

# NHS CHARITIES TOGETHER

## Helping the NHS do more

NHS Charities Supporting  
**The NHS Long Term Plan**

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GOOD INVESTMENT



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## NHS Charities

There are more than 250 official NHS Charities across the UK. Most of them focus on helping our hospitals do more. In recent years NHS Charities have funded major capital projects, pioneering research and medical equipment at our hospitals, helping patients access the best possible care when they need it most.

They also play a key role in mobilising volunteers to support NHS staff, brightening wards and waiting areas. Building an important link between our hospitals and our communities. Other NHS Charities support mental, community health and ambulance trusts.

These vital funds and services are above and beyond what the NHS alone can provide, touching lives and making a huge difference to millions of people when they are at their most vulnerable. However not many people know about these charities.

## NHS Charities Together

Back in 2000, the largest NHS Charities began an informal group called The Association of NHS Charities, which came together to provide mutual support and a forum for discussion. The Association grew steadily and registered as a Charity in 2008. We welcome charities both large and small from across England and Wales, as well as Scotland.

In 2019 we rebranded to NHS Charities Together, representing the united and collective experience of the NHS' diverse charities. We represent NHS Charities across the UK.

Our vision is to **'Inspire NHS Charities to be the Nation's biggest independent supporters of health and well-being.'**

Our Mission is:

To support the development of NHS Charity members, enabling them to:

- **become high functioning charities**
- **add great value to their associated NHS Trust(s), its patients and staff as well as their wider communities**
- **be recognised by their Trust as a major strategic partner**

To achieve this NHS Charities Together has 5 strategic objectives:

- To be the number one source of support and development for NHS Charities, promoting charity best practice, fostering mutual support and discussing matters of mutual interest
- To be the authoritative voice for NHS Charities representing members' views to key stakeholders and where possible to collaborate with them in pursuit of NHS Charities Together's vision
- To promote the profile of NHS Charities nationally
- To ensure NHS Charities Together is a financially sustainable organisation that develops its staff, ensuring it has the right skills and resources to achieve its 5-year strategy
- To demonstrate the impact of NHS Charities Together and of our members





## Over 1 million

NHS Charities give over £1million everyday to the NHS.



## Over £470 million

NHS Charities Together members raised over £470 million in 2018. When comparing ourselves with Cancer Research UK with an income of £634m, Macmillan at £253m and the British Heart Foundation at £170m; NHS Charities rank second in this list.



## Super Major

Using the definition of the National Council for Voluntary Organisations collectively we are 'super major' in the charity world.





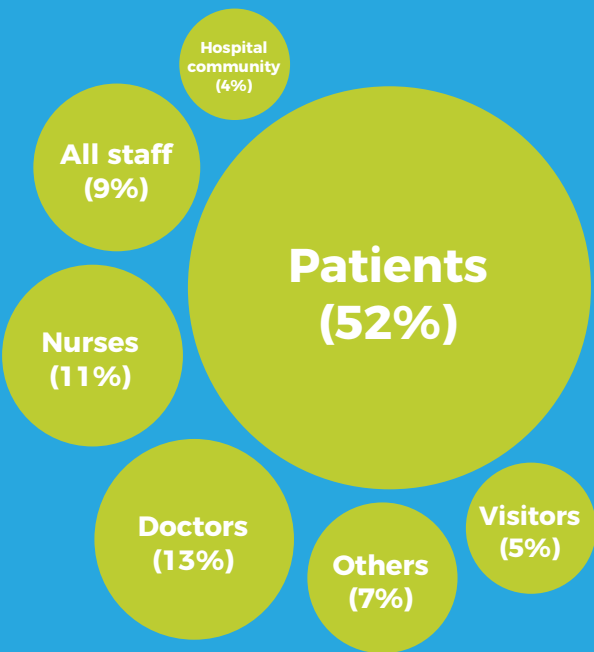
# Helping the NHS do more

## Impact of NHS Charities

Primarily made up of grant-giving NHS Charities, the sector supports a wide range of causes including:

- 1. Cutting-edge research
- 2. Equipment for NHS facilities
- 3. NHS staff wellbeing
- 4. Financial aid for patients

The NHS is facing challenges on many fronts and requires innovative models, of the kind pioneered by charities, if it is to thrive.

