




The Walton Centre
NHS Foundation Trust

Excellence in Neuroscience 

Charity Substrategy

2022 - 2025



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About us

Our Vision:

Supporting Excellence in Neuroscience

Our mission:

To support The Walton Centre NHS Foundation Trust in providing the best treatment, care, and outcomes possible for its patients and their families by enabling developments, particularly in innovation and research, and improving staff development and wellbeing.

Strategic objectives:



Improved environment and facilities for patients



Innovation and new technology



Research and development



Enhanced staff training and wellbeing

COVID-19 pandemic

The Walton Centre Charity Fundraising Substrategy has been shaped taking into consideration the very different landscape which has emerged following the COVID-19 pandemic.

The pandemic caused significant disruption worldwide, to almost all industries and sectors, and has been destructive to charitable organisations in fulfilling their planned objectives. Furthermore, the impact on

income-generating potential will differ across all income streams including community, corporate and major donor fundraising.

Additionally, societal changes have emerged from this time period that include a more virtual means of interaction, an increase in digital media consumption, improvement of digital skills, the decline of the use of cash, and the rise of digital payments.



The Walton Centre Charity
Supporting Excellence in Neuroscience



Objectives

Objective 1:

Improved environment and facilities for patients and their families

- A high-quality, well-equipped and supportive environment significantly enhances the wellbeing of patients and benefits individual outcomes. The Charity will complement patient and visitor care by providing the extras that enhance the experience at every visit, including initiatives such as:
- Commission therapy services and a range of activities to stimulate and engage with patients during treatments, for example activity boxes on wards; 'chatterboxes' for children; animal therapy, music therapy and art therapy.
- Provide the little extras that make the hospital more homely and sociable i.e. family rooms/ private space, wall art.
- Provide birthday cards and presents for inpatients; 'sleep well' packs, and emergency hygiene/toiletry products.
- Fund the Home from Home accommodation to ensure families can continue to use this facility free of charge.

Objective 2:

Innovation and new technology

- The Charity will support the Trust in fostering and developing a culture of innovation to enable teams to improve services to patients through advanced technologies by funding projects and equipment.
- Develop and implement a comprehensive Grant Making Policy to include a process to regularly identify, assess, and prioritise potential projects for funding.
- Provide opportunities for staff to share innovative solutions and engage with external stakeholders to develop the ideas.

Objective 3:

Research and development

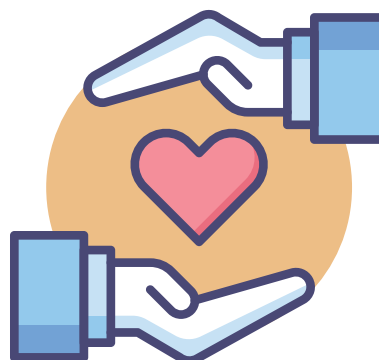
The Charity will support the Trust to focus on research to ensure patients can benefit from evidence-based treatment and care, and the opportunities that participation in research brings.

- Provide an annual grant to support smaller research projects and/or pilot studies.
- In conjunction with fund holders, explore opportunities to provide match funding for designated research funds to ensure funds donated are spent in a timely, appropriate and efficient manner.

Objective 4:

Enhanced staff training and wellbeing

- The Charity will continue to support staff with enhanced training opportunities to ensure they remain at the centre of clinical and research developments. It will also support the Trust's Health and Wellbeing agenda for staff.
- Fund additional development and enhanced training for staff.
- Support health, wellbeing, and welfare initiatives such as enhancing staff rest areas; developing a horticultural staff group; restarting subsidised exercise classes.
- Fund the Long Service Awards and support other recognition schemes
- Facilitate gift-in-kind donations for the benefit of staff, such as free tickets to concerts, events etc.



Looking ahead

To combat the challenges that the COVID-19 pandemic has imposed, our fundraising opportunities for 2022 – 2025 will focus on the following initiatives.

Income Generation

New fundraising opportunities and initiatives will aim to move more of the focus to digital, social media and virtual platforms; as well as offering hybrid event opportunities wherever possible.



Digital fundraising



Social media



Virtual and hybrid events

Fundraising Team

The Fundraising Team will be strengthened to add skills and allow a more focused approach for digital income generation and the aim for the next three years will be to further embed into the new Trust strategy to ensure the Charity can effectively contribute to the overall income of The Walton Centre, and thereby support and enable developments particularly in innovation and research.



