

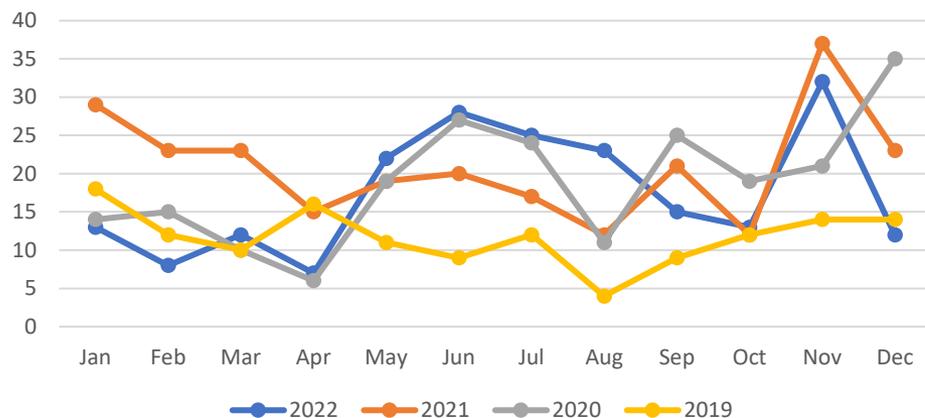


# **Oxford Health Charity Project Updates, Impact and Income Generation Report**

March 2023

# Charity Funding Requests

Number of Charity Funding Requests received by month



Mean average number of charity funding requests received by month per year

2019	2020	2021	2022
11.75	18.83	20.9	17.50

Quarter 3

60

Requests received totalling £92,418

2

Cancelled

3

Declined

**Reasons for cancel include:**

Event cancelled due to winter pressures and COVID outbreak

**Reasons for decline include:**

Outside charity remit – patient participation costs  
Excessive wellbeing support - staff spa outing

## Feedback on the charity funding process since the last meeting:

**16** Impact Forms received



Overall rating **4.75** out of **5** stars  
1 star = poor 5 stars = Excellent

Really straightforward process. Many thanks for your support.

We couldn't be without you, so grateful for everything that you do!

Thank you, what would we do without you!!

The team have been amazing, answering my emails and questions clearly and honestly. It's been a delight to work with them.

Process was clear. The Charity Team were so helpful and supportive of our application.

It was a very easy and efficient process - I heard back very quickly and was very happy with the result!

The experience of applying for funding has been great. We have experienced such generosity, prompt replies and are so grateful for the support.

Thank you so much for making this day possible. I even went over on the budget (by accident!) and you very kindly just dealt with this, being very flexible and helpful! Thank you!

# Recent projects and impact

£200

**Wallingford Community Adult Mental Health Team:** provide art supplies for group art sessions for patients



Our art group will serve many purposes for our patients. Many of our service users struggle to communicate verbally which is why creativity can be so important as a means of self-expression. Often, people have no access to art materials or lack motivation to do this alone. For some, leaving the house and interacting with a group can help with loneliness, build their confidence and form a community. Art is often used as a therapeutic tool which we often encourage our patients to use. Whether that be mindfulness, distraction or to communicate.

***Without charity funding...*** We have limited funding as an AMHT and weren't able to purchase any materials for the group. We may not have been able to run the group without funding and now are lucky enough to have an ample supply of resources.



## Dialectical Behaviour Therapy Pilot in South Oxon – supplied small 'graduation' gifts to patients

£131

The DBT pilot supported patients who have significant emotional regulation difficulties. The therapy group hosted 1:1 and group sessions.

When patients have completed their therapy, the team provided them with a small positive gift including mugs and keyrings with motivating messages.

For Service Users the gifts are hoped to remind them of the therapy and their success in completing it. Positive words to enable them to continue to stay well and use the DBT skills in the future.

For staff they pleased to be able to give the gifts to demonstrate their care and hope for the clients that they will stay well in the future



***Without charity funding... "Clients would not have received graduation gifts"***

## LED Ceiling project at Witney Dental Clinic:

We'd seen the positive impact the screens were making in the MIU's across the Community and were really interested to see if they would benefit our patients within Community Dental Services.

