



Charitable Funds Committee
23 November 2017

Members in Attendance:

Erfana Mahmood (EM) Chairman of Charitable Funds & Non-Executive Director
 Anne Allen (AA) Trust Secretary

In Attendance:

Danielle Norman (DN) Charitable Fund Manager
 Perry Duke (PDu) Head of Financial Services
 Mark Wright (MWr) Paramedic
 Jo Wilson (JW) Executive PA

In Attendance part-time:

Gill Hart (GH) Associate Director of Corporate Communications & Engagement (on behalf of Leaf Mobbs)
 Elaine Gibson (EG) Head of Corporate Communications

Apologies:

Dave Jones (DJ) Community Defibrillation Officer & Chairman of Fundraising & Expenditure Group
 Maria Amos (MA) Fundraiser

Minutes:

Rebecca Steer (RS) Executive PA

The meeting commenced at 1330 hours.

1.0	Introduction & Apologies Apologies were received as above.	
2.0	Declaration of Interests for any item on the agenda It was noted that DN, PD and MA may be affected by the Fundraising Strategy so would leave the room if necessary.	
3.0	Minutes of last meeting The minutes of the meeting on 11 August 2017 were agreed as a true representation of the meeting with the following amendment: Item 3.1 currently states 'lible' funding, however needs to be amended	

	<p>to 'libor'.</p> <p>EM provided an update that JW will no longer be providing administrative support to the Charitable Funds Committee, and that this will now be done by RS. EM thanked JW for all of her help.</p> <p>It was noted that the mission statement as agreed at the last meeting, was amended by the Board to explicitly include staff. This will be revisited by GH and will go back to the Board if any amendments are needed.</p>	
3.1	<p>Action Log & Matters Arising The action log was noted and updated.</p> <p><u>Action 2015/42</u> JW to circulate document when complete. JW to liaise with Stephen Segasby in Dave Macklin's absence to provide an update on or before the next meeting.</p> <p><u>Action 2017/012</u> None of the leads that were contacted offered charitable bank accounts so the suggestion is to return to a standard bank account. An update will be brought to the next meeting.</p> <p><u>Action 2017/015</u> DN and EG are meeting on a regular basis to discuss this. Action closed.</p> <p><u>Action 2017/016</u> It was noted that this is not being considered as part of the strategy but may be an option for the future. Action closed.</p> <p><u>Action 2017/015</u> AK to complete paper for Solar and Wind project. It was noted that this is a possible investment opportunity for the charity rather than an expenditure of the fund.</p> <p><u>Action 2017/16</u> DN noted that there was an issue with the action log in that the minutes are not received for some time after the meeting. DN and RS to discuss how to take this forward. Action closed.</p> <p><u>Action 2017/19</u> It was agreed that given the risk profile, a report will be submitted to the Audit Committee twice per year. It was agreed that the risk register</p>	<p>JW</p> <p>PD</p> <p>AK</p> <p>DN/RS</p>

