

Better Lives Charity Strategy



We Deliver
by generating
income for
innovation and
improvement

2025-2028



We Listen
to be inspired

We Care
by improving
patient outcomes
and staff
wellbeing





Better Lives Charity Vision

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 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

2021 - 2024

Strategy priority areas and outcomes



Secured charitable income by

- delivering a range of one off and annual fundraising events.
- supporting people who choose Better Lives as the beneficiary charity for their donation. developing relationships with local business who have provided sponsorship for charitable events, provided prizes for auctions and raffles and participated in fundraising events and challenges.
- working with staff to develop project ideas into applications to external trusts and foundations.

Increased charity supported activity within the Trust by

- 1st April 2020 to 31 March 2024 invested over £297,000 in activities which met the charitable aims.
- developed processes which ensure the projects funded are meeting identified needs to enhance the care the Trust provides and making best use of the resource we have.
- gathered evidence to demonstrate and celebrate the impact of charitable funds on the health and wellbeing of patients and staff.

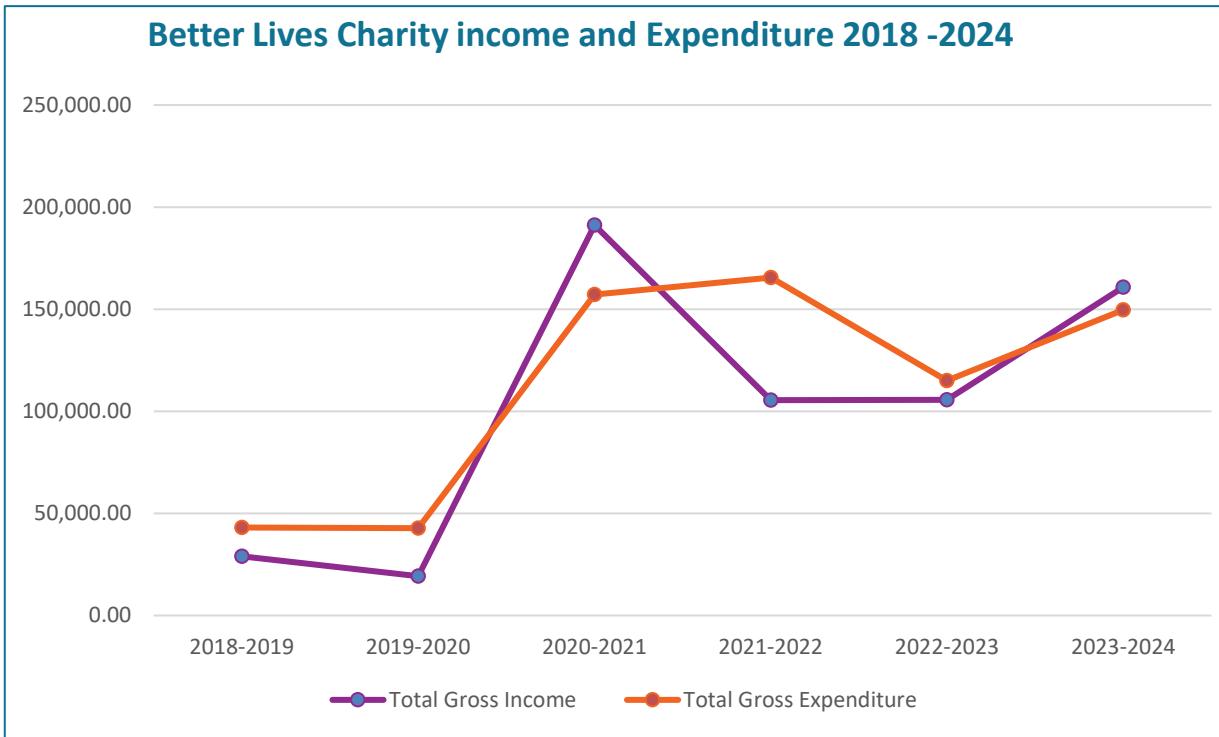
Promoted the charity with effective communication by

- rebranding the charity with standardised collateral to ensure consistency and recognition of the brand.
- actively promoted the charity and its activity through social and traditional media.
- creating promotional videos to showcase the work of the charity.
- actively engaged with staff to promote the role of the charity within the Trust.

Ensured the charity is well led by

- developing standard operating procedures for all the processes that the charity manages in generating income and granting funds.
- implementing a donor management system.
- providing assurance to Charitable Funds Committee and Trust Board as the Corporate Trustee on the performance of the charity.
- receiving favourable audit reports and complied with charity commission reporting.