We specialise in dental care for children and adults who cannot be treated in a General Dental Practice such as those with medical conditions, learning or physical disabilities, anxiety or phobia, mental health issues and children/adults requiring special care dentistry, including orthodontics and we felt the LED ceilings would be of massive support to our patients. The LED ceilings has had a really positive impact not just on service -users but on colleagues as well, seeing the LED ceilings being installed has brought joy and excitement to colleagues. They know how much patients will benefit plus bring a digital innovation in the community dental service has been a real positive.

Following the installation of the ceilings we will be starting a QI project, measuring the anxiety levels of our paediatric patients over the coming months.

“From the perspective of service users, the LED ceilings, the static ceiling is a great visual.

The living ceiling is loved by all patients adults and paediatric, they are finding the screens really calming. We are already seeing a impact with anxiety levels in our patients. For example one of our paediatric patient who wouldn't even sit in the dentist chair actually sat in the chair for the first time calmly with the living screen.”



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**Without charity funding...** “Sadly we could have been able to have them installed as our patients wouldn't have seen the benefit they have already seen”

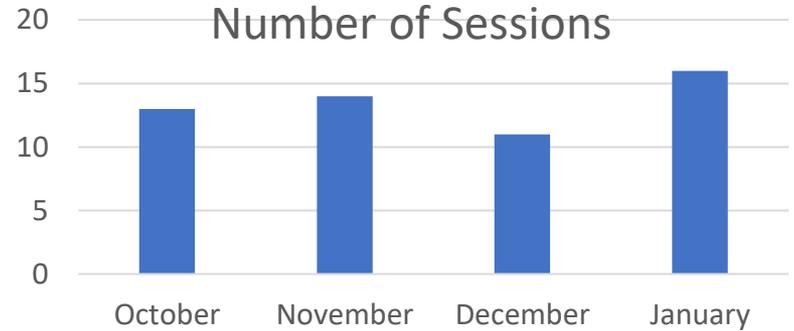
# HealthFest: Gratitude and Giving

Similar to last year our HealthFest programme focused on staff wellbeing. We organised a series of online and inperson sessions for 1 week a month for four months, October- January.

A wide range of sessions were held including:

- African/Hip Hop Dancing
- Art (including painting, sketching & collaging)
- Art Appreciation at the Ashmolean
- Book clubs (focusing on fiction and non-fiction titles)
- Coaching (focusing on elements of self-care, forming New Year's resolutions and looking ahead to 2023)
- Forest-Bathing
- Meditation
- My Story (focusing on self-awareness and life path)
- Origami
- Wellbeing walks
- Yoga (including Intention Setting Yoga)
- Zentangle®
- Zumba!

Our last sessions were held in late January. A debrief session with the charity and involvement team, wellbeing and session leads is scheduled for February.



# 47

Hours of Wellbeing sessions offered



# HealthFest – Participant feedback

...really impressed with the variety [of activities]. Thank you again for organising. The fact they are scheduled in work time too really gives us "permission" to focus on our wellbeing at work.

The activities timetable is incredible this year. I feel very grateful that the trust are putting these on again, with a variety of timings and activities to suit all



I think it is a great benefit to staff and the Trust to have this time and opportunity and I am very grateful for the support of my wellbeing.

I think that there is a great variety of activities on offer. I have really enjoyed the sessions available, HealthFest has been a great thing to really support staff to take time out. I really hope this is something that we could continue every year - particularly during the winter months it really gives us a boost!

I...am very grateful for the opportunities and for the Trust focus on staff wellbeing which is fundamental in the delivery of quality services to patients and for corporate services clients.



It's a great itinerary. Thank you for doing this! Feel very blessed to be offered it via work

Keep it going, it's really nice to attend an activity that is completely separate from the day job. It rests the mind.



## NHS Charities Together Stage 3 Projects – Highfield Garden

£88k

Development of the garden space at Highfield Unit to make it more user friendly all year round and provide both garden and activity areas.

### **Feedback from Sam Gillanders, project lead -**

The project was a combined effort between RAW (a not for profit organisation who made the furniture for the garden, ODS (a social enterprise organisation based in Oxford) and Oxford Health. The young people who are patients on the Highfield Unit were involved in the design of the garden. A number of different departments across Oxford Health came together to coordinate the project - Charity, Estates, Oxford Health Arts, Highfield ward and Service Change and Delivery.

The project was very heavily dependent on weather with delays due to the extreme heat of the summer in 2022. The multi use surface was finally laid in October 2022.

Patients at the unit are already benefitting from the new space and the project noted that 'It is well documented that poor physical health can negatively impact on mental health. The area provides the young people admitted to the Highfield unit an area where they can exercise in the fresh air and safely expel their physical energy.'





