

A new approach to fundraising in the NHS: Grateful Patients Programmes



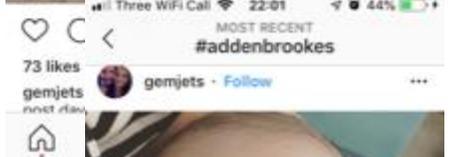
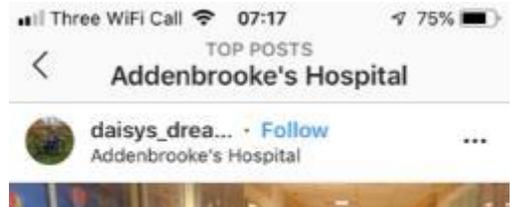
“Gratitude is good medicine.

Practicing gratitude boosts emotional and physical well being.”

Robert A. Emmons, Ph.D. Professor of psychology at the University of California, Davis

Gemma Downham
Director of Fundraising, Addenbrooke's Charitable Trust
25 September 2019

Grateful Patients



70%

< 10%

Our biggest challenges to raising more money

Staff awareness and participation

57% don't know what to say to a patient who would like to make a donation

Charity visibility and consideration

750,000 patients and family members visit our hospital p.a.

Strategic focus

Cold vs warm acquisition

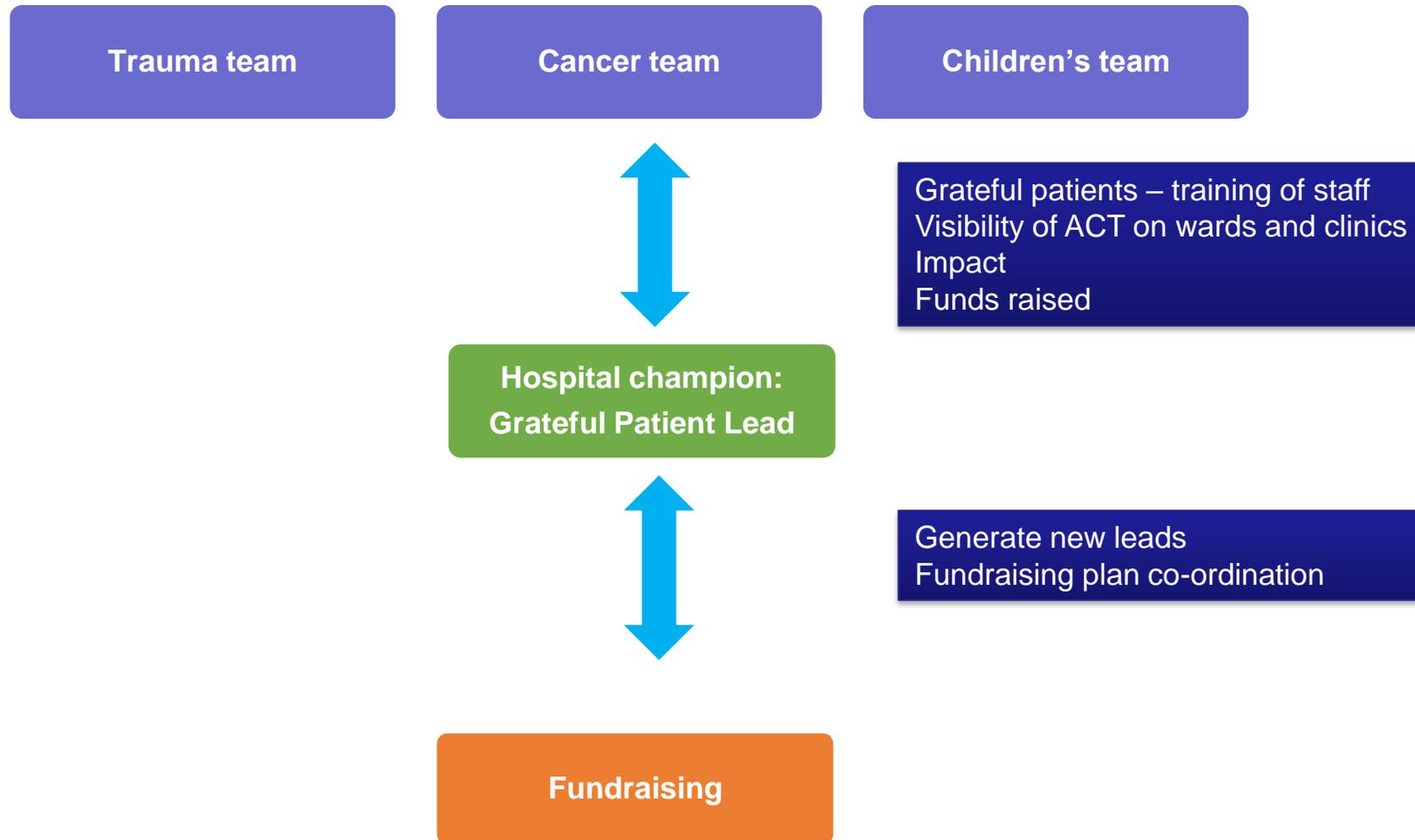
Perception of fundraising

Bucket rattling.....forceful.....uncomfortable

Addenbrooke's Grateful Patients Programme

1. Hospital Engagement Team - departmental champions
2. Hospital staff training programme
3. Promoting the charity's support across the hospital site
4. Mass staff and past patient recruitment drive

Team re-organisation: hospital champions model



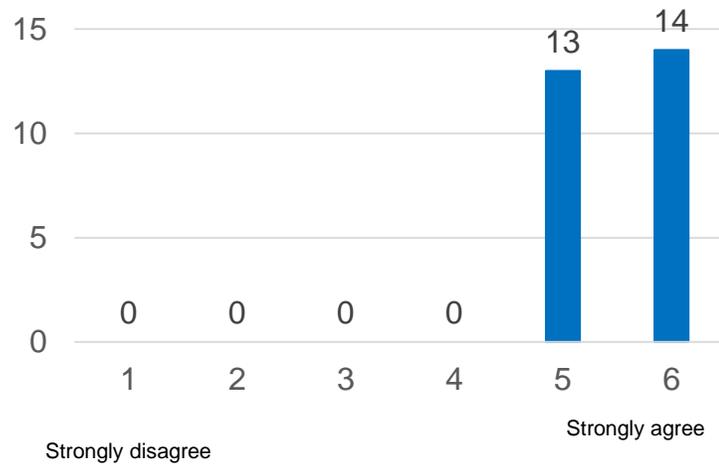
Hospital staff training programme

- > **150** clinicians trained
- **75%** strongly agree fundraising is vital to patient care
- **96%** thought the training was useful
- **96%** would be comfortable making patient referrals
- Some realised that they had missed patient signals