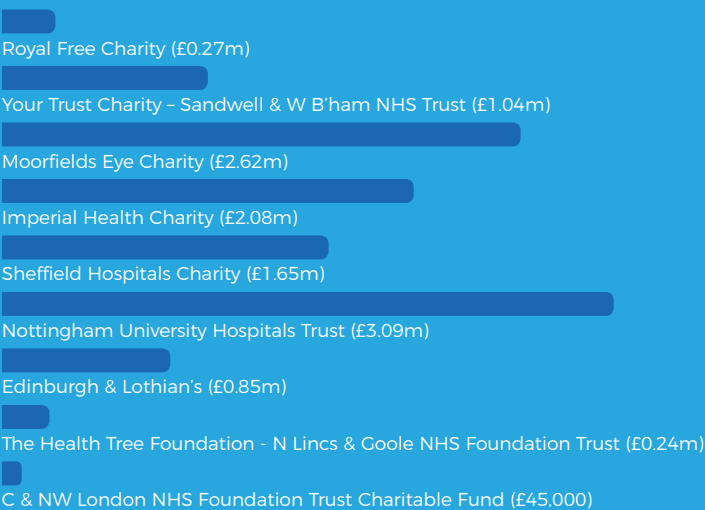
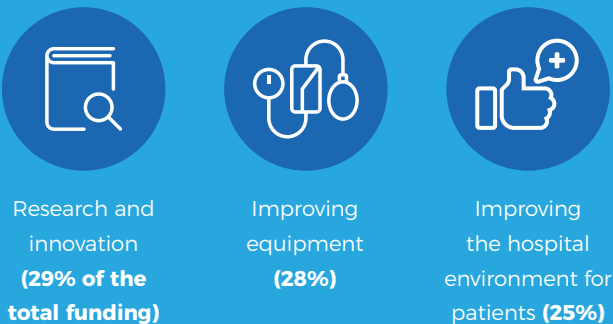


2017 breakdown of 10 example member charities expenditure

Data taken from: Learning together as a sector: NHS Charities using shared measurement 2019 report.

The NHS Charity sector does include a few big names, like Great Ormond Street Hospital Charity, but mostly their work goes unnoticed by the public. On average only 41% of those surveyed about patient activities and 34% of those asked about hospital improvements had heard of the NHS Charity that was funding the support.

On average grant funding focuses on three areas:

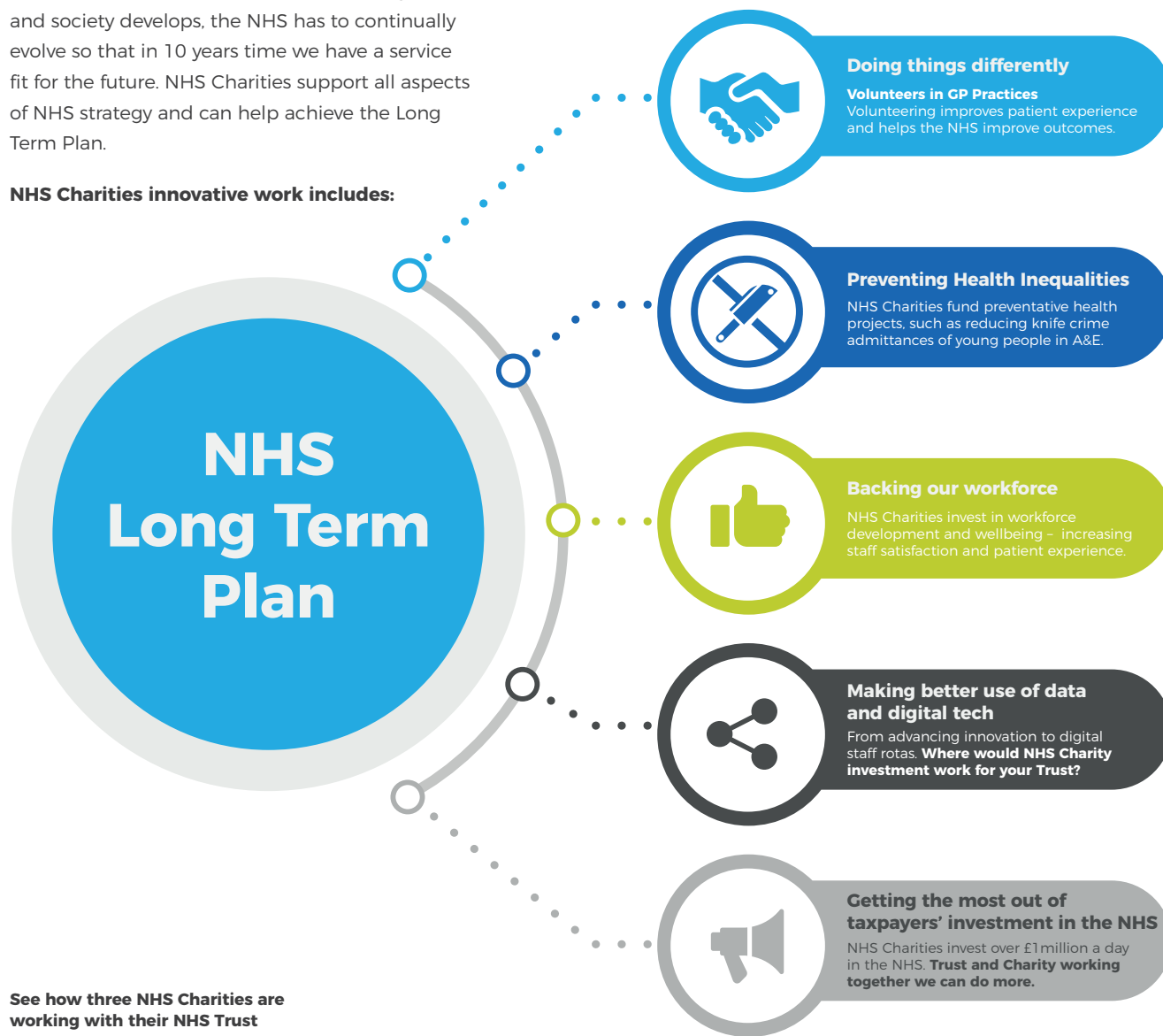


Grant funds spent in 2017 by 10 example NHS Charities

# NHS Charities and the NHS Long Term Plan

As medicine advances, health needs change and society develops, the NHS has to continually evolve so that in 10 years time we have a service fit for the future. NHS Charities support all aspects of NHS strategy and can help achieve the Long Term Plan.

**NHS Charities innovative work includes:**



**See how three NHS Charities are working with their NHS Trust**

## Case Study 1

### Doing Things Differently – Volunteers in GP Practices

**NHS Charities are piloting new volunteer projects. Volunteering improves patient experience and helps the NHS improve outcomes. It also supports staff and helps the NHS be more efficient.**

The Royal Free Charity delivered a pilot project in February 2019 to introduce young volunteers into GP surgeries.



**“Volunteers in GP Practices helped encourage patients to sign up for online bookings and use the blood pressure machine in receptions. Increasing accessibility to healthcare resources.”** Linda Simpson, Hampstead Practice Manager

The project has been developed in conjunction with young volunteers, GP practice managers and the Royal Free Charity.

#### Benefits of the pilot:

1. Gives people more control over their care
2. Increase accessibility for patients to online processes
3. Encouraging community empowerment and sentiment
4. Supports NHS staff
5. Encourages more collaboration and ‘Integrated Care systems’
6. New generation of potential NHS employees and volunteers
7. Increased patient care and well-being

8. Decreased social isolation and loneliness for patients
9. Skill development for volunteers included: increased confidence, communication skills, empathy, teamwork and time management.