## NHS Charities Together Stage 3 Projects – Cotswold House Wellbeing Pods

£20k

The creation of two Wellbeing Pods in the grounds of Cotswold House to support patient and staff wellbeing, increase visiting opportunities and provide additional space for therapeutic activities

### **Feedback from Becky Deane, project lead -**

The Pods were installed at the end of March 2022 after lengthy negotiations with the various Estates teams responsible for developments on the Savernake estate.

The Pods have been used in the following ways:

- Mealtime space for 1:1 support – possibility of up to 42 meal support sessions per pod per week.
- Therapy Groups – possibility of 10 therapy groups per pod per week away from the ward.
- Individual sessions – a useable therapy room for around 21 sessions per week for an inpatient based on 3 hours per day and 40 hours per week for outpatient sessions.
- Patient Visiting – pods allow a place for families to visit away from the clinical environment which may be more suitable for those with younger children, this is on an adhoc basis depending on the pods being free
- Staff breaks – there is currently no dedicated staff room space for Cotswold House and Wiltshire Community Eating Disorder Service staff, the pods offer an ad hoc additional space for staff on a 24/7 basis to get away from the ward.

Next steps will be to undertake a landscaping project around the pods to enhance the green spaces and also add electricity to make the pods more accessible during winter months.

## NHS Charities Together Stage 3 Projects – Digital Poverty

£18k

Partnership with Age UK Buckinghamshire – to support patients struggling to access digital consultation appointments due to lack of equipment or skills.

### **Feedback from Richard Porteous, project lead -**

The partnering model we developed worked well and the partner organisation was able to successfully recruit and resource into their team to manage the serviced.

However, the anticipated demand never materialised, meaning that the model and benefits were never realised.

Vigorous attempts were made to improve communications with referral teams but even this did not translate into increased referral activity.

This was a novel scheme in the health setting brought about by the onset and uncertainty of the COVID pandemic. This made estimates of demand difficult. However, delays in the introduction of the scheme (due to funding timings and a change of partner) certainly meant that the peak in online consultation demand by both clinicians and patients was missed.

Overall – 2 patients supported and 6 volunteer recruited.



## £5k + projects in progress

### **Lucy's Room (£90k)** – Mark Waring

- Portacabin purchased and built pre Christmas 2022 – awaiting installation
- New artwork to use for fundraising and promotion in place

### **Creative Connections Project, Didcot (£10k)** - Angela Conlan

- Funding received from Lottery
- Project to incorporate local community, community hospital ward staff and patients, mental health staff and patients, local schools and third sector partners

### **Wenric Gym (£5.3k)** – Thomas Smith

- Purchase of items being reviewed with procurement and local patient group to ensure final purchases meet need and requirements



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### **Upcoming Projects ...**

- Sensory Room, Marlborough House, Swindon (£10-20k)– Libby Pannett-Smith
- Saffron House Arts (£15k) – Tom Cox
- Art Vinyls for Dentistry, Oxford (£5k)– Vicki Power
- Marlborough House, MK Garden (£35k) – Joanna Brooker
- Wallingford End of Life Unit and Sensory Garden – with Wallingford League of Friends (£100k+) – Andy Armsby
- Pergola, Cotswold House, Marlborough (£8.5k) – Vicky Bradley
- Glyme Ward Garden (TBC)



# Fundraising and Income Generation

Responsibility for fundraising and income generation sits jointly with the Head of Charity and the Development Manager – support for identifying opportunities and advocating for increased engagement also sits with all those involved with the charity (Corporate Trustee, Committee Members and Fund Advisors).

This paper outlines activities and outcomes for:

- Grant Applications
- Fundraising
- Specific Appeal Plans
- Upcoming Opportunities

The introduction of a dedicated Fundraising Coordinator in 2023/24 as well as specific strategic objectives to increase fundraising and income generation developments will further bolster this area of work.

# Grants

## NHS Charities Together – Development Fund



**PURPOSE:** The Development Grant is a £30,000 grant available to support capacity building across member NHS charities to become more robust, thereby improving the ability to deliver, both during and beyond Covid-19.

- ✓ Successful application – £30k received January 2023 to be spent on More Partnership fundraising consultancy



## The National Lottery Community fund



**PURPOSE:** to support communities with the things that are important to them, including mitigating the impact of the cost-of-living crisis and supporting them as they seek to recover, rebuild and grow following the Covid-19 pandemic.

