



Charitable Funds Committee
22 March 2016

Members In Attendance:

Erfana Mahmood (EM)	Chairman of Charitable Funds & Non-Executive Director
Mary Wareing (MW)	Non-Executive Director
Elaine Gibson (EG)	Head of Corporate Communications
Maria Amos (MA)	Fundraiser
Chris Sharp (CS)	Head of Leadership and Learning
Perry Duke (PDU)	Head of Financial Services

Apologies:

Adrian Harris (AH)	Paramedic
Alexis Keech (AK)	Environmental & Sustainability Manager
Ann-Marie Walker (AMW)	Head of Transactional Processing
Cath Cox (CC)	Head of HR Business Partners

In Attendance:

Anne Allen (AA)	Trust Secretary (Observing)
Luke Playford (LP)	Committee Services Administrator (Observing)
Benita Jones (BJ)	Director of Audit Services, East Coast Audit Consortium (Observing)

Minutes:

Jo Wilson (JW)	Executive PA
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The meeting commenced at 0930 hours.

1.0	Introduction & Apologies Apologies were received as above. EM welcomed Benita Jones, Director of Audit Services, East Coast Audit Consortium, advising that BJ would be observing the meeting as part of a committee effectiveness review based on well-led principles.	JW 2016/01
	Action JW to circulate the scope of this Committee Effectiveness review.	
2.0	Declaration of Interests for any item on the agenda There were no declarations of interest relating to items on the agenda.	
3.1	Minutes of last meeting The minutes of the meeting on 5 November 2015 were agreed as a true representation with the following amendments: <ul style="list-style-type: none"> Page 1 - Amend AA title to Trust Secretary 	

	<ul style="list-style-type: none"> • Page 1 - Add Fred Chambers' title • Page 2 – Jason Carlyon requires his title adding to the paragraph • Page 7 and 8 – wording to be amended to provide further anonymity for staff 	
	<p>Action Log & Matters Arising The Action Log was noted and updated.</p> <p><u>Action 2015/31 – VAT on purchase of defibrillators</u> As the charity is not registered for VAT, the liability for paying VAT on the purchase of defibrillators falls to the purchaser. Discussion took place regarding the reputation of the charity should the vendor be asked to pay VAT on these items. It was agreed that the charity should pay the VAT on this occasion. MA to request a VAT invoice from the vendor. For completeness, a short note is to be produced to supplement the minutes to provide an audit trail. Action then to be closed</p> <p><u>Actions 2015/32 & 2015/33 – Charitable Fund Investments</u> A paper was presented to the meeting on 22.3.16. Action closed.</p> <p><u>Action 2015/35 – Benevolent Fund</u> CC to meet with EM regarding the process for HR involvement in Benevolent Fund applications. Action remains open.</p> <p><u>Action 2015/39 – Re-start a Heart website</u> Link to Restart A Heart has been circulated. Action closed.</p> <p><u>Action 2015/40 – Dementia Friendly Resource</u> CS provided a full set of PRC dementia friendly resources for EM to take to the Trust Board meeting, which was well received. CS has also provided a detailed breakdown of total spends on this initiative. Action closed.</p> <p><u>Action 2015/41 – Neil Hare Legacy</u> CS presented a paper detailing this bid to which the Committee agreed this funding.</p> <p>EM thanked CS for his invaluable work given to Charitable Funds during his time with the Trust and presented him with a card and gifts in recognition of this. CS thanked everyone for their support and advised that Denise Moorwood, Community & Commercial Education Manager would be taking over as a member of the Committee. CS will still remain an active member of the Fundraising Group.</p>	<p>MA/ PDU</p> <p>CC/EM</p>
4	<p>Charitable Fund Workshop Ideas (to inform Workplan) JW and AA presented an overview of the ideas discussed at the Charitable Funds Committee workshop on 26 February.</p>	

	<p>The workshop briefly explored the charity’s purpose, provided examples of past fundraising & expenditures, shared learning and good practice from Wakefield Hospice, and used breakout sessions to generate ideas for both fundraising and expenditure.</p> <p>Following the workshop, JW and AA captured, reviewed and categorised both fundraising and expenditure ideas into the following themes:</p> <p><u>Fundraising</u></p> <ul style="list-style-type: none"> • ParaTed Merchandise/Sponsorship • Localised Fundraising • Large Scale/Corporate Events • Partnership Working • Online/Social Media • Fundraising Incentives • Education <p><u>Expenditure</u></p> <ul style="list-style-type: none"> • Education/Equipment • The Community • Volunteers • Staff • Health & Wellbeing • Branding/Profile <p>These themes were further drilled down and all ideas were captured within the themes. These ideas will be discussed and used to produce a three year plan for fundraising and expenditure. This will be shared with the Committee once this has been produced.</p> <p>EM thanked everyone for attending the workshop and JW and AA for their work in producing this useful presentation.</p>	Fund Raising Group 2016/02
5	<p>For Approval: Charitable Funds Workplan The Committee reviewed the Charitable Funds Workplan for 2016/17.</p> <p>PD advised that the Annual Accounts for filing should be moved to the July 2016 meeting.</p> <p>MA confirmed that the paperwork for the Maurice Arthur Taylor legacy due for annual review at the May 2016 meeting had been passed to Danielle Conway, Head of Legal Services for consideration. An update will be provided at the next meeting.</p> <hr/> <p>Agreement The Charitable Funds Committee Workplan for 2016/17 was agreed with the above amendment.</p>	

