley	£100,000.00
Corporate Partners	Cathy Stevens	£85,000.00
High-Value Donors	Charity Director (Vacant)	£20,000.00
Community	Cathy Stevens	£90,000.00
Consortia Fundraising/Lottery funding (e.g. children in need)	Charity Director (Vacant)	£50,000.00
Social & Digital/ Unity lottery/Donations/Just giving, Enthuse/Bank transfers/Card Readers & 'Jiffy's	Catrin Frame	£110,000.00

- The aim to is be proactive – reducing the risk of loss of income by planning areas in advance with nominated leads.
- The Charity leads ensure the brief is agreed with services and assist with the creation of new charitable assets to allow the team to be more focused and able to deliver multiple projects so maximising income flows.
- This will allow the team to develop and learn in areas that align with their roles.

Preparation for the future



Our Impact

Swansea Bay Health Charity Impact Report
2023-24



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- In line with the areas of fundraising, a suite of assets have been created to help guide donors, corporate, community opportunities and online users to donate more efficiently.
- The nominated leads will combine the relevant framework and assets to complete fundraising that achieves the targets set against each project.
- New softshell jackets for 'charitable workwear' have been created, so that the team are identifiable by the public and staff when carrying out work duties. In addition, new clothing opportunities have been created to strengthen exposure.

NHS Charities Together

- Annual membership by financial year, for 2025-26 cost of £2,580
- Gives access to grant funding, for 2025-26 focused on:
 - Innovation Challenge
 - Workforce Wellbeing Programme
 - Community Resilience Programme
- Leadership network
- Training opportunities for Charity team
- Toolkits including Marketing and Communications toolkit
- Access to events

2025 Events Planning



'Jiffy's Golf Day' for The Premier Cancer Centres of South Wales
2nd April (Sold out)



Cwtsh Clos Golf Day, in partnership with Swansea City AFC
25th April (50% sold)



The 5th edition of the Jiffy's Cancer 50 Challenge
17th October



The 2nd edition of AT & Morgan's 'Charity Truck pull'
7th September



Principality Building Society 'Cwtsh By The Coast'
(2026 Date TBC)



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Diolch Thank you

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