

Fundraising supporter pack



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Thank you for your support!

On behalf of Your Trust Charity, the registered charity of Sandwell & West Birmingham NHS Trust, we'd like to say thank you – two small words with a big meaning. They don't fully capture our gratitude for the sincere thanks we would like to share with every single person, school, local charity, business or organisation that has reached out and supported us, especially over the past 18 months.

As we look beyond the pandemic, we have begun the most important and ambitious fundraising campaign in our history - We are Metropolitan. This is supporting the opening of our new acute healthcare facility, the Midland Metropolitan University Hospital (MMUH), aiming to make it more than it a hospital.



It will undoubtedly be a cornerstone of the Black Country and West Birmingham region. We are proud to say that the build has progressed well, despite the challenges of the pandemic. Once open, it will provide state-of-the-art integrated care for residents. Our new hospital will deliver maternity, children and inpatient adult services to over half a million people in our local communities who are eagerly awaiting it.



making everyone matter
Sandwell & West Birmingham NHS Trust Charity

What makes Midland Metropolitan University Hospital unique?

It will bring both change and opportunities. It will boost regeneration to an area that is among the top four per cent most deprived regions in England, and the hospital design will enhance the patient experience. One such example is a modern nurse call system that will play an integral part in the treatment and care the Trust will deliver. One of the key features it offers is allowing for remote communication between colleagues and patients. It means a patient can speak to a nurse at the touch of a button without leaving their room.

The Winter Garden will take centre stage and is a significant feature of the overall design. It will provide a light, airy focal point for visitors and space for staff to meet and relax away from their clinical areas.



The new hospital will provide clinical teams with modern purpose-built facilities. It will also offer clinical colleagues the opportunity to provide enhanced patient care. Plus, 50 per cent of the beds in the new hospital will be in single rooms with their own bathrooms, providing privacy and dignity whilst bringing benefits in terms of infection prevention and control. This will mean that our ability to tackle future outbreaks that are of a similar nature to COVID-19 will be vastly increased.



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These are just some of the benefits our new hospital will bring:

A boost to the local economy with 800 people, including local tradespeople, already working on the project.



The hospital will help to regenerate the immediate local area with our fundraising campaign supporting community gardens, outdoor spaces and an arts programme for residents.



Patients who need to stay in the hospital will move around the site via separate corridors and lifts. It means patients will have privacy while moving around the hospital.



The wards and rooms centre on patient wellbeing. All bedrooms have an external view onto one of the courtyards or surrounding areas of the hospital.



State-of-the-art equipment, including items we have fundraised for above and beyond NHS standard, will support faster diagnosis and improve patient outcomes.



It will be home to 11 emergency, trauma and elective inpatient operating theatres, maternity theatres and 15 birthing rooms for maternity services.



Designed for patients by clinicians, the hospital will run 24/7, 365 days a year.



Putting our communities first

With your continued support we will make this so much more than a hospital. Our mission at Your Trust Charity is to:

Enhance the experience of all people using our services including staff, patients and their families. We will do this by providing additional facilities and supporting innovative projects that create a comfortable and secure environment.

Your Trust Charity adds value to vital services across our entire organisation which includes City Hospital, Sandwell General Hospital, Rowley Regis Hospital, over 150 community-based services, and the Midland Metropolitan University Hospital. Our work also includes supporting specialist facilities such as the Birmingham Midland Eye Centre and Leasowes Intermediate Care Centre. This is essential work within an area which is situated in one of the most deprived local authorities in England, where 29 per cent of children and older people live in poverty.

COVID-19 has had a huge impact on our staff and how they care for patients, as well as the communities, patients and families that we serve. Fundraising for Your Trust Charity has never been more important.

Without your support, we would not be able to continue delivering new projects and continuing our crucial work to help provide the additional charitable funding for Midland Met. With your continued support we will fund play areas for our young patients, create a beautiful garden where people can sit and reflect, and hire research nurses who will help to find treatments and cures for illnesses.

