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AGENDA ITEM NO:6

UNIVERSITY HOSPITALS BIRMINGHAM NHS FOUNDATION TRUST  
BOARD OF DIRECTORS  
THURSDAY 28 OCTOBER 2010

<b>Title:</b>	QEHB Charity six monthly update
<b>Responsible Director:</b>	Mike Sexton, Director of Finance
<b>Contact:</b>	Mike Hammond, Charity Chief Executive

<b>Purpose:</b>	To present an update to the Board AND To seek the Board's approval for the Charity and the Trust to engage in discussions regarding the provision of a Forces & Families Centre for military patients
<b>Confidentiality Level &amp; Reason:</b>	None
<b>Medium Term Plan Ref:</b>	
<b>Key Issues Summary:</b>	<ul style="list-style-type: none"><li>• To update the Board on the recent activities and spending levels of the Charity</li><li>• To inform the Board of the Charity's future plans</li><li>• To request the Board's ongoing support</li></ul>
<b>Recommendations:</b>	<ol style="list-style-type: none"><li>1. To receive the report</li><li>2. To agree that the Trust can engage with the Charity regarding the provision of a Forces &amp; Families Centre</li></ol>

<b>Signed:</b> 	<b>Date:</b> 19 October 2010
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## CONFIDENTIALITY MARKING

# UNIVERSITY HOSPITALS BIRMINGHAM NHS FOUNDATION TRUST

## BOARD OF DIRECTORS THURSDAY 28 OCTOBER 2010

### QEHB CHARITY SIX MONTHLY UPDATE

#### PRESENTED BY CHARITY CHIEF EXECUTIVE

#### 1. Update since last presentation to the Board on 28 January 2010

It is hoped that most of the Board will have seen, or participated in, some of the Charity's activities over the past few months, but it is appropriate to highlight the main points below.

##### 1.1 Rebrand as Queen Elizabeth Hospital Birmingham Charity

As the Board will be aware, the Charity's Trustees have approved a fundraising strategy that involves fundraising outside of the hospital site as well as onsite. In order to maximise public awareness, the Trustees chose to align the charity with the well known public image of the Queen Elizabeth hospital and change the name from UHB Charities to Queen Elizabeth Hospital Birmingham Charity. ("QEHB Charity")

This rebranding has been completed, and the Board will see QEHB Charity featured on all the Charity's activities. The Charity also took the opportunity to relaunch its public website, [www.qehb.org](http://www.qehb.org) and would encourage the Board to visit this website at their convenience.

##### 1.2 Grant Making to UHBFT

In the financial year to 31 March 2010, the Charity awarded £5.48m in grants to benefit patients at UHBFT. This was an over fivefold increase from the previous year (£1.045m).

The grants were mainly in four areas:

- Equipment £2.319m
- Medical Research £2.312m
- Facilities £0.220m
- Patient/Staff Education £0.629m

These grants include the Charity's largest ever single grant of £1.7m for the new hospital and a research grants programme that awarded 27 research grants totalling £1.505m. The research grants programme gives grants of up to £70,000 for translational research projects into any field of medicine carried out at UHBFT and is designed to help "pump prime" future research bids.

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The Trustees plan to award £6m in grants for the financial year to 31 March 2011 and have already awarded 10 research grants totalling £603,069.

In fact, the one constraint that the Charity will have in awarding £6m is whether sufficient good quality grant applications come from UHBFT. The Charity is keen to support high profile capital bids (as per the New Hospital award of £1.7m) as well as smaller items and would welcome early engagement with the Trust on future items the Charity may be asked to fund.

### 1.3 Financial Strength of the Charity

The Trustees have made a conscious decision to reduce the levels of funds held by the Charity as they were felt to be too high and were not being used for the benefit of patients. At 31 March 2009, the Charity had an annual expenditure of £1.247m but total funds of £14.002m.

The Trustees believe that increased expenditure and the resulting increase in profile of the Charity will lead to increased fundraising income and hence agreed the levels of expenditure for 2009-2011 knowing this would reduce the levels of funds held.

At 31 March 2010, the Charity had increased expenditure to £5.818m but still had total funds of £12.451m.