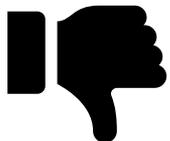
- ✓ Successful application – £10k received December 2022 to be spent on Community Art Project in Didcot

## NHS Charities Together – Starbucks Grant



**PURPOSE:** The fund provided through Starbucks and Hubbub will support projects that **create or improve green spaces across the UK to benefit the health and wellbeing of patients, NHS staff and local communities.**

- ✔ Expression of Interest (EOI) submitted for £280,000 for:
    - A sensory garden at one of our larger mental health sites
    - Development of forensic ward outdoor space across multiple locations
    - Increasing the number of wildflower meadows across the Trust (three already in place)
    - Working with partners to increase access to community green spaces.
- Following an audit of existing green spaces enhancements where needed to make green spaces accessible to all



Confirmation has been received from NHS Charities Together that we were unsuccessful in our EOI. Over 129 applications were received totally over £21 million and the final offer from Starbucks was only £1 million. A further opportunity to apply will be released later in 2023.

## Windrush 75



Department for Levelling Up,  
Housing & Communities

**PURPOSE:** The £750,000 grant programme provided by the Department for Levelling Up, Housing and Communities is being launched to celebrate the 75th anniversary of the arrival of the Windrush with the aim of recognising the contribution of the Windrush generation and communities



- Information passed to the EDI team for consideration in the following ways:
- Support for the Race Equality Support Network to celebrate and mark Windrush Day for staff and patients
  - Development of a community/Trust led art or education project reflecting the impact of the Windrush generation of local NHS services
  - Support for increasing the involvement of young people specifically from ethnically diverse communities within the Trust – employment, volunteering, membership etc.

# Fundraising

## Poppy's Courageous Fundraiser

Poppy, a previous patient at Cotswold House in Marlborough has started her own clothing line. T-shirts, sweaters, caps have 'Courage' embroidered, and Poppy's motto 'Thoughts not facts'

All profits are being shared between Oxford Health Charity and Mind. Poppy reported back...

"It has been doing well. So far total profits are at over £2000 with 300 products having been sold... We have had over 90 orders with visitors to the website from all over the world including UK, USA, Germany, Spain, Dubai, and Canada. Our most popular item is the Women's white sweatshirt with coloured writing."



Total Raised to date: £1000+ to be transferred for Oxon and West Mental Health fund  
Poppy is keen to improve the staff rest space at Cotswold House



## Poppy's Courageous Fundraiser Communications support

Louise Brown in the Trust Communications team created a press release to further promote Poppy's story and fundraiser:

This was picked up by the Oxford Mail in an article and feature:

[How a woman created clothes to raise money for Oxford Health | Oxford Mail](#)  
[Woman creates clothing range to raise money for Oxford Health and Mind | Oxford Mail](#)

'That's TV' interview and BBC Radio Oxford interview

Poppy's story is also about to feature in the Metro

Trust Social media: 6.3k impressions 196 engagements with up to a 6.4% engagement rate

**Oxford Mail**

that's  
tv

**B B C RADIO**  
**OXFORD**

**METRO**

## Other current fundraisers

### February

The PALS team are doing a Fit4Feb fundraiser. As a team they are committed to doing 30 minutes exercise each every day throughout February.

### March

Ellyn Carnall (Estates) is running the Sheffield Half in March with fiancée Jake, to raise funds for our PICU appeal



### March



Oxford AMHT Charity Walk – the team are walking from their base in Bicester to the Warneford Hospital in Oxford (approx. 14 miles). They will be dressed as something that helps support well-being and positive mental health, to help raise awareness and funds for the Oxford Health Charity.