	<p>will be included as a standing item on the agenda. Action closed.</p> <p><u>Action 2017/20</u> It was agreed for the action to be removed from the log with the understanding that DN will build flexibility into process.</p> <p><u>Action 2017/21</u> Action closed.</p> <p><u>Action 2017/24</u> The license has now been applied for; this item is closed.</p> <p>The first meeting of the fundraising group has now taken place; this item is closed.</p> <p>It was agreed for the third item under this action regarding a volunteering policy to be kept on the action log. DN has reviewed the policy and confirmed that it is thorough and complete. The policy does not include cash handling for volunteers but there is a separate cash handling process to be followed. DN to take this forward.</p> <p><u>Action 2017/25</u> It was agreed for Comms to pick up possible sponsorships with Laerdal. The Restart a Heart team will also consider possibilities.</p> <p><u>Action 2017/26</u> DN updated that she has applied for Aviva funding and around 1000 votes have been received, the results will be announced on the 28th of November. The programme will consider the top 180 applicants in each category regardless of votes. DN and AA to meet with Ali Richardson to discuss potential options for funding.</p> <p><u>Action 2017/28</u> This is included as an item on the agenda. Action closed.</p> <p><u>Action 2017/29</u> Action closed.</p> <p><u>Action 2017/30</u> This is included as an item on the agenda. Action closed.</p> <p><u>Action 2017/31</u> Action closed.</p>	<p>DN</p> <p>DN</p> <p>GH</p> <p>DN/AA/ AR</p>
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3.2	<p>Issues Raised from Trust Board DN attended a session at the last Private Board meeting in September and delivered a presentation around financial stability. It was noted that there was an element of concern around longevity and the survival of the charity given the two year deadline. The Board have requested more regular updates at committee level about fundraising activity.</p> <p>Action DN to liaise with Comms to include an update on the new strategy in the Staff Update and the possibility of a Q&A to raise the profile.</p>	DN
4	<p>For Approval: Fundraising Strategy It was suggested that despite progress in this area a more compelling and persuasive mission statement is still needed, and that the strategy needs to be broader. DN to liaise with GH to refine the current wording.</p> <p>DN updated that 4000 raffle tickets have been sent out and £650 has been received to date. DN has been advised that CFRs have raised over £1000 but the funding has not yet been received.</p> <p>A wider programme of events was agreed, which would be included on the agenda on a yearly basis for activity to be measured against.</p> <p>The Tour de YAS event has been discussed previously and it was considered that if the charity was to sponsor and was linked to events of this size then it would be advertised prominently.</p> <p>It was suggested for the fundraising strategy to be led by Mark Bradley as the executive sponsor to add greater value.</p> <p>The possibility of attending county fairs was discussed. Volunteers or CFRs in the local areas could attend the fairs to give demonstrations and raise awareness of the charity, and the charity would provide advice for them to do this. People in the communities would then be able to make links with others.</p> <p>AA suggested a marketing strategy of branding the charity as ‘Your Ambulance Service’ which would resonate with people and would differentiate the charity from Yorkshire Air Ambulance. This promotes Yorkshire people looking after themselves and is very powerful.</p> <p>MWr suggested the possibility of naming ambulances, such as if people wish to donate an amount to the charity to have their relative’s name on an ambulance. The possibility of members of the public taking photos of the ambulances was considered, and it was</p>	<p>DN/GH</p> <p>DN</p>

	<p>suggested that the names could be on a plaque inside of the ambulance or it could be the CMU units which are named. DN to discuss possible options with GH.</p> <p>The group agreed the Fundraising Strategy and the principles behind moving towards a Community Fundraising Model as proposed.</p> <p>A discussion was held on the potential staffing changes that would be required to deliver this strategy. EM resolved that staffing levels would need to be a management decision.</p> <p>Actions DN to remove references to the role from the strategy as this was deemed a management decision.</p> <p>DN and PD to put together a paper for TEG and discuss with MB.</p>	<p>DN/GH</p> <p>DN</p> <p>DN/PD</p>
5	<p>For Discussion: Charitable Funds Terms of Reference A annual review of the Terms of Reference now needs to take place.</p> <p>It was agreed for AA to circulate suggested amendments to the Terms Of Reference via email and agreement can be made electronically.</p> <p>It was noted that a second member of the Executive team is mentioned in the Terms of Reference but has never been appointed. It was agreed for AA to draft final version to include one Executive Director and one Non-Executive Director</p> <p>AA left the meeting and an adjournment was agreed at 3pm.</p> <p>The meeting reconvened at 3:13pm.</p> <p>MWr stated that he is not clear what his role is in terms of the committee other than that he is here to represent staff members. It was suggested that MWr’s role is also an advisory role, as he has a widened remit of knowledge as a paramedic.</p> <p>PD believes that all members of the committee should be able to contribute to a shared purpose, which is currently emerging and will be clarified over the next year. Historically this has been mostly an administrative committee to administer the fund, so long term visions or drivers were not previously considered. A clear goal needs to be established and the Terms of Reference should be fit for purpose to support this goal. One issue is the lack of a shared purpose between YAS and the charity, and one of the roles of this committee is to consider and improve this. Membership of the committee also needs to be reviewed; the committee was previously small and had limited remit, so the membership is no longer fit for purpose. It is felt that</p>	<p>AA</p> <p>AA</p>