In the words of Helen Keller, **'Alone we can do little; together we can do so much.'**

It goes without saying that we'll support you with your fundraising. It's a team thing and we've got you every step of the way.

Thank you and good luck with your fundraising!

Our arts programme

The Midland Metropolitan University Hospital will deliver a unique model of care to improve health in the local area, with 700,000 patients and their families from the Sandwell and West Birmingham area set to benefit.

We are investing in high quality arts, education and heritage programmes to help enhance the experience of our patients. Your Trust Charity is helping our organisation play a major role in new community regeneration initiatives within our local communities.

Co-design, create and celebrate with us at Midland Met

During the height of the COVID-19 crisis, we saw the power of bringing different people together to tackle a shared goal, everything from designing new types of ventilators to creating community support networks. Our pioneering arts programme will keep that community spirit alive. It will provide opportunities for mutual learning, celebrating our creativity and resilience and co-designing our shared recovery.

Co-design

Our new hospital will share visual art, photography, sculpture, video, sound installations and interdisciplinary projects. All of this will be hosted in our 88ft gallery space in the Winter Garden.

We will develop commissions in consultation with our communities. Through action research, exhibitions, performances, talks, workshops, festivals, commissions and community projects, our patients, visitors and staff will take centre stage when creating this cultural activity. This innovative approach will enable individuals to learn and engage with clinical research and current health dialogues.

The programme will embrace digital technologies, and explore how these can be integrated, where possible and relevant, into experiences across the site and how we can use technology as a vehicle to enable participants to have better cultural and creative experiences within the hospital.

Create

Our opening festival will be celebrated through a full programme of performance, music, comedy and workshops. It will feature a mix of music, performance, comedy, arts and creative workshops for patients, staff and visitors to enjoy and take part in.

Celebrate

To celebrate the opening of our new hospital, we are working on a large scale public art project by Julian Germain with New Art West Midlands, Multistorey and Grain called Newborns. This year-long 'live art project' has the potential to appeal to large, popular audiences, literally celebrating new lives as they arrive in our new hospital and our communities.

We have a number of sponsorship and investment opportunities to help develop a nationally significant programme of arts and culture that we co-design, create and celebrate at Midland Metropolitan University Hospital. To find out more, please email midlandmet@nhs.net. Alternatively, please call us on 0121 507 5196.

I'm Amy Martin, the Creative Producer for the Midland Met arts programme. We're devising an exciting arts and culture programme with lots of great cultural partners for our opening festival. The hospital has the most amazing gallery space, one of the longest in the region.



We have several programmes in development that imagines the hospital as a site for socially engaged art, a place for children beyond the classroom and a civic and community hub and garden. We look forward to sharing news of these initiatives with you as projects develop.



Join our crane
ZIP WIRE
CHALLENGE

and raise money for
Your Trust Charity's We Are
Metropolitan campaign.

1 and 2 July 2023



Email trustcharity@nhs.net to register.
Fundraising target – £250

#MoreThanAHospital



Inspirational stories from our fundraisers

We want to say a huge thank you to our fundraisers who really have helped to make a difference to our patients, their families and our staff, by going that extra mile.

Here are some of their stories which we hope will inspire your fundraising journey.

U can't touch this!

Dr Nick Makwana dons his dancing shoes for charity dance-a-thon



Dr Nick Makwana, Group Director of Women and Child Health completed a 12 hour dance-a-thon. Coinciding with Children in Need it was his way of doing something fun – all in the name of charity. And once he hit the dancefloor - his colleagues couldn't wait to join him.

Dr Makwana said: "Your Trust Charity has been making a huge difference to the lives of patients and staff locally which I wanted to support. Raising over £7,000, Dr Makwana had the full support of the Trust behind him.

To find out more about what Your Trust Charity are doing follow us on social media @SWBHCharity

*Your
Trust
Charity*

making **everyone** matter

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Chan gets the chop for charity!



