

Re-launching the Trust Charity - Better Lives

Background

- BDCFT Charitable Funds total approx. £250,000, this amount has been predominantly received through donations and legacies over a number of years.
- As staff access the charitable funds to delivery activity that supports the health and wellbeing of service users the amount being spent is greater than the amount being received. Putting the long term financial viability of the charity at risk
- Following a review of the Charitable Funds the Charitable Funds Committee in January 2020 agreed to relaunch as a fully public facing branded charity with the ability to proactively fundraise.



NHS Charities Together and COVID19

Nationally over £120 million has been raised for NHS charities. We have so far received 2 grants from this national funding which is providing support during COVID19, including snacks and drinks, handcream and lip balm and reusable water bottles for staff, thank you card for volunteers, activity packs for families, and more.

Launching Better Lives

The raised profile of NHS charities as a result of COVID19 meant that we took the decision to bring forward the launch of Better Lives, in May we launched the branding with staff, and in June a launch event to start raising the profile of the Charity with staff, services users. 32 teams, made up of 150 staff, services users and volunteers and their families got involved in the Step Up! For Better Lives Challenge.

We also completed the recruitment of a Fundraising Officer who will start in post in September. The appointment of this post, a first for the charity, meaning for the first time we will aim to proactively fundraiser for the charity, in turn increasing the impact of the charity through increased charitable giving.

Our purpose is to enhance the care provided by Bradford District Care NHS Foundation Trust through charitable activity.

Our vision is to create better lives by improving the physical and mental wellbeing of our patients, service users, carers and staff.

Our charitable aims are to create better lives by:

- improving service user experience and outcomes,
- improving our care (or caring) environments,
- supporting the health and wellbeing of our staff and volunteers,
- enabling our staff to enhance their knowledge and skills,
- any other activity which supports the purpose and vision of the charity.

Our values link to the Trust's own values:

- We Care: We act with respect and empathy, and always value difference
- We Listen We understand people's views and respond to their individual needs
- We Deliver: We use donations wisely to make a positive difference

So what, as the Council of Governors, could you possibly do over the next year to support Better Lives?

You could;

- Set a group challenge to complete and fundraise for,
- Set a fundraising target with a variety of activities taking place over the year,
- Promote the charity among your contacts across the district,

We would love to hear your ideas!