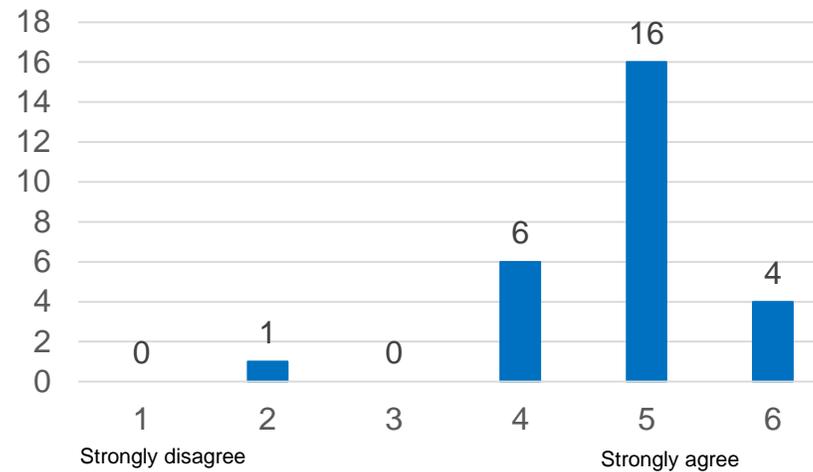


Evaluation of Patient Fundraising Training

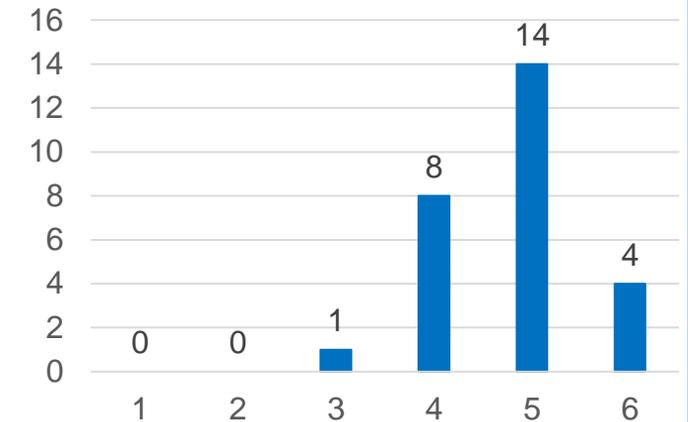
Question 1: Fundraising will play an increasingly important part in our ability to serve patients and families



Question 2: The workshop was a valuable use of my time



Question 3: I am now more comfortable making patient/family referrals to fundraising professionals



Feedback from staff training

“It was interesting to learn that philanthropy is often a part of the healing process”

“I found it very valuable to learn about the perspective of the donor”

“It was helpful learning how to accept gratitude”

“I have an increased understanding about how to refer patients and their families to ACT”

“We need to get more staff members involved”

Activity and fundraising plan for each partnered area



Children's programme





NEW RANGE

AWESOME

JUST £10

Children's T-shirts

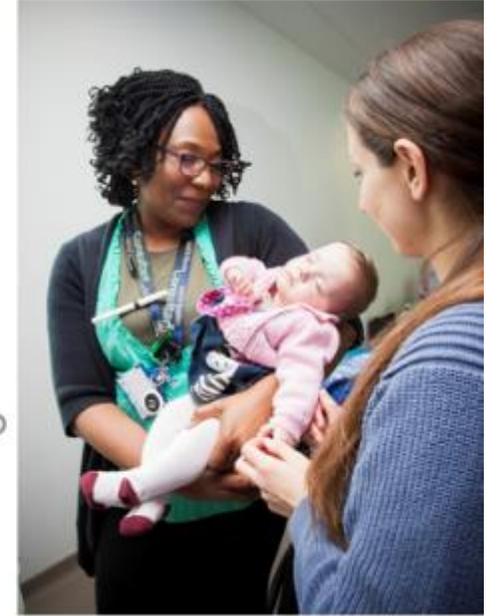


100% of the profit will go to help children at Addenbrooke's

Buy online at www.act4addenbrookes.org.uk/shop
visit the ACT office (opposite ABE) or ring on 01223 217757

Images & designs are available on t-shirts, hoodies, scarves, bags, hats and more. Prices vary. © ACT 2014. All rights reserved. Fourteen Spence, Addenbrooke's Children's Centre, 7th floor, 111, Robinson Road, Cambridge CB2 3RQ, UK.





Cancer



Trauma



HELP OUR EMERGENCY DEPARTMENT SAVE LIVES

Our Emergency Department is here for you 24 hours a day, 365 days a year. A gift of £10 will help our trauma team provide emergency patients with the best care possible - and save lives.

Give £10 to support Addenbrooke's today
Call **01223 217757**
Visit savinglivesCUH.org

Addenbrooke's is the major trauma centre for the East of England

If you need more leaflets, please contact: 01223 217757 and ask for "The charity" fundraising manager.

ad
CUH
Addenbrooke's Hospital

Emergency Department



HELP OUR CRITICAL CARE TEAM SAVE LIVES

After a serious injury, many people need intensive care and round-the-clock treatment. A gift of £10 will help our trauma team provide seriously ill patients with the intensive care they need to survive.

Give £10 to support Addenbrooke's today
Call **01223 217757**
Visit savinglivesCUH.org

Addenbrooke's is the major trauma centre for the East of England

If you need more leaflets, please contact: 01223 217757 and ask for "The charity" fundraising manager.

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CUH
Addenbrooke's Hospital

ICU/NCCU



HELP OUR ORTHOPAEDIC TEAM REBUILD LIVES

After a serious injury, many people need surgery and specialist care. A gift of £10 will help acutely injured patients receive the treatment they need to rebuild their lives.