#### Project Outcomes

There has been a really positive response from all partners of this pilot. With a recognised value that young volunteers provide to the NHS, the project evaluation is now looking at rolling out and expanding this programme.

Linda Simpson, Practice Manager, Hampstead Group Practice “Volunteers are a very welcoming presence in the waiting area and feedback from patients has been very positive. The volunteers also use their initiative to be helpful to both patients and our staff. There is definitely scope for the programme to be expanded further and we recommend it to you.”



## Case Study 2

### Preventing illness and tackling health inequalities:

**Reaching out in A&E: stopping the cycle of youth violence**

**In 2017 over 300 out of 400 young people aged 11-25 attending St Mary's Hospital A&E had been stabbed.**

NHS Charities are investing in tackling and reducing youth violence (stabblings, shootings, assaults and sexual violence). Placing specialist youth workers within A&E departments to break the cycle of violence.

Expert A&E medics are fully equipped to treat these patients.

However the young people re-enter a dangerous circle of violence and find themselves at risk of returning to hospital. Meanwhile, staff feel exasperated and demoralised when the same faces arrive in A&E time and again.

Imperial Health Charity funded a 3 year pilot in partnership with the Redthread youth violence intervention programme to address the issue.

Working with Redthread, Imperial Health Charity funded specialist youth workers that have been embedded within A&E at St Mary's. Here, they meet young victims of violence and aim to build bonds of trust at this critical moment in their care.



The youth workers are well-placed to create safety plans and continue to support within the community, with this support structure young people are less likely to return to unsafe environments after leaving hospital.

Home Office Minister Victoria Atkins MP visited the project. She said: **"We know that if you engage with young people early it is possible to guide them away from a life of crime."**

## Case Study 3

### Backing our workforce

#### Nurse investment and development

Nottingham Hospitals Charity have embarked on the 'journey towards excellence' to become the first UK hospital to achieve Magnet® accreditation, an international approval rating designed to demonstrate excellence in nursing care. The Charity supports a full cross-section of projects designed to enhance the staff experience, by investing in their development and supporting them to take active roles in shared governance decisions. Programmes include:

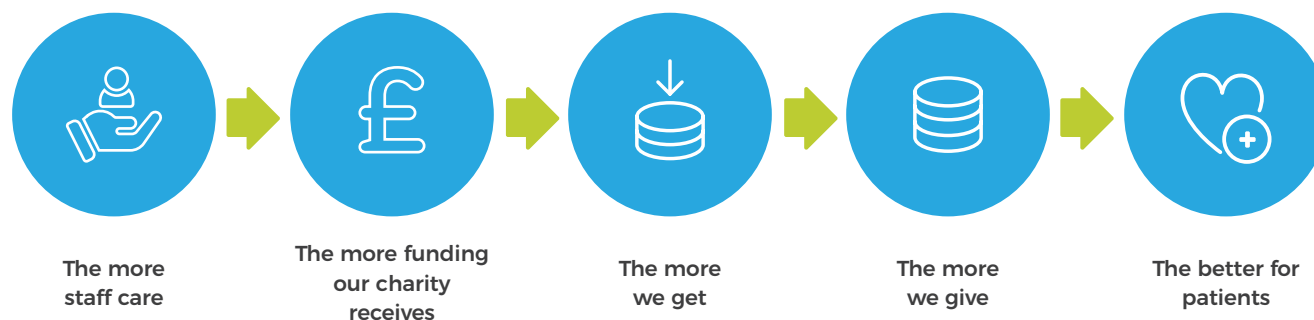
1. On ward health assessments
2. Weight loss programmes
3. International Nurses' Day celebrations
4. Good ideas quick case funding scheme for £2,000
5. Team awards, recognition and training days
6. Leadership programmes and education support

Nottingham University Trust's nurse training has had "Excellent outcomes for clinical nursing care, patient experience and staff experience. We have also seen significant improvements in nurse retention."

