

Oxford Health Charity Strategy 2019-2022



Purpose

The Oxford Health Charity (OHC) exists to support those receiving care and working with Oxford Health NHS Foundation Trust, enhancing patient, carer and staff experience through supporting projects, activities and training over and above that provided through the NHS.

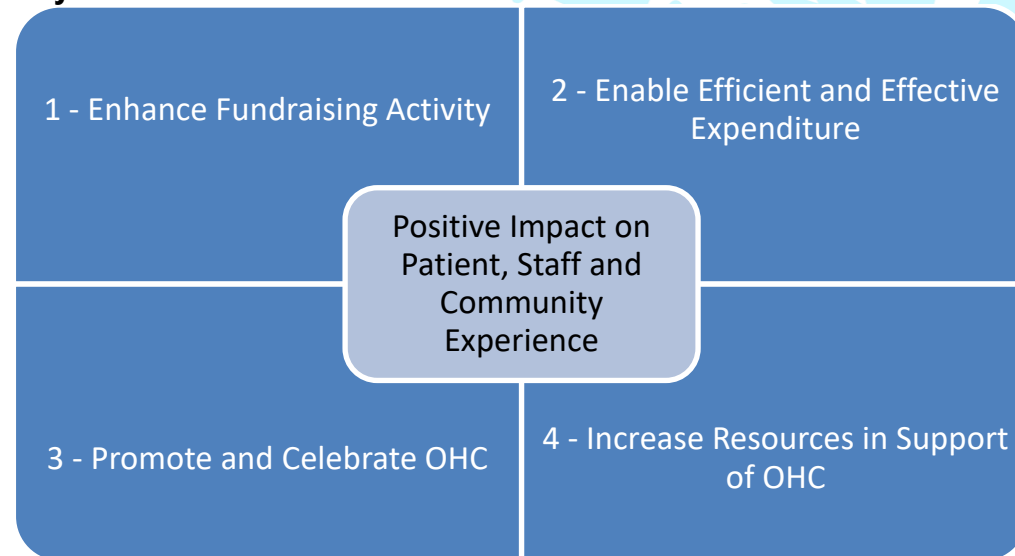
Vision

OHC delivery will have a positive and clear impact on the experience of patients, staff and community supported by Oxford Health NHS Foundation Trust (OHFT).

Aim

To increase the impact, awareness and engagement of OHC.

Objectives



Enhance fundraising activity - to enable and facilitate appeals based fundraising linked to the needs of OHFT patients and staff

- Develop a schedule of fundraising activities to aid involvement of the local community
- Review lottery, GAYE opportunities for regular donations
- Identify a fundraising coordination resource (linked to Objective 4)
- Introduce more Health and Wellbeing linked fundraising activities
- Identify potential trading or 'sales' opportunities linked to appeals

Enable efficient and effective expenditure - to ensure clear and transparent processes are in place to request, suggest and review

- Introduce an annual plan for all funds - to be developed and agreed by Fund Advisors and Charity Committee
- Review all funds to identify potential reductions in fund numbers (currently 41) to streamline income and expenditure
- To develop a strong investment and expenditure policy to clarify on fund management
- Increase awareness internally of funds and processes
- Develop a plan for slow moving funds to increase expenditure or combine with other funds
- Develop a small grants approach to encourage small, regular requests and improve engagement with OHC

Promote and celebrate OHC - to increase engagement with OHC through all media channels

- Highlight importance of advocating for the charity to all key stakeholders
- Increase internal awareness among staff groups through improvements and promotion of the intranet pages
- Increase traffic to the website (oxfordhealth.charity) through promotion of active appeals, news and events
- Increase social media presence
- Demonstrate the impact of expenditure and activities through an Annual Impact report (alongside the Annual Report)

Increase resources in support of OHC - to ensure adequate resources are in place to maximise the impact of OHC

- Review and develop the role and membership of the Charity Committee
- Review and evaluate the current resources - considering where capacity and scope have limited OHC activities
- Review and evaluate the potential for staff positions within OHC