Give £10 to support Addenbrooke's today
Call **01223 217757**
Visit savinglivesCUH.org

Addenbrooke's is the major trauma centre for the East of England

If you need more leaflets, please contact: 01223 217757 and ask for "The charity" fundraising manager.

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CUH
Addenbrooke's Hospital

Trauma & Orthopaedics



HELP OUR TRAUMA REHABILITATION TEAM REBUILD LIVES

People who have experienced a traumatic injury need ongoing specialist support on their way to recovery. A gift of £10 will help them receive the personalised therapy they need to rebuild their lives.

Give £10 to support Addenbrooke's today
Call **01223 217757**
Visit savinglivesCUH.org

Addenbrooke's is the major trauma centre for the East of England

If you need more leaflets, please contact: 01223 217757 and ask for "The charity" fundraising manager.

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CUH
Addenbrooke's Hospital

Rehab (J2)

In our busy hospital, our doctors and nurses do amazing things every day.

Of course, they never expect thanks, but we know that many patients want to express their gratitude for the wonderful care they have received. This leaflet gives you five ways to do just that.

If you'd like more information on the various ways you can support Addenbrooke's and the Rosie, visit cuh.nhs.uk or act4addenbrookes.org.uk

1

Make sure great work gets recognised

Our Patient Advice and Liaison Service (PALS) would be delighted to receive your thanks for a job well done and will share your feedback with the staff involved.

01223 216756

pals@addenbrookes.nhs.uk



2

Staff awards

Nominate an individual or a team for our monthly 'You Made a Difference Award', a little public recognition goes a long way.

01223 274775

yumade@addenbrookes.nhs.uk



3

Become a member of the Foundation Trust

Have your say about the issues that matter to you and help shape the future of patient care at Addenbrooke's.

01223 216756

foundation.trust@addenbrookes.nhs.uk



4

Become a hospital volunteer

Our volunteers occupy a special place in our hearts. If you have time to give, there's a volunteer role for you.

01223 586616

volunteer@addenbrookes.nhs.uk



5

**YOU CAN
HELP US
DO MORE**

Whether you can donate, fundraise or volunteer your time, your support for Addenbrooke's Charitable Trust will help change and save lives every day.

01223 217757

hello@act4addenbrookes.org.uk



Patients don't want to give?

Mr A's life was saved by new arsenic haematology treatment after a gunshot wound. **£50k**

Corporate raising **£100k** because senior manager's life was saved

Mr B made a personal gift of **£25k** and made a personal recommendation to a Trust who gave **£30k**

Mr C left **£2M** in his Will for Oncology.

£5k from 4 patients who met with a transplant surgeon for an update on his work

£100 within two days of a poster going on display in Audiology.

£100 and a letter from a patient who described her experience of radiotherapy treatment as 'pleasant'!

