



YAS Charitable Funds Committee
17 April 2018

Members in Attendance:

Erfana Mahmood (EM)	Chairman of Charitable Funds & Non-Executive Director
Anne Allen (AA)	Trust Secretary
Danielle Norman (DN)	Charitable Fund Manager
Mark Wright (MWrr)	Paramedic
Mark Bradley (MB)	Executive Director of Finance
Elaine Gibson (EG)	Head of Corporate Communications

In Attendance:

Dr Phil Foster (PF)	Consultant
Tim Gilpin (TG)	Non-Executive Director
Jo Wilson (JW)	Executive PA
Alexis Percival (AP)	Environment & Sustainability Manager

In Attendance part-time:

Paul Stevens (PS)	Community Defibrillation Manager
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Apologies:

Dave Jones (DJ)	Community Defibrillation Officer & Chairman of Fundraising & Expenditure Group
Maria Amos (MA)	Fundraiser
Perry Duke (PD)	Head of Financial Services

Minutes:

Danielle Norman	Charitable Fund Manager
Jo Wilson	Executive PA

The meeting commenced at 1300 hours.

1.0	<p>Introduction & Apologies</p> <p>Apologies were received as above.</p> <p>EM explained that this would be her last meeting as her term as Non-Executive Director would end in May. EM thanked the group for their support and noted the considerable progress she felt had been made with the charity. Ronnie Coutts (RC), Non-Executive Director, had agreed to chair these meetings going forward.</p>	
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2.0	Declaration of Interests for any item on the agenda There were no interests declared for any item on the agenda.	
3.1	Minutes of last meeting The minutes of the meeting on 23 November 2017 were agreed as a true representation of the meeting.	
3.2	<p>Action Log & Matters Arising The action log was noted and updated. EM requested to spend additional time on this item to clear as many actions as possible due to this being her last meeting.</p> <p>Action: 2015/42 Community Medical Units (CMUs)</p> <p>Use of the Community Medical Units has been historically poor therefore the Trust with the Committee's involvement will review its purpose and feedback.</p> <p>Action: Update to be provided to August meeting.</p> <p>Action: 2017/012 New Bank Account The paperwork for MB, Chairman and Chief Executive to sign is available. DN had sent the Deed to the appropriate staff member for processing. Action to remain open until assurance has been received.</p> <p>Action: 2017/015 Solar Projects AP and DN had previously discussed a project to look at how Charitable Funds can utilise the Trust's estate, as a possible investment project. It was agreed that this will be delegated to the Fundraising Committee and will be brought back to the Full Committee for approval. AK to send a proposal to MB who will then decide how best to take this forward.</p> <p>Action: 2018/06 and 2018/04 Fundraising Strategy EG to informally speak to the NHSI Identity Team to look at the possible option of being able to name an ambulance to raise charitable funds. This will only be a scoping exercise in the first instance.</p> <p>DN confirmed that the fundraising strategy had been agreed by the Charitable Funds Committee in November 2017 and this is currently being implemented.</p> <p>MB advised that discussion relating to the fundraising strategy and the role of the YAS Charity had been deferred from the last Board meeting and is on the agenda for the May meeting. It was discussed that it needed to be shared with the Trust Management Group (TMG).</p>	<p>MB</p> <p>AK</p> <p>EG</p>