	<p>further Executive leadership is needed. There also needs to be clarity around what members can contribute to the committee, and members will need to take responsibility for their areas.</p> <p>The responsibilities of trustees are mentioned in the Terms of Reference, and this will be sent to the trustees for agreement. Guidelines state that we cannot devolve responsibility for budgets, strategy and policy to trustees.</p> <p>We need to ensure that our processes for charity staff are fit for purpose and to look at how we manage our biggest resources against our charities objectives, however a clear goal is needed for this. There needs to be a connection between the goal and day-to-day activities. Another issue is that there is currently a lot of overhead admin. We need to ensure that we are complaint, but we also need to focus on efficiency.</p> <p>A suggestion was made that there should be two front-line reps on the committee, possibly including a staff member from PTS or 111 as these areas are seldom representative.</p> <p>Action DN to discuss possibilities of Executive support with AA, circulate suggestions to attendees and bring to the next meeting.</p>	DN/AA
6	<p>For Assurance: Financial Update Income and expenditure are currently higher than they were at this time last year.</p> <p>The largest area of spend is the defibrillator grant programme. It was suggested that the defibrillators could be accounted for separately. To date, the charity has committed to funding 67 defibrillators, including the M&S defibrillators.</p> <p>Actions PD and DN to consider and make amendments and improvements to the financial update, including the addition of the cash balance.</p>	PD/DN
7	<p>For Assurance: Charitable Fundraising Group Update Staff members who has previously engaged with fundraising were invited to the first meeting of the fundraising group. This was very positive and the intention is to open the membership and expand the group. Action notes were taken at the meeting and it was agreed for the notes of the fundraising meetings to be submitted to the Committee for information.</p> <p>Chelsie Guest attended the meeting and regularly attends events at Wakefield College to speak to students on their public services</p>	DN

	<p>course. Chelsie has confirmed that she will speak to the students about the charity and the fundraising group when she attends future events. If there is a positive response to this there may be the potential to expand into other colleges.</p> <p>Action DN to consider possible public engagement.</p>	DN
8	<p>For Assurance: Benevolent Fund Update including Staff Member Grant – for Retrospective Approval DN gave the following update:</p> <p>On 13 November a payment of £300.00 was made to a YAS colleague in financial hardship. This is a colleague who was known to the fund whom we have previously supported and approached the fund for further support. The Charitable Fund Manager had referred this college to TASC as per our standard support for colleagues on the 22nd September. This colleague and HR contacted the Charitable Fund Manager stating that it will take TASC up to 6 weeks to process an application and a minimum of 2 weeks for an urgent case. The Charitable Fund Manager confirmed this timescale with TASC. TASC also confirmed that this individual had started their application process and met with Citizens Advice Bureau who had supported this. However, the final application paperwork had not been completed thus it would still be a minimum of 2 weeks for support. On 12 November, Erfana Mahmood, Maria Amos, Jo Wilson, Perry Duke and Danielle Norman all met to discuss this case. It was agreed that if this application was supported by HR Manger then the fund would make an emergency payment to this individual in order to support them until the TASC support would be in place. A payment of £300.00 was made on Friday 13th November 2017.</p>	
9	<p>For Assurance: Communications Update It is hoped that the website will be created by late-December and will be live in the new year and will be optimised for different devices. Donations can be made via the website, and the website will be linked to Facbook.</p> <p>It was suggested that an online shop could be included on the website for merchandise to be sold.</p>	
10	<p>For Assurance: Training Needs The last training session was run by Hempsons in April. If there are any issues these are to be raised separately.</p>	

11	<p>For Assurance: Risk Update for Assurance to Audit Committee EM requested that this item be included as a standing item on the agenda. PD has updated the risk profile; there has been some progress but none of the risks have been fully resolved.</p> <p>It was agreed for the risks to be considered outside of the meeting and for feedback to be given, and time will be set aside at future meetings for discussion.</p> <p>Action PD to circulate the risk profile and updates to be returned by 8 November 2017.</p>	PD
12	<p>For Information: Legislation & Charitable Fund Governance Update There was no discussion of this item.</p>	
12.1	<p>For Assurance: Data Protection – GDPR Compliance It was suggested that there needs to be a database of contacts that is fit for purpose. The current database holds less than 100 contacts but there are consent issues that are being considered. It was confirmed that the charity needs to be compliant with the GDPR by May 2018. It was agreed for an update to be provided in April 2018.</p>	DN
13	<p>Any Other Business No items were raised.</p> <p>The meeting ended at 1630.</p>	