

Overview

This Chairs Report provides the assurance to the Trust Board on the business undertaken by the Charitable Funds Committee held on 18 July 2018. The Trust Board is asked to note the content of the chair's report for assurance purposes.

Successful Outcomes and Assurances

The Charity provided assurances that the £3.259m annual target was still within reach, despite a slow start of 52% of targeted income, achieved year to date. Assurance was in the form of a pipeline of pledges worth £860K, the recent launch of the Lego appeal, the joint £100K fundraising venture with the Bloom Appeal, and a strong pipeline of legacies.

Two policies were approved instigating recommendations from an MIAA audit and as a result of the President's Club situation.

Areas of Concern

The lack of a Chair and low membership of the Appeal Board remained a concern, but the Committee were reassured that efforts were in place to recruit to these positions.

Strategic Objectives

During the period the Committee received and rated assurance against achievement of the following key objectives or milestones as: -

Objective/Milestone	Outcomes	*Assurance	
		Level 1,2 or 3	No → high
Continue to develop brand loyalty by establishing the Clatterbridge Cancer Charity as the local charity of choice.	Achieved 10% increase in social media interactions by March 2019. Achieved 5% increase in donor acquisitions by March 2019.	Level 2	Significant
Achieve £20m gross income generation target by March 2021. (£11.7m net)	Achieve 29% overall growth across income streams in 2018/19.	Level 2	High
Establish an Appeal Board or alternative means to raise £3m net income by March 2021	Appointment of Appeal Board Chair and additional Appeal Board members through actions planned during quarter two or identification of alternative income generation activity.	Level 2	No assurance
Enhance transparency of Charitable activity that contributes to enhanced patient care and experience.	Detailed breakdown of £400,000 annual charitable fund expenditure to enhance patient care and experience.	Level 2	High

Exception/Emerging Issues Reporting

Majority of the objectives are making solid progress on time and to plan apart from one objective and this requires a more substantial review of the major donor income stream in place to identify opportunities and restraints to achieving target otherwise there is little confidence the strategic objective will be achieved and on time. This review will be led by Executive Director of Strategic Finance and be concluded by the end of quarter two.

Operational Improvement

During the period the Committee received and rated assurance against achievement of the following KPIs or target measures as: -

KPI/Target	Outcomes	*Assurance	
		Level 1,2 or 3	No → high
Achieve £3.2m annual fundraising income target.	Q1 £371,731 actual achieved against a target of £721,417 (52%) with a pipeline of £860K in pledges for 2018/19.	Level 2	High
Achieve 22% Return on investment (ROI) in income generation activities.	Expenditure within annual budget constraints. Q1 expenditure £190,084 with Lego investment ROI 1.96. Without Lego investment ROI 2.62	Level 2	High

Exception/Emerging Issues Reporting

There are no exceptional items or emerging issues to report.

Compliance

During the period the Committee received and rated assurance against scheduled reporting on compliance/performance in the following areas of policy, regulation or operational practice as: -

Scheduled reporting from Cycle of Business	Outcomes	*Assurance	
		Level 1,2 or 3	No → high
Fundraising & Finance Report	Income stream and appeal updates.	Level 2	High
Charity annual report and accounts	Charity report and accounts sent to Charity Commission for publication by January 2019.	Level 3	High
Charity Investment report	Tender for investment portfolio October 2018	Level 2	High

Exception/Emerging Issues Reporting

The tender for investment portfolio needs progressed by the end of quarter two to meet the milestone. The next steps and progress will be reported in the next Board report. This will be led by the Acting Director of Finance.

Risks

During the period the Committee considered the performance in relation to management and mitigation of BAF risks assigned to them and provide the following summary of highlights for the Board to consider as part of their deliberation of risk; -

BAF Strategic Risk	Identified Key Risk Area	Outcomes
If we do not support and invest in entrepreneurial ideas and adapt to changes in national priorities and market conditions we will stifle innovative cancer services for the future.	The Charity does not provide the £20m (£11.7m net) capital required for the capital build.	Requires a more substantial review of the major donor income stream in place to identify opportunities and restraints to achieving target otherwise there is little confidence the strategic objective will be achieved and on time. This review will be led by Executive Director of Strategic Finance and be concluded by the end of quarter two.

Risk Escalation

New or Emerging Risks

- All BAF and operational risks currently being reviewed and revised in Datix
- No new significant risks to report from this Committee meeting.

**Assurance is rated by reference to the Assurance Quality Matrix which can be found in the 'Guidance to Chairs' of Committees and sub-committees of the Board*