3.3	<p>Issues Raised from Trust Board</p> <p>The Board Meeting in Public continued to receive YAS Charity updates at each meeting.</p> <p>No items were raised.</p>	
4.1	<p>For Approval: Expenditure budget for 2018/19</p> <p>DN presented this update.</p> <p>This paper was linked to and referred to in the Financial Update paper at Item 5.2.</p> <p>Based on current expenditure as per table 4.1, even if the fund achieved an ambitious fundraising target of £100k, with a fundraiser in place to support DN, the fund will still begin to be in deficit in the early part of 2019/20. DN recommended that the charity review and reduce its expenditure and presented 3 scenarios of how this could be achieved.</p> <p>MB echoed the comments made by DN and EM noted that she had found the paper useful.</p> <p>DN highlighted that it should be seen as a positive that the charity is expending funds based on the charitable purpose and that funds are spent in a timely manner. It is currently difficult to apply for funding based on existing commitments as it may be perceived the current funds are generous. This was viewed negatively by grant funders. However, as commitments are ongoing and income is not secure, the Committee should review these commitments.</p> <p>The group reviewed each of the lines of expenditure:</p> <p><u>Payment of Salaries</u></p> <p>The salaries paid have been reduced by 30% in 2018/19. The level of reduction in salaries reflected that the fundraising strategy includes a lower band role for a Fundraiser.</p> <p>Some salaries have been supported by YAS during 2017/18, i.e. half the salary of the Charitable Fund Manager and the Community Engagement Trainer costs. This has meant that the cash position at the end of 2017/18 was much better than forecasted. It was suggested that MB request at TEG that salaries are supported for a further period of time as this will provide some breathing room and allow for fundraising to increase.</p> <p>DN stated that the Committee need to be clear that if the decision is taken to recruit a Fundraiser then they need to be sure that this person can generate funds. If the barriers to fundraising continue then the Committee should not invest in this recruitment.</p> <p>MB raised a concern that paying 50% for the Community Engagement Trainer salary cannot continue given the financial position of the YAS Charity. AA requested that the Community Engagement Training</p>	

	<p>paper refers to £2 instead of £2k for the salary. This amount is to be amended.</p> <p>AA confirmed that DB will be working part-time from January 2019 and AR is currently undertaking training as a First Aid Trainer so that the commitment to offer first aid training to the public will not suffer. AA understands that the Trust's intention is to undertake a wider piece of work within Community Engagement.</p> <p>MB queried what the financial impact on the Trust would be from reducing expenditure as detailed. DN explained that the only impact could potentially be with the Community Engagement Trainer.</p> <p><u>Restart a Heart</u> The financial commitment from the charity has been reduced as the only funding required for 2018/19 is £5k, as opposed to £20k originally committed to this scheme.</p> <p><u>Engaging with YAS Basics</u> DN updated the group that YAS BASICS Doctors had requested their funding be spent on PPE uniform/kit for volunteers. The Committee has previously agreed to support YAS BASICS up to £6k per year but to date no money had been spent during the last 3 years. The cost of the PPE equipment agreed is included in this budget.</p> <p>Approval The CFC accepted the recommended revised budget, with the exception that the Community Engagement Trainer salary would continue to be funded up to £25K. It also accepted the recommended fundraising plan of action with the intention to raise £100K.</p>	
4.2	<p>For Approval: Risk Register The group reviewed the risk register; the intention was that it will be reviewed at every Committee meeting.</p> <p>The Committee discussed that Risks 7 (Development of the Charity) and 8 (Finance) had a high rating of 18 and 20 respectively. The Committee discussed the nature and current context of these risks and agreed the scoring of each would be reviewed when a new process had been embedded.</p> <p>Action PD to review Risk Register in 6 months and report to November meeting.</p> <p>PF Outlined his new role for YAS as a consultant developing Q-Volunteering and the use of volunteers. He explained that the he understands the organisation acknowledged the risk presented by the charity lacking focus and the impact this had on raising funds. PF is working with RB on this and is looking to hold an internal event in</p>	PD

	September focusing on the role the charity may play in this area of work.	
4.3	<p>For Approval: Fundraising Action Plan for 2018/19 DN presented the action plan and welcomed questions.</p> <p>This plan is dependent on recruiting into the Community Fundraiser role. This cannot be done until the current restructure process was completed. There is a risk that the charity will not be able to recruit until after the Summer. It was crucial that the charity begin now to develop robust plans for 2019/20 and grow on areas of strength. DN was optimistic in areas of Restart a Heart (RaH) and raising money on that day. Further actions have been agreed with RaH lead to encourage schools to join in.</p> <p>The YAS Charitable website was now live and is an essential platform which underpins this strategy and fundraising plan.</p> <p>Action MW'r highlighted that there was a need to have more of a link from the main YAS website. EG to action this.</p> <p>EG queried the corporate advocates and the nature of this? DN explained these are primarily targeting our suppliers or partners.</p> <p>Action JW and DN to meet with Mike Fairbotham, Associate Director of Procurement and Logistics, again with regard to corporate advocates.</p> <p>The Committee noted the update and was comfortable with suggestions.</p> <p>The meeting took a break at 1420 and returned at 1430.</p>	<p>EG</p> <p>JW/DN</p>
4.4	<p>For Approval: Funding Fob Watches Paul Stevens (PS) joined the meeting at 14:30.</p> <p>PS presented his paper requesting financial support to provide fob watches to CFRs in support of the Trust's policy that all patient facing colleagues should be bare below the elbow. PS had previously asked for Trust support in the first instance but this was declined. PS hoped that the charity would build on the close links already made with the CRF scheme with the purchasing of cPADs and agree to purchase these fob watches.</p> <p>DN noted that these items had been included as a line in the previous expenditure budget to allow for a decision if the group wish to fund this application, as approved in item 4.1.</p> <p>MW'r queried the cost of the watches and questioned whether this was a new style presented as they seemed expensive and those provided</p>	