6	<p>For Approval: Expenditure & Administration of Funds PDU presented a paper based on the expenditure and administration of funds, highlighting the opportunity to secure more benefits for patients, staff and the general public from spending charitable funds on relevant projects linked to the purpose.</p> <p>The paper suggested an approach to secure these benefits in a lean and effective way. Sitting on the amount of cash in the bank at the present time is a risk as this is not working as efficiently as it could be and the value of investments can go down.</p> <p>Within the paper PD suggested that the Charity should establish a strategy/plan for 2016-17 and also for subsequent years to show how it intends to use funds. This should provide enough detail to make it clear what specific purposes the funds will be used to support, and how much the Charity aims to spend on each project.</p> <p>The paper proposed that the Charity should establish processes that allow applications for funding to be considered and approved or rejected as a matter of routine, within the relevant frameworks for control. In practice this means that there should be a process that allows funds to be applied for, and either approved or rejected, that works independently of the quarterly meetings of the Committee</p> <p>MW noted that this was a sensible approach and it provides a consistent level of support over a longer term.</p> <p>AA added that the work carried out by PD is commendable and his particular expertise in this area is invaluable. AA offered her assistance in working on the strategy and also refreshing the Terms of Reference for the main and any sub-committee.</p> <hr/> <p>Action & Agreement It was agreed that the strategy, workplan and Terms of Reference are reviewed and brought to the next meeting with a view to these being taken to the next Trust Board meeting at the end of May.</p> <hr/> <p>EG arrived at the meeting at 1015.</p>	<p>PDu/ AA 2016/03</p>
7	<p>For Approval: Risk Strategy for Charitable Funds PD presented this paper setting out a proposed approach to risk management for the charity based on guidance from the Charity Commission.</p> <p>The paper advised that a suitable approach would be to hold a workshop to identify and assess risks, and then classify and manage these using the framework and mapping approach set out in the</p>	

	<p>Charity Commission guidance. This will then in turn identify how to create a risk register.</p> <p>MW and AA noted that there has previously been a gap in this area and therefore this suggestion is well received.</p>	
	<p>Action PDU/JW to schedule a risk workshop</p>	<p>PDU/ JW 2016/04</p>
	<p>AA left the meeting at 1124.</p>	
8	<p>For Approval: Charitable Fundraising Group Chairman Dave Jones (DJ), Community Defibrillation Officer received the Charitable Funds WECARE award last year for his incredible efforts in raising funds for the charity.</p> <p>JW proposed that DJ be asked to undertake the role of Chairman of the Charitable Fundraising Group.</p>	
	<p>Agreement & Action The Committee agreed that this would be a good appointment and an asset to the group. JW to organise for a letter to be sent on behalf of EM confirming this appointment.</p>	<p>JW/EM 2016/05</p>
9	<p>For Approval/Ratification: Respite Care for a staff member EM advised that a request had been received into the Benevolent Fund Inbox requesting a donation towards respite care for a seriously ill retiring member of staff. Due to this being time critical this donation of £500.00 had been agreed outside of Committee by EM, RDT and PDU.</p>	
	<p>Agreement The Committee ratified this donation as this is consistent with the aims of the Benevolent Fund.</p>	
	<p>MW noted that the Committee needs to give some thought to other pathways to receive possible bids being received by the Benevolent Fund. PD advised that in his opinion that the process for this fund is very intrusive in the level of personal detail requested and should be re-visited to make this simpler.</p>	
	<p>Action PDU to link with MA and Caroline Squires, Information Governance Manager to discuss way to make this process simpler and not as intrusive.</p>	<p>PD/MA 2016/06</p>
10	<p>For Approval: Neil Hare Legacy – Additional training equipment for staff in Hull & East Region This bid had previously been discussed at the March 2016 meeting</p>	

