

Better Lives: Purpose, Vision, Aims

PURPOSE - to enhance the care provided by Bradford District Care NHS Foundation Trust through charitable activity

VISION - to create better lives by improving the physical and mental wellbeing of patients, service users, carers and staff

AIMS - 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

Progress: Strategy & Action Plan

- ✓ **FUNDRAISING & CHARITABLE GIVING STRATEGY**
- ✓ **FUNDRAISING ACTION PLAN 2020/21**
- ✓ **NEEDS ASSESSMENT TO IDENTIFY PRIORITIES**

The fundraising strategy and action plan details how we will increase fundraised income for priority areas through a number of different sources, including:

- Grant applications to charitable trusts & foundations
- Individual one-off and regular donations
- Legacies
- Fundraising events
- Community partnerships
- Corporate support

Progress: Fundraising & Income

GRANT APPLICATIONS

- ✓ Submitted applications for existing projects

DONATIONS

- ✓ Supporting staff and others with their fundraising
 - donations via JustGiving in 2020 = £5,897 - over 40% of that raised in last 3 months
- ✓ Launched the 'Make a Life Better' winter appeal
- ✓ Charity Christmas cards on sale
- ✓ 'Helping Hands' – staff support campaign to be launched in the new year
- ✓ Gift Aid registered

COMMUNITY PARTNERSHIPS

- ✓ Muslim Women's Council - £1,500 for Quran cubes
- ✓ Collaboration with Saltaire Inspired - Living Advent Calendar print

We need Governors to support us

- Make a donation to support our winter appeal
- Organise an annual group fundraising challenge
- Set a fundraising target with a variety of activities taking place over the year
- Promote the charity among your contacts across the district
- Provide introductions to local businesses or community organisations that you think might be able to support us
- Spread the word on social media! ... Follow, like, retweet and share

Better Lives will not flourish without active engagement from key stakeholder groups

[MAKE A LIFE BETTER Winter appeal film](#)