# Specific Appeal Plans

## Lucy's Room Appeal

**PURPOSE:** To develop a Music Room at the Warneford for adult mental health ward and community patients.

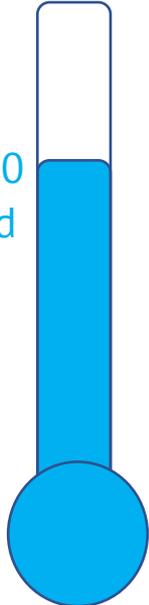


### PLANNED ACTIVITIES

- Press release written to celebrate the arrival of the portacabin and act as a call to action for the final funding requirements
- Social media posting in place for regular updates as and when activities or project developments occur
- Golf Day event being planned by the family for late Spring 2023 – promotion will be circulated as soon as final information received
- Collections at Tesco undertaken semi regularly – local relationship with Bicester Tesco
- Grant/gift in kind opportunities being sought to assist with the cladding
- Conversations underway with Headington School to agree a Duke of Edinburgh project around the landscaping/planting and art work for outside the building

£90,000

£65,000  
secured



## PICU (Meadow Unit) Appeal

**PURPOSE:** To enhance the environment of the new PICU on the Warneford site with the addition of gym, sensory room, garden furniture and activities and art

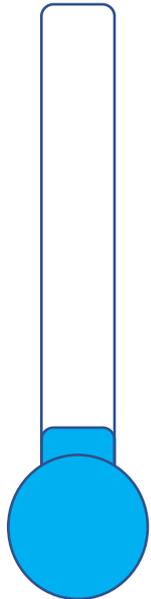


### PLANNED ACTIVITIES

- Links with Oxford United and BMW being explored – initial presentation to Oxford United was well received
- Staff team registering for Blenheim 7k – staff, families and dogs all being welcomed
- Member of estates team running in the Sheffield Half on behalf of the appeal
- Plans to host a talk by one of the consultants at the Highfield Unit to raise funds in discussion through the matron
- Art and Sports Silent Auction – planned with the young people
- Press launch of the appeal to take place in February 2023 with call to action for either direct donations or fundraising activity involvement
- Social Media launch to follow the press release
- Wish list of specific items for donations in kind being drawn up by the unit

£58,000

£230  
secured





## **End of Life Room Appeal, Wallingford – proposed target to be agreed**

PURPOSE: To redevelop a room at Wallingford Community Hospital into a two bed (both with ensuite facilities) dedicated End of Life suite.

### PLANNED ACTIVITIES

- Awaiting confirmation from the Community Directorate on capital funding available and planning confirmation
- In liaison with the Wallingford League of Friends to co-fundraise for the required amount and engage the local community in supporting the appeal
- Potential additions to this project will be
  - moving the hospital sanctuary to a new site to provide better support for families visiting the End of Life suite
  - redevelopment of the courtyard garden to allow for direct access from the End of Life suite
- Work has already been undertaken by both the charity and League of Friends to enhance the family room

# Upcoming Opportunities

## ROSY Walk

This year's ROSY Great Estates Walk will take place on Saturday 22 April 2023.

The route is 26 miles long through the beautiful West Oxfordshire countryside; passing through Blenheim, Ditchley, Cornbury and the Wychwood Forest.



[ROSY Walk, 2023 | Oxford Health Charity](#)

## Bike Oxford – 25 June 2023

For the first time we are excited to invite a team of Oxford Health Charity cyclists to Bike Oxford on 25 June 2023.

The event is open to cyclists of all ages and with a range of experience. There are 3 challenges available - short (25 miles), medium (50 miles) and long (75 miles) route.

We have purchased 10 tickets and are asking for a minimum fundraising ask of £75.

[Bike Oxford 2023 | Oxford Health Charity](#)

*Bike  
Oxford*  
SUNDAY 25TH JUNE

## Blenheim 7k – 21 May 2023

We have signed up to be a charity partner of Blenheim 7k again this year.

Participants register and pay themselves (we have a discount code we can provide). No cost to the charity aside from stand-associated costs (drinks, dog biscuits etc).

Different routes available:

- 7k
- 7k + dogs
- 4-mile suitable for wheelchairs and buggies
- 1-mile for under 15s

[Blenheim 7k 2023 | Oxford Health Charity](#)



## Ultra Events 2023

We have been listed as a charity partner of Ultra Events for a couple of years (at no cost). But we are looking into how we can make more of this arrangement and boost the opportunities available.

They run events such as:

- Thames Path Challenge
- Cotswold Way Challenge
- Chiltern 50 Challenge



[Ultra Challenge - Walk, Jog or Run Home](#)

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## NHS Charities Together

2023 marks the 75<sup>th</sup> birthday of the NHS. Alongside NHS England (and the devolved nations), NHS Charities Together are planning various campaigns around this. Some events will be commemorative, and some aspects which could provide fundraising opportunities such as the NHS Big Tea.



We are tuned into further developments and opportunities with NHS CT. As a Trust NHS 75 planning is shortly to get underway.