	<p>and whilst the Committee were happy to support this project in principle, CS was asked to provide a paper detailing specific items and costings for consideration by the Committee.</p> <p>CS circulated a paper detailing the items and costings for the equipment being requested. These items included a Smart TV/Digital Display, ECG Clinical Simulator, Apple I-touch</p> <p>It was further proposed that the YAS Charitable Fund could support an additional purchase of 4 more of these training packages for each regional area as a tribute and legacy to Neil Hare. The total cost would be an additional £21,804. The total cost of the bid is £27,804.</p> <p>MW asked what the ongoing costs for consumables and maintenance. CS confirmed that the ongoing costs will be very limited and the consumables to be used are already provided on station. There will also be no foreseen hidden costs to maintain this equipment and the bid should guarantee three years of use without any need for any replacement items.</p> <p>EM noted that this should be given the correct communications exposure and be mindful of the family's wishes. CS confirmed that the family are aware of the bid and are happy where the money is being spent.</p> <p>Agreement The Committee agreed that they are comfortable in supporting this bid. As discussion had also taken place outside the Committee with regard to this bid, the details of these e-mails/notes should be appended to the minutes.</p>	JW
11	<p>For Assurance: A review of deposit insurance with UK banks At the July 2015 meeting, the Finance team were asked to explore the current rules regarding the Financial Service Compensation Scheme (FSCS).</p> <p>PDu advised the Committee that currently the YAS Charity has two bank accounts with Barclays, a current account and a deposit account. The current account has no more than £2000 balance and is either topped up or funds transferred to the deposit account to maintain this balance. The deposit account holds the remaining funds and presently has circa £330k in this.</p> <p>The charity also holds investments with M&G totalling £12225.</p> <p>PD confirmed that under the FSCS</p> <p>The current limit of £85k per account holder per authorised bank or building society will be reduced in 2016 to £75k. The current balance of funds would therefore require a combination of at least four banking groups to cover this amount. However FSCS will pay compensation</p>	

	<p>up to the total limit only once.</p> <p>PDU proposed two options going forward for the Committee to consider:</p> <ul style="list-style-type: none"> Place up to three-quarters of the funds in longer term fixed deposit and the remainder in an instant access saver account at a lower rate, spread over four or five banking groups. This would reduce the administration burden and exposure to the collapse of a bank. Top-up the investment fund (Charifund) with M&G investments to take advantage of the £50k limit, invest funds into similar products with other investment firms and in addition to this an amount into a fixed term deposit and an instant access deposit account, spreading this balance over as many banking groups as needed. <p>This is has a slightly higher risk profile, but may offer an increased return on the funds available.</p>	
	<p>Agreement The Committee agreed with taking forward option 1 to look at practical ways to spread the funds between banks.</p>	
<p>12 & 13</p>	<p>For Assurance: Charitable Funds Cashbook reconciliation, Income and Expenditure and Donations & Legacy Update MA presented this report taking the Committee through the cashbook, income and expenditure, including a summary of approved projects.</p> <p>As at the end of February. the charitable fund had a fund value of £336,009.66. Total income received year to date as of 29 February £132,614.78. £17,596.56 of this being designated. Total expenditure in the period was £33,945.51.</p> <p>The Committee were happy to note this update.</p>	
<p>14</p>	<p>For Assurance: Fundraising Update MA presented this update. MA & the Communications team are working on building the brand and introduce a 'Strapline' / 'Mission Statement' for both the Charitable Fund and the Benevolent Fund. These can then be included on all promotional materials. Suggested examples of these are:</p> <p>Yorkshire Ambulance Service Charitable Funds –</p> <ul style="list-style-type: none"> <i>Helping to save more lives and further improve health and well-being across Yorkshire and The Humber</i> <i>Going the extra mile for patients across Yorkshire and The Humber</i> 	

	<ul style="list-style-type: none"> • <i>Saving more lives, improving health and well-being</i> <p>Yorkshire Ambulance Service Benevolent Fund –</p> <ul style="list-style-type: none"> • <i>Helping those who were there to help you</i> • <i>Helping those who were there for you</i> 	
	<p>Action The Committee are to take away these straplines for review and feedback any comments directly to MA and PDU.</p> <hr/> <p>Once the brand and mission statements are agreed and included, proceed to approach companies, groups and associations and individuals alike for sponsorship and support Further fundraising/building the brand activities include:</p> <ul style="list-style-type: none"> • Building a donor data-base, recording all donations and communications, improving donor care and creating the ability to contact regarding future updates, events, projects etc (where permission has been given) • MyDonateBT £4179.58 plus gift aid • Virgin Money Giving page set up February 2016. £100.00 raised to date • Joint working with Yorkshire Air Ambulance on clothing bins project: Total of £988.39 for YASCF to date • Dragonboat event planned for Sat 9 July – Sponsorship secured for the registration fee of the boat @ £350.00 • Golfing event planned for Fri 15 July • Restart a Heart planned for Tue 18 October • Continued support of Pat Gardner with her fundraising for Defibrillators • Rolling out the Dementia Friendly Project across Patient Reception Centres with Chris Sharp. Plan to continue this activity with Luke Playford <p>MA is working closely with PDU, reporting via 1:1s on fundraising and expenditure activity plans and personal objectives.</p>	<p>ALL 2016/07</p>
<p>15</p>	<p>For Assurance/Discussion: Benevolent Fund Including Yearly Review to inform Trust Board <u>Benevolent Fund Applications</u> The Committee reviewed the Benevolent Fund applications. Due to the time critical nature of some applications, the Committee were asked to review the shared notes and send any comments back to JW or MA by the end of the week.</p> <p><u>Yearly Review of Benevolent Fund</u> The Committee agreed that they had not received a sufficient number of agreed bids to make an informed decision as to whether the process for the Benevolent Fund had been successful.</p>	