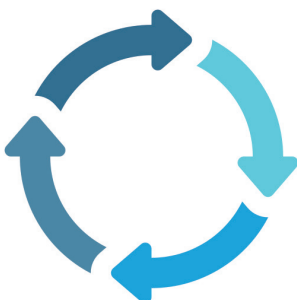
Expand team



Upskill



Develop



Grant making process

A review of the current charitable fund application procedures will take place, to develop a comprehensive Grant Making Policy which will incorporate assessment and prioritisation procedures for new projects, as well as impact reporting on initiatives funded.



Impact

Working closely with the Trust's Communications and Marketing Team, the Charity's positive impact will be shared both internally and externally to encourage further involvement and support for future fundraising.



Project Pipeline

Working closely with the Trust's Communications and Marketing Team, the Charity's positive impact will be shared both internally and externally to encourage further involvement and support for future fundraising.



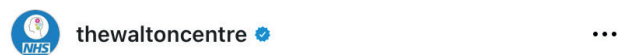
Delivery plans

Develop Grant Making Policy

A comprehensive policy will ensure a strategic approach to grant making, evaluation, and impact reporting. Once implemented a project pipeline of potential grant/fundraising opportunities can be developed which will help diversify income opportunities. Regular impact reporting will also help promote the work of the Charity and, ultimately, the Trust.

Income generation

In addition to ongoing and existing income streams, new fundraising opportunities and initiatives will aim to move more of the focus to digital, social media and virtual platforms, as well as offering hybrid event opportunities wherever possible. There will also be a focus on committed regular giving and legacy promotion.



66 likes

thewaltoncentre Meet Alice 🙌

Alice has recently completed a skydive in memory of her Dad - Paul Gibson 💙

So far, Alice has fundraised over £3,200 for our charity and has sent in this amazing photo from her skydive 🤩🎉
A big thank you and well done 🍷👏

If you would like to support The Walton Centre Charity by taking on a thrill seeking fundraiser please get in touch! Send us a DM or visit our website.

Process

Establish a Task and Finish Group with members from across clinical and corporate divisions, including Finance and Procurement, to review current application process and develop a plan to incorporate application procedure, assessment and prioritisation processes for new projects, and impact reporting on initiatives funded.

Set out the principles, criteria and processes that govern how the Charity makes grants across all fund types (unrestricted and designated), including updated flowcharts and application forms, as well as reporting templates. We each have a voice that counts

Arrange information sessions to communicate new policy, including group presentations and one to one as appropriate. Work closely with Communications and Marketing Team to plan. We are always learning

Following implementation of new Grant Making Policy, do an open call for potential projects for possible inclusion on a project pipeline.

Digital fundraising

Plan and implement digital fundraising campaigns and activity such as social media, display ads, pay per click (ppc) and email campaigns.

Initial focus on existing platforms such as Facebook and Instagram, ensuring fully functional and integrated with Charity's Paypal Giving account.

Manage the tracking and analysis of digital fundraising campaigns and activity to monitor effectiveness, and present findings on an on-going basis.

Develop the Charity website e-commerce facility ensuring appropriate integration with current social media channels.

Maintain and develop other digital fundraising platforms, such as Justgiving, Gofundme, Bequeathed, YourLottery etc, ensuring content is up to date and platform features utilised and integrated effectively.

Individual/committed giving

Plan a direct mail campaign with a regular giving ask, outlining the benefits of forecastable income.

Develop the Christmas campaign further by including a regular giving ask in the promotional material and following up as appropriate.

Create and implement digital stewardship and supporter journey plans to increase acquisition and retention rates.

Promote the Lottery scheme both online/social media channels and in person in local businesses (Tesco, Lidl, Coop), to increase membership by 100 players in the first phase.

Legacy campaign

Identify compelling case studies of patients who have benefitted from pioneering treatment; a clinician who is leading on a research or treatment programme with strong emotive outcomes; a known pledger.

Organise information/engagement events for solicitors.

Develop a toolkit for frontline staff providing information on answering questions on legacy giving.

Promote the Charity's partnership with Bequeathed, free online will writing service.

Subscribe to Smee & Ford's Legacy notification service to receive timely and accurate information on forthcoming legacies; notification of named legacies within weeks of probate; advanced notification of discretionary legacies; and information on any new charitable trusts or additional funding. This will help forecast and plan.



**The Walton Centre
Charity**
*Supporting Excellence
in Neuroscience*

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Registered charity 1050050



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NHS Foundation Trust

Excellence in Neuroscience 

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