**An amazing outcome of the programme is a staffing turnover of 10%, 5% less than the National average.**

In addition to this they have achieved:

1. Outstanding care in a CQC inspection
2. Project is being rolled out across the UK as a method of best practise
3. Funded nursing degrees for existing resident nurses (80 different projects)
4. High nursing satisfaction
5. Improved staff retention – 100 fewer vacancies totalling a cost saving of £1-2 million
6. Nursing Time Workforce employer award winner
7. Increased fundraising by nurses



## Case Study 4

# Making better use of data and digital technology

### Self-rotating of nursing staff - Can it help retention?

The Royal Free charity operates the largest Intensive Care Unit in the country. The annual turnover rate for ICU staff at the Royal Free was just over 40% in 2017. This comes with substantial recruitment costs as well as issues around consistency of service and patient safety.

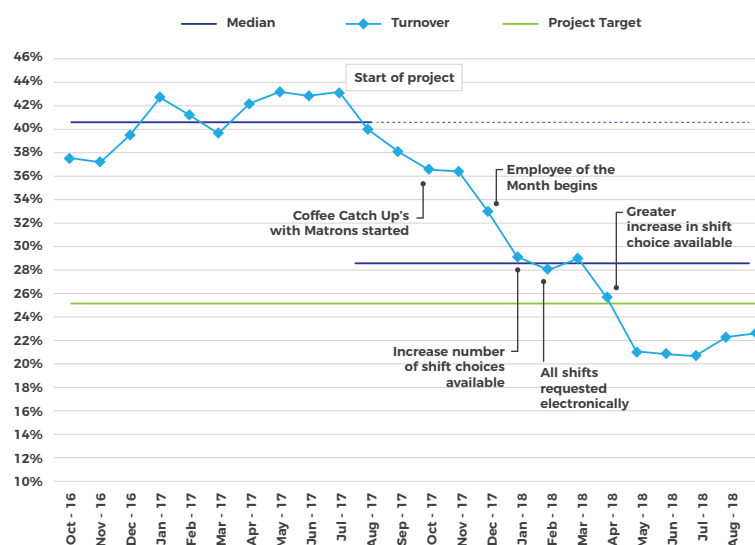
The charity funded a Quality Improvement project linked to 'What matters to you' to reduce this to 25% within 12 months. Projects included:

1. Informal coffee catchups with matrons
2. Employee awards and recognition
3. Increased number of shift choices
4. Introduction of electronic shift booking systems

The biggest issue for staff, and the biggest demotivation, was an old system of organising rotas by paper. The charity funded a self-rotating IT system for the staff in ICU. It allowed staff to book shifts from their mobile device rather than be in the hospital. This was one of 7 improvements that staff asked for and the charity funded.

**In one year the Royal Free reduced the annual turnover rate of ICU staff from 40% to 22%. An annual saving of £250,000!**

**Combined Nursing Turnover - RFH and Barnet Site Intensive Care Units**



Staff are loving the new online rota system **"If you have a spare 5 minutes you can request your shifts, my friends can't believe I write my own rota!"**

**"It helps my work life balance, I can choose my days and in particular my nights"**

Increased staff retention stimulates:

1. Greater staff satisfaction
2. Increased patient satisfaction
3. Increased health and wellbeing for staff



# Getting the most out of taxpayers' investment in the NHS

**NHS Charities invest £1million everyday into the NHS, enhancing patient care and experience.**

NHS Trust and Charity working together can achieve more than with taxpayers' money alone.

Over the last 10 years the income of NHS Charities has increased from £122m in 2010 to now over £470m.

**An increase of more than 200% as NHS Trusts have begun to realise the potential of their charity and started fundraising.**

Yet there is much more we could do.

2 out of 3 UK adults cannot name an NHS Charity (with a third believing that Cancer Research UK, Macmillan or British Heart Foundation are official NHS Charities)\*

and

2 out of 3 NHS employees did not know that NHS Charities fund hospital improvements\*\*

It is the vision of NHS Charities Together to change this.