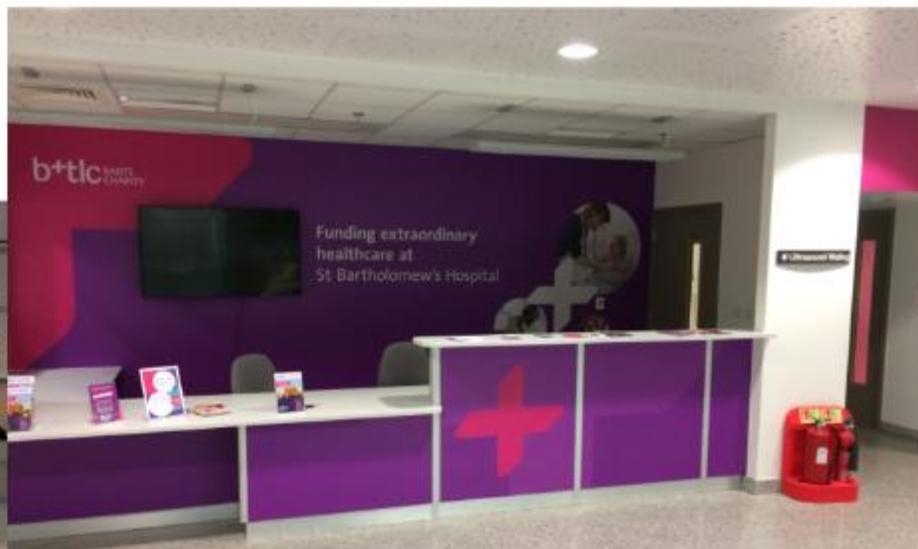
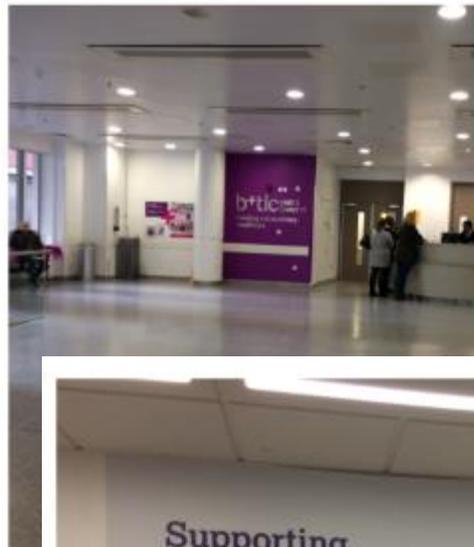
£20pcm Direct Debit set up via a donation envelope

33 new legacy pledges last month

Promoting the charity's support across the hospital site



Social proof is the key to getting a “YES”







Fundraising hubs

THANK YOU
FOR SUPPORTING
YOUR HOSPITAL

HELP
SAVE &
REBUILD
LIVES

LET'S DO
MORE FOR
CANCER
PATIENTS

Every donation
is worth a big
difference for
children and
adolescents

WE CAN
DO MORE
WHEN YOU
DO MORE

act
ADDENBROOKE'S
CHARITABLE TRUST

Each month, we invest
£500,000 from donations
to improve patient care
at Addenbrooke's.

The results are
life-changing.

Every single £1
donated makes a
massive difference.

Thank you.

