



Report Title	YAS Charity Update	
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Accountable Director	Kathryn Vause, Executive Director of Finance	
Previous committees/groups	N/A	
Recommended action(s)	Information	
Purpose of the paper	To provide an update on the YAS Charity activities and opportunities for the Board to support these.	
Executive Summary		
<p>The YAS Charity has developed a strategy to support the delivery of its objectives, which include engaging communities, supporting colleagues and volunteers, and saving lives.</p> <p>The charity has made progress in fundraising, with income of approximately £20k in the first quarter, although this is 16.5% behind target.</p> <p>Fundraising activities include public collection events, donations, merchandise sales, and organized events like the Great North Run and Yorkshire Three Peaks. The charity is also establishing partnerships with businesses and schools to raise funds. Regular giving options are available through the charity lottery and Microhive.</p> <p>Campaigns throughout the year, such as the summer staff roadshow and winter raffle, aim to raise awareness and generate funds.</p> <p>Grant income has been received from NHS Charities Together, supporting volunteer development, staff wellbeing training, and community resilience projects.</p> <p>Engagement efforts include increasing social media following, roadshows, and visits to stations and call centres. The charity is also encouraging charity champions to promote its work.</p> <p>Next steps involve developing the charity's brand and identity, diversifying income streams, and ensuring robust governance.</p>		
Recommendation(s)	It is recommended the Board of Directors note the activities and progress made by the YAS Charity and the range of opportunities to support its work.	
Link to Board Assurance Framework Risks (board and level 2 committees only)	7. Support staff health and well-being effectively.	

YAS Charity update

1.0 INTRODUCTION

- 1.1 This paper provides an update on the YAS Charity and specifically summarises the fundraising activities for the charity, and highlights opportunities for the Board to support the charity.

2.0 BACKGROUND

- 2.1 The YAS Charity has three core objectives: Engaging Communities: Supporting our Colleagues and Volunteers: Saving Lives. To achieve these objectives, the charity has a strategy, setting out four key focus areas, with outcomes, supported by an enabling plan. Progress on the strategy is reported half-yearly to the Charitable Funds Committee (CFC), and in the April 2025 update progress was highlighted and the strategy was extended to 2028.
- 2.2 The charity has developed a 3-year fundraising and communications plan to support the increase of unrestricted income by growing an engaged supporter base from the public, staff and volunteers and expanding and diversifying the ways that people can support the charity.

3.0 FUNDRAISING

- 3.1 The charity's first quarter has seen income of approximately £20k; an increase from £14k in the previous year, but 16.5% behind target. Income has been received from a range of sources including attending public collection events, donations from patients and families and through selling of merchandise, (such as the CPR teaching aids 'Pillow Partners').
- 3.2 The charity has a number of organised events that supporters can take part in and raise sponsorship such as the Great North Run, Yorkshire Three Peaks and an abseil which takes place in October this year. Staff and volunteers are encouraged to support the charity with organising their own events such as a sponsored stretcher push which took place in July raising over £1,000.
- 3.3 The charity is establishing partnership opportunities to raise funds; these are through businesses and corporate fundraising or linking through Trust activity (such as Restart a Heart) to partner with schools to fundraise for the charity. So far this year, the charity has already attended a number of supermarkets and racing venues to fundraise.
- 3.4 Regular giving options to support the charity are available through the charity lottery, which is available for anyone to join for as little as £2 a week. For staff, signing up for Microhive, which donates pennies from monthly pay to the Charity, can provide 99 pence a month or £11.88 per year (£14.14 with Gift Aid) to the charity from each member of staff.
- 3.5 The charity undertakes a number of campaigns throughout the year to raise awareness and generate funds including the summer staff roadshow and this autumn/winter, there is a winter raffle open to everyone and a staff winter gift campaign.
- 3.6 The charity is setting up a fundraising sub-group to guide the development of initiatives to increase fundraising and provide much-needed capacity outside of the charity team to create events and opportunities for fundraising.

- 3.7 The fundraising provides the opportunity for the charity to deliver on its three core objectives, which has included supporting cPad purchases, supporting the Community Engagement team through materials for first aid training and Heart of the Community scheme, funding accredited basic life-saving instructor courses for Race Equality Network, funding improvements to outside spaces at stations, refreshments and materials for volunteer long service events. The funding also enables support to YAS sports groups and support networks, as well as the STARS awards.

4.0 GRANT INCOME

- 4.1 The charity has been successful in bidding for, and receiving, a number of grants, which have largely come through NHS Charities Together (NHSCT).
- 4.2 Grants are being used to support a volunteer development campaign, supporting the recruitment of volunteers, and to provide training for managers to support staff wellbeing delivered by TASC (The Ambulance Service Charity). The re-purposing of a previous grant will support a part time member of staff to work with asylum seekers and refugees in South Yorkshire, focused on addressing health inequalities and access to services.
- 4.3 The charity has also recently been awarded a grant on for community resilience to target communities experiencing health inequalities, with support from both community engagement and resilience teams (volunteer recruitment, first aid training, cPads etc.) through a two-year fixed term post.

5.0 ENGAGEMENT

- 5.1 As part of the focus on increasing engagement, the charity has increased its following on social media, sharing activities and updates and encouraging others to share, like and follow the charity accounts. The charity promotes its work to the public to encourage donations, legacies and fundraising.
- 5.2 To engage with staff directly, there have been a number of road shows and visits to stations and call centres, providing refreshments as well as the opportunity to talk about the charity, its work and how staff can get involved. Support from reception teams at Springhill and Callflex have helped set up a 'tuck shop' which provides snacks for suggested donations and is an opportunity to make the charity more visible.
- 5.3 Through the support for Volunteers' Week in June and the CPD support for CFRs in March, the charity has been able to talk to volunteers about how the charity supports them and how they can also get involved with the charity.
- 5.4 The charity is also encouraging charity champions, with a number of individuals now signed up to help promote the charity within different services and at different locations.

6.0 NEXT STEPS

- 6.1 The charity continues to develop its brand and identity to create more visibility of its work. Engagement internally and externally continues through communications activities, to engage supporters. Work is focused on diversifying, expanding and increasing the range and value of the different income streams, as part of the fundraising plan and developing partnership opportunities.
- 6.2 This in turn will enable the charity to provide grants and funds which have a positive impact on staff and volunteers, as well as for patients and communities.

- 6.3 In addition, work continues in the Charity to ensure there is robust governance in place, developing the policies and procedures for the Charity, and effectively managing and mitigating risks.
- 6.4 Support from the Boad will help the YAS Charity to maximise its impact and support can be provided by:
- Identifying any contacts for corporate sponsorship.
 - Supporting individuals and teams with events and participation.
 - Sharing and supporting on social media (to help raise the profile).
 - Attending and being visible at activities and events.
 - Highlighting the charity and its work to staff, volunteers and external audiences.
 - Providing input into fundraising ideas and opportunities.

7.0 RECOMMENDATION

- 7.1 It is recommended the Board of Directors note the activities and progress made by the YAS Charity and the range of opportunities to support its work.