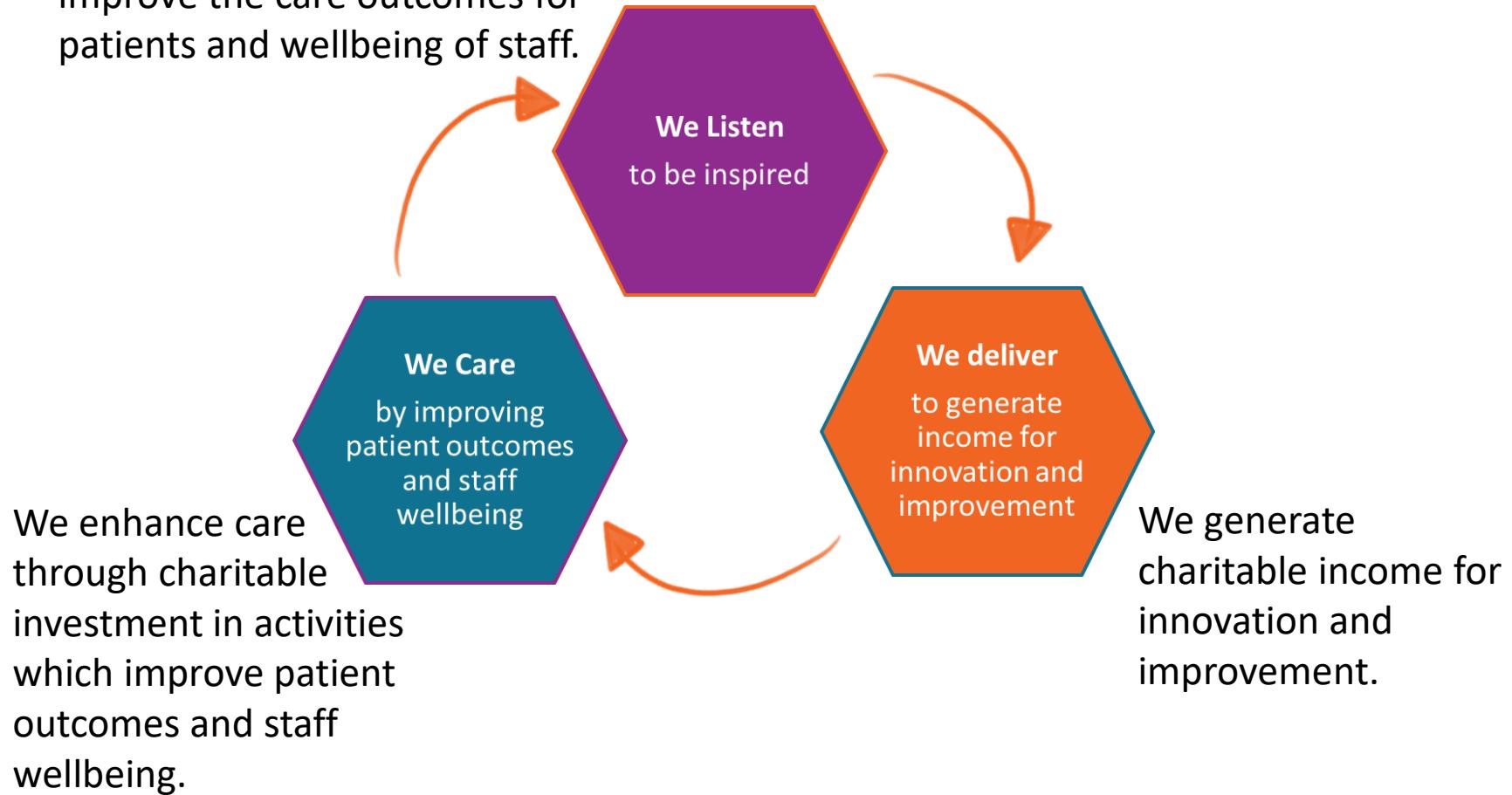
Better Lives Charity Growth 2018-2024



- The charity re-launched in May 2020, prior to this there was no active fundraising and little engagement in the spending of funds for charitable purposes.
- 2020-2021 saw significant increase in income and expenditure due to COVID.
- 2021-2023 was a period of stabilisation with legacy spending of COVID funds gradually reducing the expenditure.
- 2023-2024 has seen a balancing of income and expenditure coupled with growth reflecting the progress in embedding productive fundraising mechanisms and increased granting of funds for charitable activity.

Values and goals

We are inspired by the stories and ideas of patients, families and staff to improve the care outcomes for patients and wellbeing of staff.