	<p>Action EM to formulate this report for the Trust Board and circulate to the Committee for comments.</p>	<p>EM 2016/08</p>
<p>16</p>	<p>For Assurance: Communications Action Plan EG provided an update of the internal and external promotion for the YAS Charitable Funds.</p> <p>EG advised that following the collations of ideas from the fundraising and expenditure workshop this would help to focus the fundraising in terms of Communication input.</p> <p>The Communications team continue to support MA and are assisting with the promotion of the YAS Charity linking with the projects for Dementia Friendly Resources, Restart a Heart, WECARE Awards and the Pennies from Heaven relaunch.</p> <p>The Committee noted this update.</p>	
<p>17</p>	<p>For Information & Assurance: Projects/Disbursements – Community Education CS provided an summary of work undertaken by the Commercial Training team during 2015/16:</p> <ul style="list-style-type: none"> • Development of Key Stage 2 learning materials ‘First Aid Heroes’ • Development of a Restart a Heart Website • Production of a Reminiscence resource for use on PTS Ambulances • Development of Dementia Friendly Patient Reception Centres <p><u>Development of KS2 Learning Resources</u> Two key products were ultimately developed:</p> <ol style="list-style-type: none"> 1. A full colour printed KS2 resource titled ‘Your Amazing Body’ This contained exercises to complete on: The organs of the body, the circulatory system, the heart and its functions, the lungs and its functions, the skeletal system and the bones in your body. 2. A full colour set of KS2 resources on ‘First Aid’ appropriate to the age group (7-11 year olds) This contained education on: Being a First Aid Hero, Primary Survey, Recovery position, Calling an Ambulance, Strains and Sprains, Burns and Scolds, Asthma and Wounds and Bleeding. <p>Building on some of the charitable funds work, CS advised that his team are looking at a number of other activities, including re-branding the existing education ambulances and also re-branding some</p>	

	<p>materials for Key Stage 1 & 2 pupils and the bid would be for hard copies to be printed of these booklets to use at community events. CS provided a summary of these costs. P Du asked whether the suggested amount of 10,000 copies would be used. CS confirmed that they would be used by the Community Education team, Foundation Trust team, schools and Brownie, Cubs & Scouts clubs. The stock of booklets could be kept in the storeroom at Rotherham.</p> <p>MW questioned how this printing had been funded previously? CS confirmed that this had been funded from the income generation budget.</p>	
	<p>Agreement & Action EG to speak to Legal in terms of the legality of using the ParaTed logo on this re-branding.</p>	<p>EG 2016/09</p>
	<p><u>Development of Restart a Heart website</u> The website will be fully redeveloped and improved throughout 2016 to maximise the promotion of the restart a heart initiative and to ensure that we help create a lifesaving generation within the region.</p> <p><u>Production of a Reminiscence resource for use on PTS Ambulances</u> The 'Little Book of Reminiscence' was rolled out to all areas of PTS in December 15 and is so far going down well with staff, particularly for staff that might struggle to start up a conversation with patients on their vehicle.</p> <p><u>Development of Dementia Friendly Patient Reception Centres</u> Rotherham PRC received these Dementia Friendly environmental improvements at the beginning of the year and a roll out plan is now in place to ensure that all the other PRC's can benefit from this Charitable Fund Supported initiative. Work is now underway with other South Yorkshire Hospitals The Committee thanked CS once again for this update and all his hard work. MW echoed the comments of EM highlighting the really successful bids and deliverable plan from CS and his team.</p>	
<p>17</p>	<p>Any Other Business As there was no other business to discuss, EM thanked everyone for their attendance and what had been a very useful meeting.</p>	
	<p>Date and Time of Next Meeting 17 May 2016 (Re-scheduled to 21 June 2016 0930-1230)</p>	

CERTIFIED AS A TRUE RECORD OF PROCEEDINGS

CHAIRMAN