WE CAN DO
MORE
WHEN YOU
DONATE

JUST TAP TO DONATE £3

I ❤️
ADDENBROOKE'S

impact

massive difference

Children's T-shirts

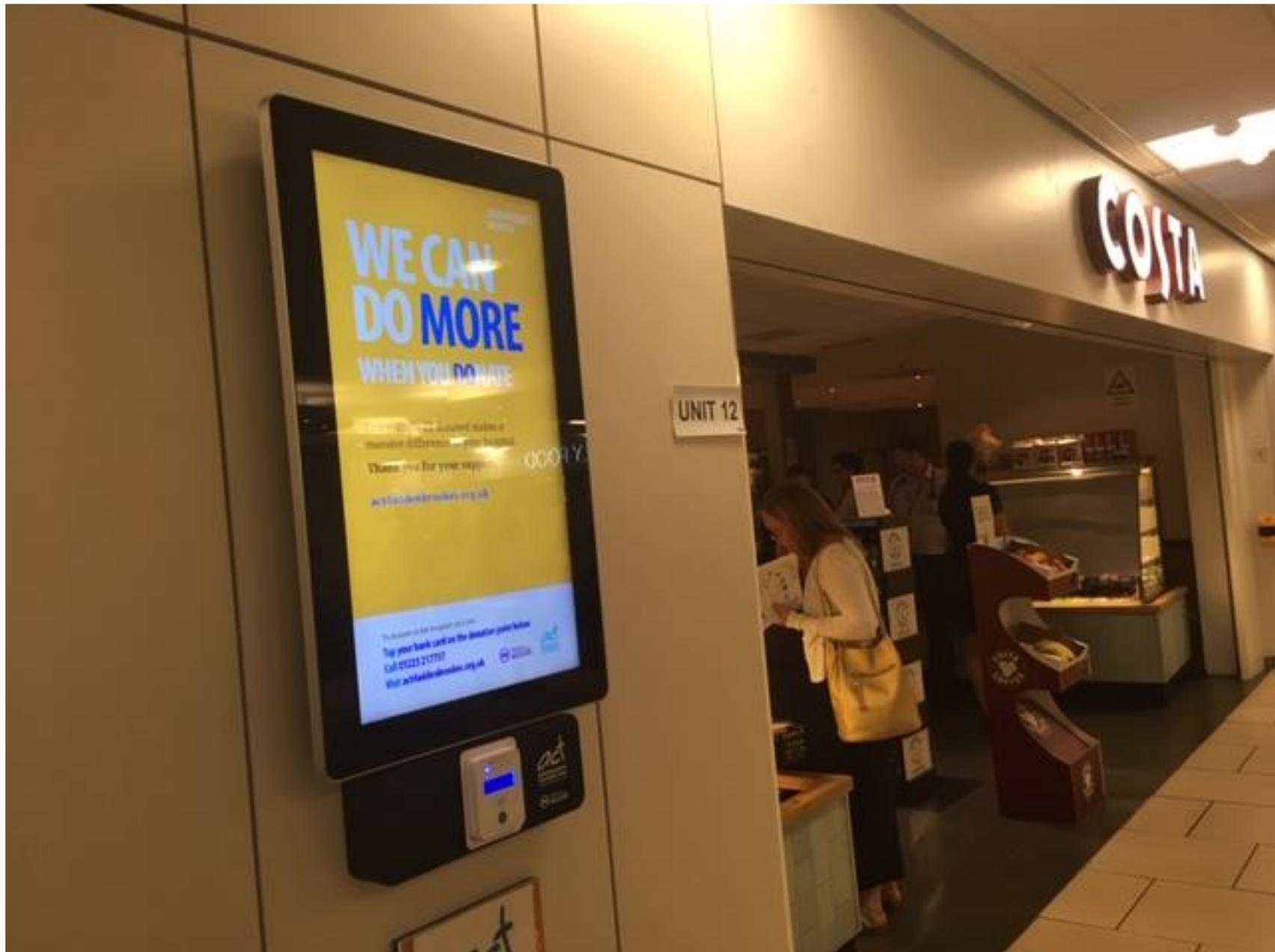
I ❤️
ADDENBROOKE'S

I ❤️
ADDENBROOKE'S

ADDENBROOKE'S
CHARITABLE TRUST

**Constructive
feedback**





WE CAN
DO MORE
WHEN YOU DO MORE

...and you can make a
difference in your life.
Thank you for your support.
act.foundation.org.uk

To donate or for more information
Top your bank card or the donation page below
Call 01223 77777
Visit act.foundation.org.uk

UNIT 12

COSTA

At Addenbrooke's & The Rosie Hospitals

WONDERFUL THINGS HAPPEN WHEN WE DO MORE

Every day our generous supporters help make wonderful things happen - funding new ideas, new research, new environments and new technology - helping staff improve the health and wellbeing of thousands of patients at Addenbrooke's.

act4addenbrookes.org.uk

More life-changing innovation

More cutting-edge technology

More pioneering research

More improvements to patient care

**DONATE
FUNDRAISE
VOLUNTEER**

act
Addenbrooke's
Charitable Trust

Donations are vital and we always thank you for the all-important support for planning surgery, and the life-changing research care patients receive.

The latest technology is helping to improve diagnosis and treatment, including MRI and CT scanners, advanced diagnostic and robotic surgical systems.

We're funding vital 30-month research, from the 100,000+ operational hours our programmes to world-leading cancer-fighting research.

We're improved patient wellbeing by transforming the complex (operating) table, introducing a direct programme to reduce falls and providing meaningful 24-hour patient