	<p>previously to crews has been criticised due to quality. PS assured the Committee that they were high quality fob watches and that any replacement would be picked up in the CRF budget. The cost requested from the charity is the initial start-up cost.</p> <p>AA queried that, as bare below the elbows is Trust policy, should funding be coming from the Trust budget and, as the Trust pays for uniform and PPE, then should it pay for fob watches? PS responded that he had approached the Trust and has tried to fund within his own budget but it has not been possible.</p> <p>EM asked when was the submission made? PS confirmed that this had been submitted very recently. MB understood the discussion at TEG was to fund front line crews' fob watches and the money was available and approved from a quality perspective.</p> <p>DN highlighted that as our Fundraising Strategy involves working more closely with CFRs going forward this would be an opportunity to demonstrate how the charity can support CFRs. EM agreed and asked if the watches could be branded to highlight that the charity had funded them.</p> <p>Approval The group agreed they were happy to support the purchase of the fob watches for CFRs.</p> <p>Action EG to promote the purchase of fob watches for CFRs via Staff Update, newsletters and social media.</p> <p>PS left the meeting at 1455.</p>	EG
5.	<p>For Assurance: Code of Fundraising Practice Further to the announcement that the Code of Fundraising Practice was being updated, DN had been asked to provide an update on how this affects the YAS Charity.</p> <p>DN explained that the Fundraising Regulator, the Fundraising Code of Practice had previously been 'owned' and managed by the Institute of Fundraising and now the Fundraising Regulator had taken this over. As a result the entire Code of Practice is going to be reviewed over time and input sought from across the fundraising community.</p> <p>DN advised that this would be a long ongoing process with minimal risk to the YAS Charity as the type of issues which are of most concern to the Fundraising Regular we are not involved with .e.g. using third party fundraisers, direct marketing.</p> <p>This is something that the charity should continue to be aware of, to discuss changes and how these may impact on the charity at that point.</p>	

5.2	<p>For Assurance: Financial Update DN presented this paper.</p> <p>At the end of the financial year net assets stands at £212,699. Income was just under £100,000 with the main expenditure being spent on cads.</p> <p>AA noted that at Item 7 it was stated the Community Engagement Programme had delivered free first aid training to 1000 people when actually they had engaged with 2900 members of the public.</p> <p>Action DN to amend the update with regard to the number of members of the public trained in first aid.</p> <p>The group discussed planned fundraising activities.</p>	DN
6	<p>FOR DISCUSSION No items for discussion under this heading.</p>	
7	<p>FOR INFORMATION No items for discussion under this heading.</p>	
8	<p>Any Other Business <u>Peer Support</u> MWr presented an idea to develop a peer-to-peer support scheme. This scheme would teach staff to spot behaviours in staff struggling with mental health and wellbeing and learn how to engage with them to provide help and support. Staff in each station would be trained which would prove invaluable, especially at outlying stations.</p> <p>AA advised that she thinks that this may have been identified as part of the health and wellbeing initiative within the HR directorate and that this should be in tune with the Trust's strategy to provide this support to staff.</p> <p>EM advised that she has a contact at MIND, who can arrange some free support.</p> <p>MWr added that he sees this as an opportunity to promote the charity to staff if they see that it is supporting such a scheme e.g. badges, paperwork etc.</p> <p>Action: MWr to formulate a paper and bring to a future meeting.</p> <p>MB presented EM with flowers and a card and thanked her for her expertise and support as Chairman of the YAS Charity.</p>	MWr

	The meeting ended at 1530.	
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