



Mid Cheshire
Hospitals Charity

MCH Charity Strategy

2022-24

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Foreword

Everyday thousands of people benefit from the excellent care delivered across the wards, departments, and services of Mid Cheshire Hospitals NHS Foundation Trust (MCHFT). Our charity, Mid Cheshire Hospitals Charity (MCH Charity) exists to raise funds and provide grants which further enhances this care, improves the experience for patients and helps to support our people's wellbeing.

Five years ago, we invested in the development of the charity. This enabled us to work more within our local communities, raise awareness of what the charity does and increased support for our appeals. We grew closer links with Trust colleagues, developed new fundraising and grant making processes and increased the ways in which we support the wellbeing of the Trust's workforce.

Following on from this work and bearing in mind our achievements and lessons learned especially over the last two difficult years, we have developed this strategy to set out our goals for the next three years.

During the development of this strategy we have been bold in our thinking and in our decision making. We are dedicated to supporting MCHFT and the thousands of people who use its services to the very best of our ability, well into the future.

The objectives we have set out will fully establish MCH Charity as the local charity of choice for the many people, whether they be individuals, or those from groups, organisations or businesses who want to show their gratitude to, and support for their local NHS services.



Dennis Dunn MBE DL JP

Chairman of MCHFT and MCH Charity Corporate Trustee



About Us

‘Mid Cheshire Hospitals Charitable Fund’ is an NHS charity which was established in 1995 and is registered with the Charity Commission (registered charity number 1049008). Full details can be found on the Charity Commission’s website, including past annual reports and accounts.

We are a member of NHS Charities Together and are registered with the Fundraising Regulator and adhere to the Fundraising Code of practice.

We are governed by a Corporate Trustee. The Trustee is appointed under Section 11 of the NHS and Community Care Act 1980 and is the Board of Mid Cheshire Hospitals NHS Foundation Trust.



Our Purpose

MCH Charity fundraises to enhance the excellent work of Mid Cheshire Hospitals NHS Foundation Trust and to support our community. We grant funds which pay for things considered over and above basic NHS provision and which improve care and experience for patients and support staff wellbeing.

Our funds help to provide state-of-the-art equipment, new facilities, art and all the added extras that make people’s experience at our hospitals and in our community services the best it can be.



Our Strategy

This strategy covers a period of three years from 2022 – 2024. The strategy objectives were developed following a process with support from an external expert in the field of charity development, and particularly within NHS charities. As part of the process, we reviewed the successes of the charity up to this point, acknowledged gaps in our abilities and resources, assessed the priorities and objectives of the Trust, and considered the current and future needs of our local communities.

We have ensured that our thinking aligns with that of the Trust's and reflects the values and priorities set out in its 2021 – 2026 strategy. We have considered the Trust's key areas of development and wherever possible we will incorporate them into our plans. This will ensure that maximum benefit is gained from charitable income and is targeted so that the maximum number of people benefit from it when they need it most.

Our Vision

'MCH Charity's vision is to support the excellent work of local NHS services by raising funds to enhance the care and experience for patients, their loved ones and our workforce'.



Mid Cheshire Hospitals NHS Foundation Trust – key areas of development

Build back healthier	Embrace digital technology	Inspire the workplace	Champion partnerships	Leadership commitments
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Our Strategic Objectives

The people who use the services of the Trust, and those who work or volunteer for it, have been and always will be at the heart of every decision we make and are at the centre of our ambitious plans for the coming years.

The charity's purpose is to support the work of the Trust by providing additional funds which are used well and appropriately, to make improvements and to add value over and above basic provision.

The impacts from the pandemic, and national and international economic pressures will inevitably impact on the charity's ability to raise funds, therefore we need a clear plan to be in place to successfully navigate the next three years.

To help us to deliver our strategy we have developed four main objectives which we will focus on over the next three years. These objectives have been designed to enable us to continue support the Trust to provide unparalleled care for the people and communities of Cheshire, helping them to enjoy life to the fullest.



Over the next three years we will focus on four main objectives

Grow Income

Deliver Greatest Impact

Develop 'The Ask'

Maximise Our Reach



1. Grow income

We will:

- generate more money from our established income streams
- diversify and tap into new ways to raise funds
- become more efficient to ensure we receive all income due to us
- continually monitor our investments and make good decisions to support growth



2. Deliver greatest impact

We will:

- help to improve patient experience by granting funds which demonstrably 'add the magic'
- develop grant programmes which ensure the widest possible reach and demonstrate clear outcomes which are 'over and above' basic NHS provision
- grant funding to help our workforce be the best that they can be, both at work and at home
- use art in all its forms to improve the look and feel of our hospital environments, help to distract, calm, and support the rehabilitation of our patients and to improve the daily lives of our workforce



3. Develop 'the ask'

We will:

- become key partners of the Trust to help identify opportunities where the charity can add value
- work with stakeholders to establish how the charity can best support people who use local NHS services and those who work within them
- develop fundraising appeals which have a clear case for support, are achievable and which will have maximum impact
- get feedback about how our grants have made a difference and use that to inform future decisions

4. Maximise our reach

We will:

- build our brand to ensure it is well known and trusted by both our Trust colleagues and within our communities
- ensure that donors, fundraisers, supporters, and our Trust colleagues understand what we do and how they can get involved
- provide a variety of opportunities to enable people to get involved, or to donate in a way and at a time that suits them
- tell inspiring stories about how money donated to MCH Charity is used and about the difference it makes



Measuring success

Throughout the duration of the strategy plan we will regularly monitor how we are progressing and check that we are achieving what we set out to do.

We will expect to find increases in:

- the number of donations received from members of the public and from patients and their loved ones
- the number of corporate supporters and the development of long-standing relationships
- the percentage value of Gift Aid reclaimed by the charity



We will also expect to have:

- more people who work and volunteer at MCHFT to know about the charity and to have the knowledge to support patients and their loved ones to donate to or fundraise for MCH Charity
- developed a fundraising appeal programme which aligns with Trust strategy and plans
- an established Trust and Foundation programme which supports our fundraising appeals
- developed a legacy strategy

We will use a mix of quantitative and qualitative measures to monitor our progress.



Summary

People are at the heart of all our decisions. This includes those who use the services of MCHFT, those who work or volunteer for it and those who live and work in the communities around us.

Over the coming years we will ensure that we continue to support MCHFT to provide the best foundation for the future. We will listen to the needs of patients, their loved ones and those who work or volunteer for MCHFT to ensure we are using money donated to us carefully and in a way that delivers maximum benefit for the greatest number of people.

We will review the impact of our work and tell our supporters and stakeholders about the difference donations make.

Working with our Trust colleagues, patients, stakeholders and local communities we will continue grow MCH Charity to enable us to do more, to help more people, at a time in their lives when they need it most.





www.mchcharity.org

If you have any queries please contact the **Charity Team** on
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Registered charity no. 1049008.