Chan's first child, Chayten was born prematurely and spent the first four months of his life in the care of the neonatal team at City Hospital. Chan revealed: "This was one of the most stressful times in our lives. I began growing my hair and beard in honour of my son.

"When Chayten was 15-months-old I decided to mark the occasion by having my hair cut, and beard shaved off for charity. I wanted

to the money raised to go to the neonatal department as a way to say thank you for the care they'd given to Chayten."

Chan's friend, Damian, who runs The Gentleman Barbers in Brindley Place, carried out the cut - leaving him looking fresh faced and dapper.

Chan had originally aimed to raise £1,000 but he exceeded his target - pocketing £2,295 for Your Trust Charity.

Nurse completes London Marathon - raising £500 for Neonatal Unit

When Corrine Dacosta, a Sister on the neonatal unit, decided to take up running to lose weight, little did she realise it would end with her taking part in the UK's most challenging marathon.

She said: "When I took up running, the club I joined really encouraged me to take part in the London Marathon. So I applied and was shocked to find out I had won a place."

Corrine decided to use the opportunity to raise money for Your Trust Charity's neonatal unit fund. "I wanted to promote the neurodevelopment of our babies and enhance our families' time on the neonatal unit," she said. "And I was delighted to raise £500. I'm thankful to everyone who supported me."

When talking about her marathon experience, Corrine said she would have liked to have completed the run in five hours. "I did it in five hours 43 minutes," she explained. "It was a lot harder than I expected even though I'd trained really hard, but I'm just glad I had the opportunity to run it and complete it!

"Getting to the finishing line was absolutely emotional, my feet ached so bad but I couldn't believe I'd actually done it! It was an amazing feeling and all I kept thinking was I need to do that again."



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How you can get involved

There are so many different and imaginative ways in which you can fundraise. From setting yourself personal challenges, to challenging your family and friends.

If you need some ideas, why not get in touch with us and we'll support you every step of the way. You can start by having a look at some of the suggestions below.



Join our Zip Wire Challenge

Join us on 26 and 27 March 2022 for our charity zip wire challenge. You'll descend 220 metres on a zip line at Midland Met.

You will reach speeds of up to 35mph as you enjoy one of the most exhilarating adventures of your life – all whilst raising money towards our £2 million fundraising target.



Birthday Fundraiser

Create a birthday fundraiser for Your Trust Charity. Ask friends and family members to forgo birthday gifts and donate to your fundraiser instead.



Dress Down Day

Have you ever wanted to dress casual for work, why not have a dress down day once a month and everyone pay £1 in your department.



Dye Your Hair

Set yourself a fundraising target and let your supporters know that once this target has been reached, you'll dye your hair or beard a crazy colour! Spice it up by letting everyone who donates choose a different colour to add to the mix!



Run or Cycle

Why not set yourself a solo goal by running or cycling a set amount of miles over the month or year? You could even challenge your friends or family to compete against you!



Virtual Quiz

Host a virtual pub quiz or even a video games tournament with a suggested donation to participate! Use sites and apps such as Skype, Zoom, Google Hangouts or Facetime to help unleash your competitive side!



eBay Auction

Why not run an online eBay auction and link it to the charities eBay page. You can auction off gift sets, hampers, tickets to events, toys, jewellery and so much more.

A helpful guide to raising money online

You'll find it much easier to encourage friends, family and colleagues to donate towards your fundraising if you make the most of your time online.

Setting up a web page will make it easy to share what you are doing and also give regular updates of your progress. Once you have created an online page you can share on social media and invite supporters.

Set up a JustGiving page

Setting up a page is quick and easy and you link to **'SWBH NHS Trust charity'**. You simply share your page and all donations come direct to us. Update your page with your progress and engage your supporters. Link your page to other apps including strava, twitch, runkeeper to name a few.



Other ways to donate

Donate by cheque

Direct debit - Print out the direct debit form on our website, or complete and send a donation form back to us via Freepost

Bank transfer - You can donate to us directly by bank transfer. Please contact us for our bank details

Leaving a gift in your will to Your Trust Charity - A wonderful way to ensure you will still help make a difference beyond your lifetime.