Where do we want to have impact?

We want to be able to say yes to every request for funding that we receive. We know that every day, our hardworking NHS staff identify projects that could benefit patients and their families, and we'd love to be able to fund them all. However, we also know there are some areas where we can have a greater impact and make a bigger difference to the people of Bradford, Airedale, Wharfdale and Craven.

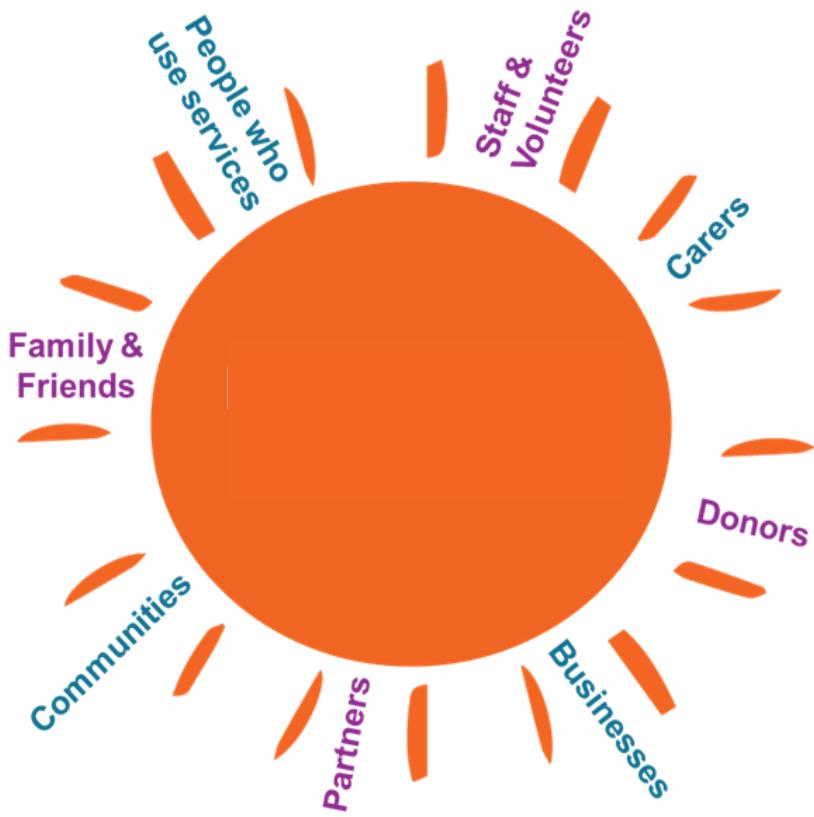
Over the next three years we'll prioritise projects that align with our areas of impact focus. We're highlighting these areas of importance as they align with the Bradford District Care NHS Foundation Trust strategy and strategic priorities, and the wider Bradford and Craven District Health and Care Partnership.

These areas of impact focus are:

- 1. Creating a healthier environment for people in our care as part of the rebuilding of Lynfield Mount Hospital.**
- 2. Testing solutions in digital technology to improve care for our most vulnerable patients.**
- 3. Delivering creative and innovative interventions that enhance purposeful and productive care for our people who are impacted by health inequalities and experience the poorest health outcomes.**



Making it happen



Our people, partners and stakeholders are essential to success.

To ensure Better Lives can continue to meet its charitable vision it must engage a diverse range of people who support or access the Trust services to ensure its sustainability and growth.

The charity can only achieve more through its relationships with this diverse group of people, partners and stakeholders.

To achieve this ambition the Charity will

- Take a data driven approach, ensuring the work of the charity is connected to the identified Trust strategies and prioritised.
- Work with the relevant teams within the Trust to ensure the resources of the charity are applied at the right time for the right intervention.
- Work with staff to ensure the impact of grants is evidenced and celebrated.
- Apply the principles of the charity fairly and equitably, this includes
 - not refunding activities
 - Taking a whole Trust approach to supporting staff wellbeing
 - Ensuring approved grants have operational oversight and approval
 - Being clear in why initiatives cannot be funded.



We will measure our impact by

- 1) Delivering a successful charity appeal for a designated enhancement to the Lynfield Mount Development (Value TBC).
- 2) Demonstrating qualitative and quantitative impact against priorities 2 and 3.
- 3) Delivering over the course of the 3 years a 100% increase in charity supporters (staff, volunteers, corporate businesses and community) from the 24/25 baseline.
- 4) Delivering a year-on-year increase in income and expenditure in excess of £50,000 per year.