Results since April 2018

1,026 new patients recruited to the database

78% of them have given

26% have given more than once

£594k raised by new grateful patients

£40k average monthly income from patients

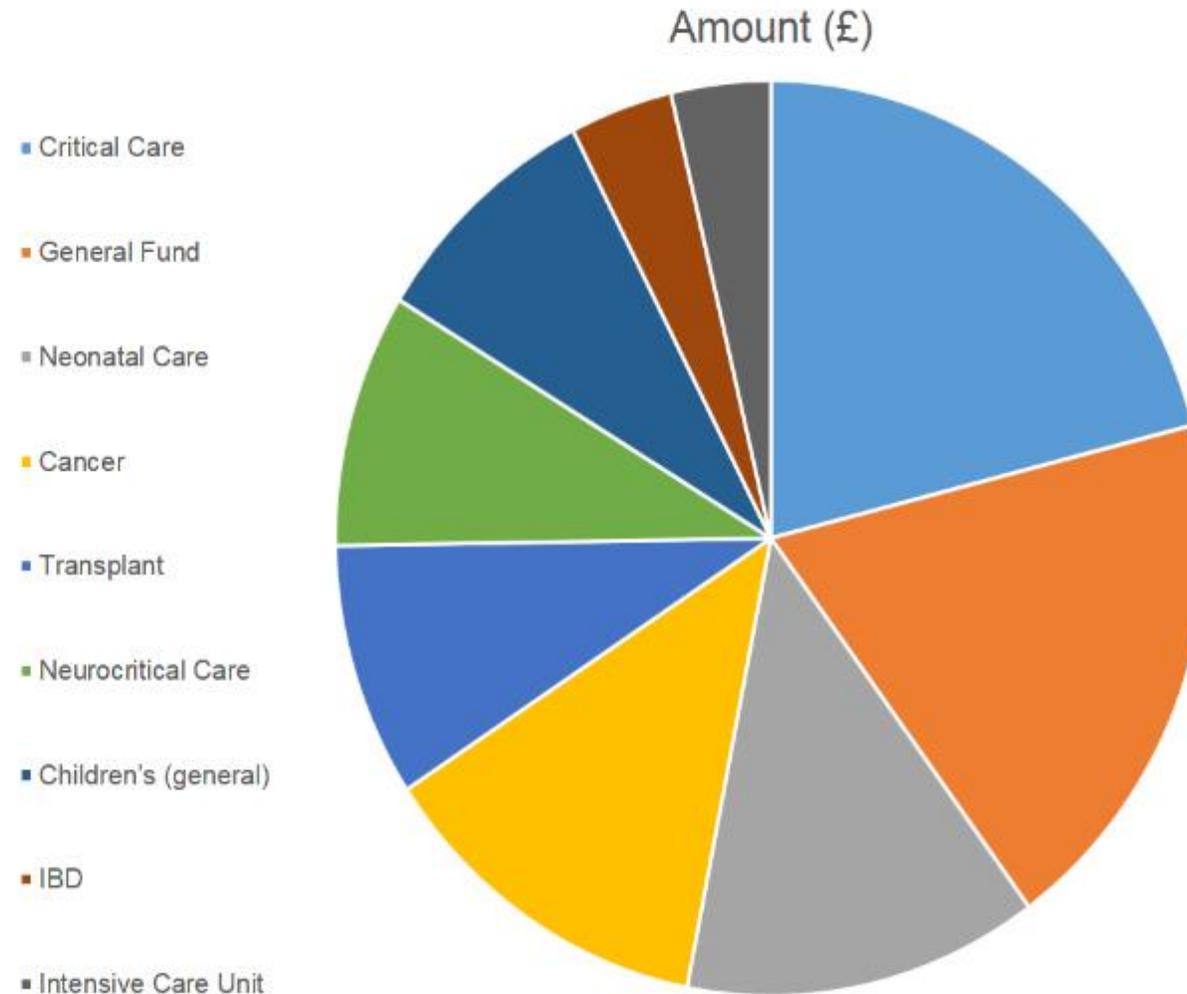
£81 average donation from a grateful patient*

30% increase in staff knowing how to introduce their patients to the charity

96% of staff trained feel comfortable making patient referrals

*CAF UK Giving Report 2018 Average donation = £20

Top 10 areas supported by Grateful Patients



Hurdles

1. Recruiting major donor prospects
2. Talent
3. Keeping up with Comms requests and opportunities
4. Hospital induction programme
5. So much opportunity!

Key success factors

1. Build clinicians' trust and treat them like important donors
2. Tailored activity plans for each area
3. Address concerns in a transparent and honest way
4. Share patients' positive feedback
5. Don't waste time on staff who don't want to engage

**What if everyone at your hospital knew that giving was
a way of expressing gratitude?**

....and that it can be vital to patients' wellbeing?