There is huge potential for NHS Charities to do more to support their Trust(s) look after patients and staff. **Together, NHS Charities and Trusts can make a real difference to the health of our nation.**

Where to start:

**Fundraising:** Fundraising cannot be done without an 'ask', it needs planning and early involvement in any project. Fundraising is more challenging if it's an after-thought, hasn't been involved in planning and communication at the beginning of a project or is something that people aren't interested in giving to.

**Engaging Clinicians:** Do your clinical staff know that you have a charity? Do they know how to sign-post grateful patients or supporters to the Trust's charity?

**Communication:** Is your own Trust's charity getting enough exposure? Does it have to compete with other charities to get heard or seen?

**Governance:** Most NHS Trusts are legally responsible for the governance of their NHS Charity as the Corporate Trustee. Does your Trust board ensure your charity is supported to achieve its full potential for your patients?

**Strategic:** Do you value your charity as a key strategic partner with your Trust? Strategically getting the most out of taxpayers' investment through NHS Charity and Trust working hand in hand.

**NHS Charities Together is here to support Trusts and Charities. To find out more visit [www.nhscharitiestogether.co.uk](http://www.nhscharitiestogether.co.uk)**

\*Survey of UK adults by JD Decaux Jan 2019 \*\*NHS Charities Joint Impact Report 2019

## National Campaigns - NHS Big Tea

The NHS Big Tea is an annual fundraising and awareness campaign with the aim of celebrating the NHS' birthday on 5 July and recognising the important work of NHS Charities in supporting our health service. In hospitals, homes, offices and local communities across the country, everyone who loves the NHS is encouraged to come together with friends, family and colleagues to host a tea party and raise a cuppa to the NHS.

The campaign was established by NHS Charities Together in 2018 to mark the 70th anniversary of the NHS, with more than 4,000 parties taking place across the UK. Over £250,000 was raised for NHS Charities.

**We are calling on everyone who loves the NHS to get behind the campaign and host their own tea party with friends, family and colleagues annually on and around the 5th July.**

To celebrate the launch of 2019's NHS Big Tea campaign, Dr Ranj was joined by his Strictly Come Dancing co-star Charles Venn and some of his former St George's colleagues including CEO Jacqueline Totterdell on the hospital's helipad in Tooting, south west London, for a special tea party event.

**"The NHS has been a huge part of my life - as it has for millions of people across the country. Our fantastic health service is the envy of the world and the NHS staff who provide such outstanding care for patients every day are extraordinary people. I'm delighted to raise a cuppa to celebrate the launch of the NHS Big Tea, which is the perfect opportunity for everyone who loves our NHS to come together and say thank you. By hosting a tea party, you can raise money for NHS Charities and show your support for their incredible work."**

Dr Ranj Singh



**Over 3465  
website pledges**



**Over £150,000  
raised**



**209,146  
social media reach**



**346,974  
social media impressions**

**Over 100  
new NHS Charities Together  
Twitter followers**





And it's not just tea, we also do coffee!! NHS Charities have now got our very own new coffee brand 1948 Bevan Blend launched in July 2019 by Frontline Coffee Company. The guys from Frontline Co are one of our charity supporters. You can buy your coffee at [www.frontlinecoffee.co.uk](http://www.frontlinecoffee.co.uk).

**'The NHS will last as long as there are folk left to fight for it'**

Nye Bevan

To get involved in the Big Tea just visit our website:  
[www.nhsbigtea.co.uk](http://www.nhsbigtea.co.uk)





# NHS Charities Together Membership

All official NHS Charities are welcome to become members of NHS Charities Together. Membership provides fantastic opportunities to collaborate with and learn from other charities big and small.

Members gain access to specialised, bespoke advice and guidance from the team at NHS Charities Together and our highly regarded associated partners.

Membership also gives you exclusive access to the members area of our website and inclusion in the NHS Big Tea campaign, the largest fundraising collaboration of individual charities nationally.

