

Report Title	Midland Met Appeal		
Sponsoring Executive	Ruth Wilkin, Director of Communications		
Report Author	Ruth Wilkin, Director of Communications		
Meeting	Trust Board (Public)	Date	6 th February 2020

1. Suggested discussion points *[two or three issues you consider the Trust Board should focus on]*

The Midland Metropolitan Hospital will open in 2022. The Trust Board is committed to using the opportunities that the new hospital presents to create “more than a hospital”, in particular as a catalyst for regeneration of the surrounding area. The Trust’s charity, Your Trust Charity, has been given responsibility for leading a fundraising appeal to generate £2m net support to fund enhancements to the Midland Met project as outlined in the attached paper.

In 2016 Your Trust Charity established a Leadership Committee to provide direction for the campaign and generate leadership gifts from philanthropic donations. Now that the hospital construction has restarted, the campaign is set to move into its public phase during March 2020. Pledges and donations can be made over five years. We have already had some success in receiving over £400k in grants and donations with a strong pipeline of leadership gifts and grant applications.

The Board is invited to discuss:

- The campaign structure and model;
- The scale of fundraising required; and
- Effective ways to engage our communities

2. Alignment to 2020 Vision *[indicate with an ‘X’ which Plan this paper supports]*

Safety Plan		Public Health Plan	x	People Plan & Education Plan	x
Quality Plan		Research and Development	x	Estates Plan	x
Financial Plan	x	Digital Plan		Other <i>[specify in the paper]</i>	

3. Previous consideration *[where has this paper been previously discussed?]*

Charitable Funds Committee

4. Recommendation(s)

The Trust Board is asked to:

- a. NOTE** the campaign plan to achieve £2m net donations for Midland Met enhancements.
- b. SUPPORT** the campaign council and other volunteers in identifying prospects.

5. Impact *[indicate with an ‘X’ which governance initiatives this matter relates to and where shown elaborate]*

Trust Risk Register		n/a				
Board Assurance Framework		n/a				
Equality Impact Assessment	Is this required?	Y		N	x	If ‘Y’ date completed
Quality Impact Assessment	Is this required?	Y		N	x	If ‘Y’ date completed

SANDWELL AND WEST BIRMINGHAM HOSPITALS NHS TRUST

Public Trust Board: 6th February 2020

Midland Met Fundraising Appeal

1. Introduction

- 1.1 The construction of the new Midland Met provides an opportunity to create “more than a hospital” and develop a range of enhancements to the build that engage the local community with the work of the Trust.
- 1.2 The Charitable Funds Committee approved the establishment of a Fundraising Leadership Committee to begin seeking donations that would be able to enhance the experience of patients, their families and the local population to a value of £2m.
- 1.3 The campaign plan was developed with the support of a fundraising consultant, with experience of fundraising for major public sector programmes. The leadership phase of the campaign is well underway and the public campaign launch is planned for mid-March 2020.

2. The campaign plan

- 2.1 The Charitable Funds Committee has approved the campaign plan that sets out different phases of the campaign, beginning with leadership gifts. A Leadership Committee has been established that is chaired by Mr Peter Salt, leader of Salts Healthcare plus five other well-connected individuals from across Birmingham and the Black Country.
- 2.2 The Leadership Committee have led the campaign to date with a focus on introducing business and community leaders to the new hospital and the fundraising ask. We are seeking 12 leadership gifts level of between £25k and £200k with a pledge term of up to five years to reach a target of £1m.
- 2.3 The remaining £1m will be sought from phase two of the campaign, led by a business committee with a target of £375k, a grants committee with a target of £500k and a community committee with a target of £125k. The structure of the campaign governance can be seen at Annex 1.
- 2.4 Throughout the campaign, donations are sought from high net worth individuals, trusts / foundations, companies, community organisations and individuals in the community. The number of gifts required is found at Annex 2.
- 2.5 The campaign will use a range of methods to seek donations including grant applications proposals, events and direct marketing campaigns. The most effective method is the

peer-to-peer asking and door opening in person to prospects that forms the focal point of the first phase of the campaign.

3. Progress to date

- 3.1 To date the campaign has received £420k in pledges or banked monies from 19 gifts. There are firm prospects for a further £275k in income. In addition the business committee chairs have committed to raising the £375k target set out in the campaign plan.
- 3.2 The public campaign “ask” will be to help the Trust reach our £2m goal and the community will be able to get involved with local fundraising activities, participation in challenge events, donating to secure a named “star” or etched glass panel to celebrate or commemorate loved ones.

4. Funding expenditure

- 4.1 The monies raised will be vital in ensuring that the new hospital retains its commitment to the community in regeneration of the local area and enhancements to the patient experience. The £2m funds raised will add value by creating:
- Community spaces: play areas, community garden, gallery / exhibition spaces (£470k)
 - Welcoming, healing environment: Modern furnishings and equipment, arts programme including performing arts (£972.5k)
 - Enhanced research and development: a leading hub for research among our growing, diverse population (£537.5k)

5. Summary

- 5.1 The fundraising campaign has to date secured £420k with firm prospects for a further £275k. It is the intention of the campaign team to launch our public phase of the campaign in March 2020 enabling the business committee, grants committee and community committee to progress their targets, whilst the leadership gifts work continues.