Let's get social



Make sure what you share on social media is in line with the current COVID-19 restrictions and doesn't compromise patient or staff confidentiality.

For help with appropriate use of social media please contact the Trust's Communications Team on swbh.comms@nhs.net / 0121 507 5303.

Supporting We Are Metropolitan

Your Trust Charity is the registered charity of Sandwell and West Birmingham NHS Trust. We are passionate about making a difference in people's lives and working hard to deliver a fundraising campaign that encapsulates everything our new flagship hospital, the Midland Metropolitan University Hospital, has to offer.

Building a world-class healthcare facility is no easy feat. Hospitals need to meet the healthcare needs of the communities they serve. Plus, they need to stand up to all of the challenges of modern life and offer patients, colleagues and visitors the facilities they deserve as standard and so much more.

Working hand in hand with our communities, our fundraising campaign strives to enhance the experience of all people using our services.

Our fundraising campaign will help developments at the Midland Met in these areas:

The development of community spaces -

Either within the hospital or the grounds, for short and long term benefits for patients and staff. These might be play areas or a community garden.

Creating a healing environment - Healing and getting better is more than curing ailments - it is about creating a positive atmosphere. To promote this, we are creating and running an arts and culture programme.

Enhanced research and development (R&D) -

The benefits of research and development to the NHS are notable. Whilst the Trust has already invested heavily in R&D, there's a lot more we can do. Our fundraising campaign opens the door to new research and development, not just with its facilities but also with involving patients and the public.

We want to recognise every supporter for their contributions to our campaign. If you'd like to get involved, these are some of the ways you can show your support:

Wards, departments and rooms




We have several areas within the hospital that need support from benefactors. These include the maternity ward, where babies from across Sandwell and West Birmingham will be born, or the A & E department, which will merge two facilities to operate as one major service. We also have a range of seminar rooms where teaching for our students and clinical staff will take place.




We can also arrange site visits and meetings with the consultants who will run these areas to learn more about how donations to their department will make a real difference.

Garden of Gratitude

We'll also provide the opportunity for names displayed on the glass borders of the courtyards within the Winter Garden, the place where all visitors will be directed to when they arrive. These can be names of individuals, family, friends, or loved ones. Businesses are also welcome to have their company name displayed.

There are three levels of donations:

Individuals and community:			
Daisy	Rose	Sunflower	
			
£100	£200	£300	

Business:			
Daisy	Rose	Sunflower	
			
£500	£750	£1000	

Please email midlandmet@nhs.net for more information.

A final word from Sir David Nicholson – Chairman

As Chairman of Sandwell and West Birmingham NHS Trust, I am honoured to lend my backing to Your Trust Charity. We are so grateful for the continued support received from our local communities, staff, patients, volunteers and the general public.

The past 18+ months have been difficult for a lot of people. They have also been inspiring – seeing people come together from all walks of life to support one another and the NHS has been heartwarming. There has been a genuine appreciation for our healthcare providers and the many key workers who have helped us navigate the pandemic.

The past months have also been some of the most unusual times any of us will ever know. As we move towards what will hopefully be a period of restoration, we look to the future and, for us that means the opening of Midland Metropolitan University Hospital.

Our sights are now firmly fixed on how we can enhance the health and wealth of our local communities. Midland Metropolitan University Hospital stands between Sandwell and West Birmingham, and we can't wait to bring you what will be the largest acute healthcare facility within our Trust.

It will bring together specialties and provide a hub for emergency care, proudly serving our diverse communities. Midland Metropolitan University Hospital promises to be so much more than a hospital and will signify a change in how we deliver care.

But we still need your help to make a real difference, by supporting We are Metropolitan. Your support, no matter how big or small, will make a difference and help us to continue to change lives for the better. To find out more, visit

<https://www.swbh.nhs.uk/charity>

Thank you,

**Sir David Nicholson,
KCB CBE**