For more information about membership please go to: [www.nhscharitiestogether.co.uk/join-us](http://www.nhscharitiestogether.co.uk/join-us)

\* subject to booking T&Cs

\*\* additional fees may apply

## MEMBER BENEFITS

Membership offers a wide range of support, networking and information services for both individuals and their respective NHS Charities and Trusts. These include:

- Representation, Lobbying and Knowledge Share with:
  - » Charity Commission
  - » Department of Health of Social Care
  - » NHS England
  - » Healthcare Financial Management Association
  - » NHS Providers
  - » NHS Expo
  - » HSJ Awards
- High profile and nationwide NHS Charities Together fund and awareness raising campaigns such as the NHS Big Tea (see page 12&13, [www.nhsbigtea.co.uk](http://www.nhsbigtea.co.uk))
- Brand new website and digital resources for fundraising, finances, governance, grant-making and much more in our exclusive members only area (launched May 2019 [www.nhscharitiestogether.co.uk](http://www.nhscharitiestogether.co.uk))
- High quality nationwide conferences and networking opportunities: Charity Leaders networking lunches, Fundraising Conferences, Finance/Grant-making Conference, Members Forum\*
- Invitation and subsidised fees to specialised Masterclass events\*\*
- Access to Regional Groups to support fundraising (12 groups throughout the UK)
- New pilot mentoring programme\*\*
- Bespoke advice and guidance from our central team and informal support
- Exclusive members only resources including: Bi-monthly Members Briefing newsletter, NHS Charity Financial Comparison Survey, Fundraising Surveys and member visits
- Opportunities to network with and gain support from specialised service providers within the sector, including legal advice, financial management and investment, recruitment and much more.

## Fit for the Future

### Guest Acknowledgements from Ellie Orton

NHS Charities make a significant and meaningful contribution to our health service, supporting a wide range of causes that improve patient care and experience for millions of people when they are at their most vulnerable.

We are so pleased to launch our rebrand from the Association of NHS Charities to NHS Charities Together at Expo 2019. A name that demonstrates our members commitment to increasing their impact on and enhancement of patient care and experience by working together.

As a membership organisation representing, championing and supporting NHS Charities we strive to continuously improve and grow momentum in building our offer, providing additional services to members and increasing awareness of the sector at National level. The NHS Big Tea is a great opportunity to do this, celebrating the NHS' birthday annually and raising vital funds for its continued support.

We would like to say a huge thank you to all our members who contribute their time to work collaboratively with us, forever grateful for their positivity and innovative work within the sector.



Charity and Imperial Health Charity for contributing their case studies, illustrating how NHS Charities are supporting the NHS Long Term Plan.

We would also like to thank our supporters, including our primary sponsors CCLA, as well as Ghost Design Services and Imperial Health Charity for working with us to develop and create our new brand.

Finally, thank you to NHS England, NHS Improvement, and the Department of Health and Social Care for their endorsement and on-going support.

We firmly believe together we can do more. Working in partnership and through collaboration we can achieve far more than we ever could alone.

It is both a challenging and exciting time for NHS Trusts and Charities, by working together we can achieve our ambitious plans, high functioning and fit for the future.

**Ellie Orton** (Chief Executive) and The NHS Charities Together Team

Particularly, we would like to acknowledge and thank The Royal Free Charity, Nottingham Hospital's