6. Recommendations

- 6.1 The Trust Board is asked to:
- a. Note the campaign plan to achieve £2m net donations for Midland Met enhancements
 - b. Support the campaign council and other volunteers in identifying prospects

Ruth Wilkin
Director of Communications
29th January 2020

Annex 1: Campaign governance

Annex 2: Table of gifts: Our financial model

Campaign Governance

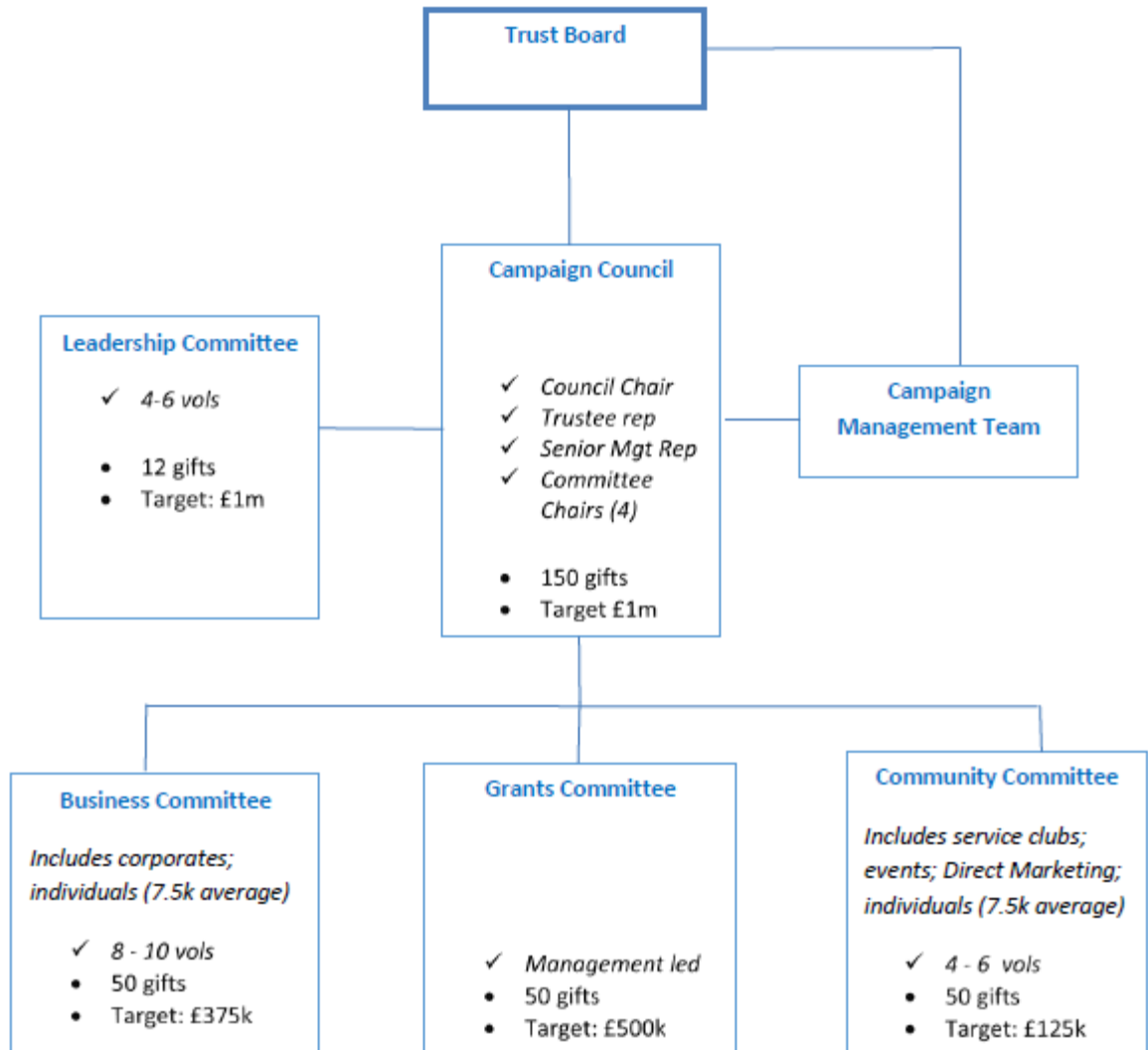


Table of gifts: Our financial model

Number of gifts required	Number of prospects required	5-year commitment (£)	Annual Gift (£)	Cumulative total (£)
1	4	200,000	40,000	200,000
1	4	150,000	30,000	350,000
2	8	100,000	20,000	550,000
3	12	75,000	15,000	775,000
5	20	50,000	10,000	1,025,000
8	32	38,000	7,600	1,329,000
10	40	25,000	5,000	1,579,000
12	48	13,000	2,600	1,735,000
12	48	5,000	1,000	1,795,000
82	328	2,500	500	2,000,000
<u>136</u>	<u>544</u>	<u>2,000,000</u>		<u>2,000,000</u>

Notes:

1. Gifts and donations will be gratefully received below (and above) these levels; however targeting gifts and donations at these levels will provide the greatest surety in reaching the target.

2. Gift Aid is not been factored into these figures, therefore the actual gift/donation or annual pledge amount could be considerably lower, depending on the donors' tax positions.