The Charity remains in a strong financial position, but it should be noted that current levels of expenditure can only be maintained if fundraising incomes rise from their current levels of under £2m to nearer £5m over the next two years. Trustees believe this is achievable but would ask for the Board's support in preparing fundraising cases for support by identifying suitable major capital appeals well in advance of the need for the funds. (see point 2.5 - Major Capital Appeals)

### 1.4 Fundraising

The Charity raises funds both for general purposes of the Charity (General Funds) and for specific areas of the hospital (Earmarked Funds).

There has been particular interest from the public recently in fundraising for the military patients, the teenage oncology ward (Young Persons Unit) and the liver and renal units, leading to the purchase of equipment for all of those units.

The Charity has developed a number of corporate charitable partnerships including Sainsburys, Radisson Hotels, British Aerospace and BRMB radio station.

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The partnership with BRMB radio station led to the Charity being picked as the beneficiary of the BRMB Walkathon, an event that so far has raised £320,000 for the support of military patients (see point 2.4 - Forces & Families Centre).

### 2. Future Plans

The Charity has a number of ongoing projects and is also seeking to agree new priorities. An update is given below

#### 2.1 Research Grants

The Charity wishes to continue funding research at UHBFT but is not certain the current method of awarding grants of up to £70,000 is the best way to support UHBFT's research priorities.

The Charity Chief Executive and the Executive Director of Delivery are meeting to discuss this further and the outcome will be detailed in the next Charity update to the Board.

#### 2.2 Faith Centre

The Charity has been kept involved of the progress of the Faith Centre project in the new hospital by the Chaplaincy Manager and has noted that space has been allocated in the new hospital.

The Charity is awaiting costings before it launches a fundraising campaign. The Charity has put aside funding for the Faith Centre, but will carry out a fundraising campaign amongst targeted faith community organisations and individuals.

#### 2.3 Patient Information Service

The Charity continues to support the concept of a Patient Information Service at the Queen Elizabeth Hospital Birmingham and is prepared to utilise a mixture of reserves and fundraising to support such a project should the Board request the support of the Charity.

It is understood the Board may be receiving a paper regarding this service and the Charity would reiterate its support for UHBFT activities but would hope that Board would not see a need to engage with an external charitable fundraising organisation.

#### 2.4 Forces & Families Centre

The Charity engages with management and clinicians to identify opportunities for charitable funding. The management of the Royal Centre for Defence Medicine identified a need for a communal, non-clinical space for military patients to spend time with their families,

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friends from home and colleagues from their regiments.

This "Forces & Families Centre" style space is something that is very attractive to the Charity, both from a charitable expenditure (benefit to patients) and fundraising point of view. The BRMB Walkathon has raised £320,000 so far and informal discussions lead us to believe that another organisation will commit up to £1 million to a suitable project.

No space has yet been identified for this facility, although a paper was submitted by the Charity suggesting it could form part of a Patient Information Service building.

It is felt by the Board should be made aware of the discussions between the Charity and the Royal Centre for Defence Medicine and permission is sought for the Charity to engage directly with the Trust via the New Hospital Project Director and the Director of Finance to explore the viability of a new build, costings and location with a view to bringing a full proposal back to the Board.

### 2.5 Major Capital Appeals

The Charity also wishes to support the Trust through major capital appeals. Items the Charity understands have been discussed in the past include Cyberknife, Intra Operative MRI Scanner, Proton Therapy.

The important point to make here is that these appeals will require the Charity to seek new fundraising income; they can not be funded from existing reserves.

In that instance, timing is of utmost importance. The Charity requires as long a lead time as possible to raise as much money as possible, and would request that applications are made to the Charity for funding as early in the decision cycle as possible.

### 3. **Ongoing Support**

The Charity would like to take this opportunity to thank the Board for the support the Trust has given the Charity over the past year, in particular the support given by the Trust's Chief Executive and Executive Management Team.

The Charity can only effectively operate with the ongoing support of staff at all levels within the Trust and are very grateful for the lead given by the Executive, and look forward to continuing to work with the Trust for the benefit of patients.

**Mike Hammond**  
**October 2010**