## NHS Charities Together are supported by:

# CCLA

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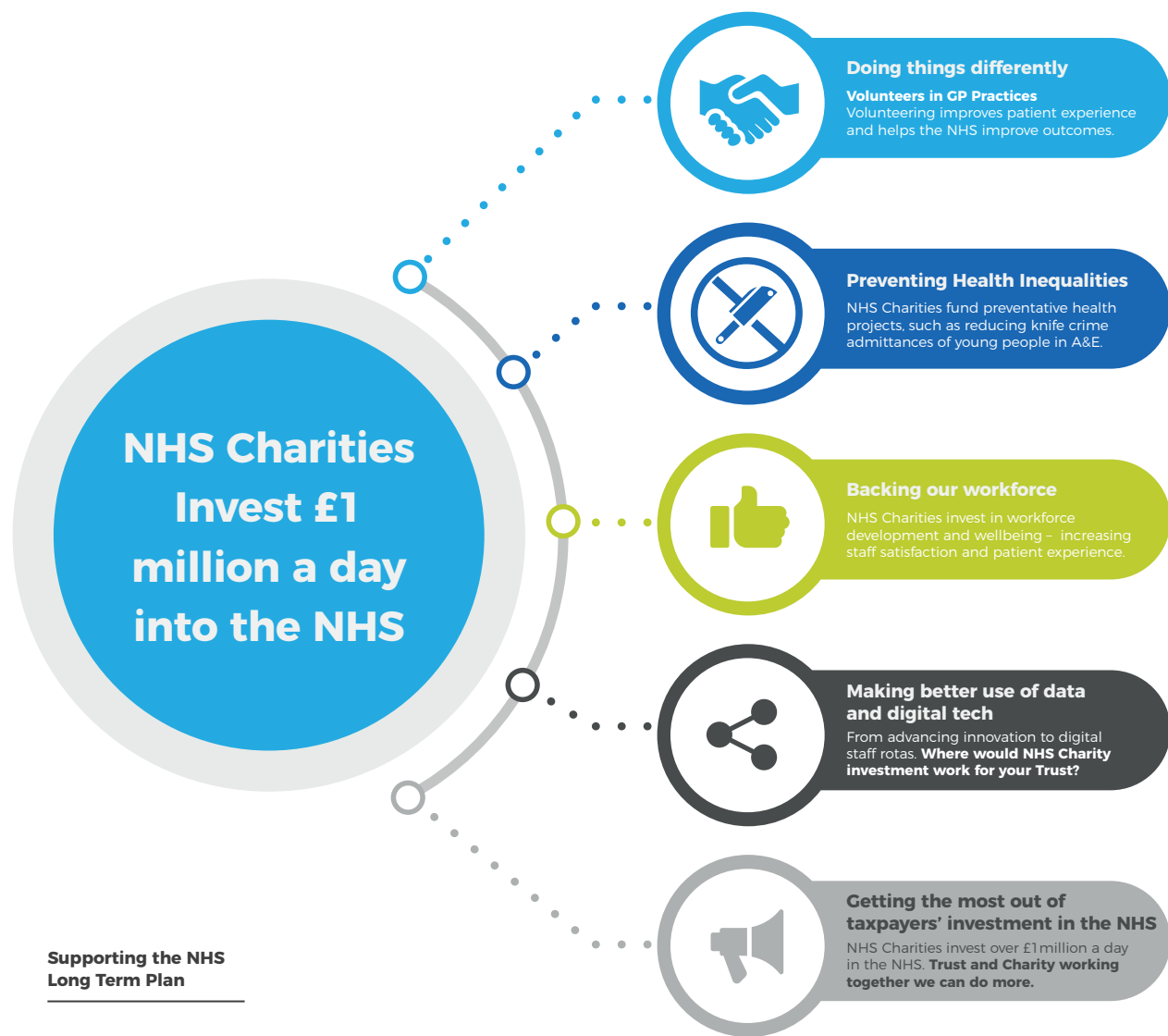
CCLA is one of the UK's largest charity fund managers according to the latest Charity Finance Survey. Managing investments for charities, religious organisations and the public sector is all we do. Based in the City of London, with an office in Edinburgh, we are largely owned by our clients' funds.

[www.ccla.co.uk](http://www.ccla.co.uk)



Ghost are the creative web and graphic design team responsible for the new NHSCT website and associated printed literature. We work across many sectors and have a wealth of experience that can help your business get noticed.

[www.ghostds.com](http://www.ghostds.com)



For more information contact [info@anhsc.org.uk](mailto:info@anhsc.org.uk) or call 01926 676139

Visit [www.nhscharitiestogether.co.uk](http://www.nhscharitiestogether.co.uk) or check out [@NHSCharities](https://twitter.com/NHSCharities)

NHS Charities Together is the trading name of the Association of NHS Charities. Registered Charity number 1125687

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