

TOP TIPS

How to maximise the
incredible potential of
NHS charities



NHS
CHARITIES
TOGETHER

Together, NHS charities give over £1.2 million a day to the NHS, by providing extra support for patients, employees, volunteers and communities. This amount has continued to increase over the last three years and has the potential to keep growing.

NHS charities can raise income that allows Trusts or Health Boards to do more, or work differently, innovating and tackling some of the challenges facing the NHS. They provide a vehicle to connect with the wider voluntary and community sector, recognising that to tackle the challenges facing the NHS we need to work collaboratively with communities.

If your Trust or Health Board is not already regularly engaged with your charity, here are some suggestions you may want to consider to support your charity to be a valuable strategic partner:



1

Engage with your charity and align your strategies

Get to know your charity staff and find ways to align your strategies. Our network of NHS charities tell us they can be most effective when they are considered at the beginning of the process and involved in strategic decisions.

2

Consider your charity in your reporting and governance structures

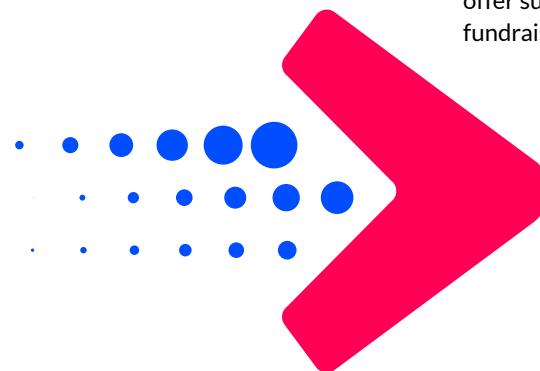
Every NHS charity and Trust will have different needs and ways of working, and it is important that you find the best solution for you. For example, often when an NHS charity is part of the strategy or communications function, it is enabled to work more collaboratively across the Trust, less in isolation and with more impact.



3

Tap into all our member products and services

Your charity can tap into our wealth of sector knowledge, best practice and guidance available via webinars, training, an online community, events and networking. These offer support across areas including governance, finance, fundraising, evaluation, brand awareness and more.



4

Ensure your charity has a seat at the table

Ensure your charity leaders and Trust executives are joined up, so that your charity's needs and potential are considered in the decision-making process. Ensure your charity has seats at your strategic and decision-making tables, as well as your seat at theirs, whether an in-house (corporate trustee) charity, or an independent.

5

Give your charity public visibility

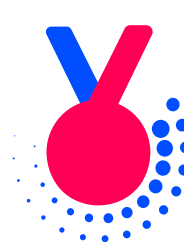
Ensuring your charity is seen in high footfall areas and across your active social media channels can be a huge boost to awareness raising and income generation. For example, many NHS charities have dedicated shop fronts within healthcare settings, large murals in entrance areas, plaques or stickers on both charity funded equipment and areas, and prominent 'donor walls' thanking major donors, that enable them to promote their charity brand and fundraise.



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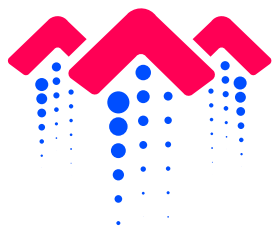
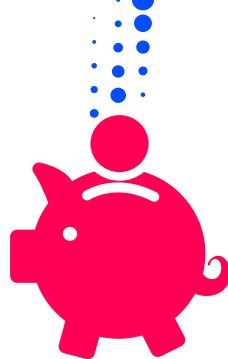
Make your NHS charity THE charity for your workforce

Your charity is a great asset that can be the focal point for staff fundraising – yet many of our members tell us that their employees aren't aware of them. Promoting your NHS charity to your own workforce is a win-win, enabling them to support their place of work and raising vital extra funds for patients, employees and communities. Prioritising fundraising for your own NHS charity (and Friends' charities) on your premises or with your patients will ensure donations support your Trust.



7 Invest in your charity

Investing in charities - whether in people, resources or future fundraising streams - has the potential to deliver returns. If you have a small charity right now, it can grow in future. Speak to your charity about what they need - or let us know at NHS Charities Together if you would benefit from further advice and support.



8 Use our financial comparison self-assessment tool

Assess your charity's performance by using our financial comparison self-assessment tool. Exclusively for NHS charities via our online community, it shows where there could be benefits from investment and support to help your charity to grow and thrive.

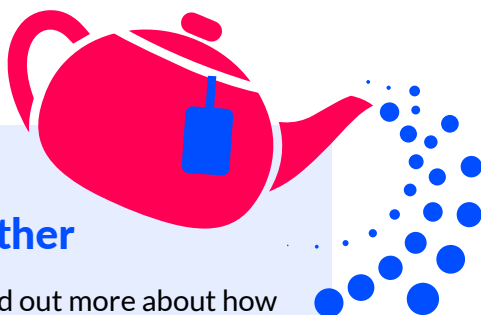
9 Take advantage of strategic partnerships and grant opportunities

Gain the tools and channels to shape change and influence decision making within the sector. Access national awareness and fundraising campaigns, as well as corporate partnerships that channel resources into your initiatives. Explore grant opportunities to fuel your projects and effect change at a local and national level.



10 Connect, learn and grow together

If you would like to find out more about how we can help, speak to your NHS charity, or contact us at info@anhsc.org.uk



nhscharitiestogether.co.uk

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