



Harrogate and District
NHS Foundation Trust



Harrogate Hospital & Community Charity

Registered Charity Number: 1050008



Our Strategy

Who, What, Where, When & How?

For 2023 and Beyond

YOUR SUPPORT

YOUR IMPACT

YOUR NHS





Welcome from our Chair



Sarah Armstrong
Chair
Harrogate and
District NHS
Foundation Trust

There has been significant change in the NHS over the last few years and, whilst we have had a lot to celebrate, we have also faced some extraordinary challenges.

Our fundraising strategies and methods have had to adapt and flex to meet different lifestyle restrictions and requirements, through lockdowns, with social distancing measures and finally as events begin to return to normal.

Our new Strategy recognises the changes and pressures we have faced over the last few years and sets the future direction of Harrogate Hospital & Community Charity (HHCC), to further improve on our fundraising and charitable efforts and how we can support our community.

Whilst there are always fundraising plans in place, there is also always an ever-growing need for assistance and HHCC always endeavours to meet those demands, to allow us to become stronger, achieve our ambitions and fulfil our purpose – to improve the health and wellbeing of our patients, children, staff and communities.



I would like to thank each and every individual who has been involved with fundraising, charitable events and raising awareness of HHCC both historically, currently and in the future - we could not continue without your support!



Harrogate Hospital and Community Charity,
supported by Friends of Harrogate Hospital -
1050008 (charitycommission.gov.uk)



Introduction



Harrogate Hospital & Community Charity (HHCC) is the registered charity for Harrogate and District NHS Foundation Trust (HDFT).

We fund specialist equipment, training and services to enhance and go above and beyond excellent provision provided by the NHS.

We raise funds for all departments and services at **#teamHDFT** to enhance the environment and experience of staff, service users, patients and their families across our Hospitals and wider Community.



117 **SPARKLE AWARDS PRESENTED**
★ to recognise staff achievements in 2022 ★

 **500**
**EMERGENCY DEPT
CARE PACKS**

PROVIDED TO PATIENT FAMILIES IN 2022

Outdoor 
SPACE REDEVELOPMENT
to support staff health and wellbeing



Baby Monitors

**ULTRA-SHOCK
WAVE DEVICE**

FOETAL PILLOWS

TO HELP PREMATURE
BABIES AND THEIR
FAMILIES

3,000 **FESTIVE HAMPERS** ★
CREATED & DELIVERED

★ In 2022 to identified Service Users across HDFT,
to benefit Children, Young People and their Families



About HDFT

Our Services

Acute & Community Services for Harrogate and District and wider North Yorkshire:

- Harrogate District Hospital
- Harrogate & Rural Alliance
- Ripon Community Hospital
- North Yorkshire Specialist Community Services

Children's Public Health (0-19) Services

- 9 local authorities in North East and Yorkshire
- The largest provider of 0-19 services in England
- Looking after over 500,000 children



In Numbers

<p>3 INTEGRATED CARE SYSTEMS</p>	<p>OVER 5,000 COLLEAGUES</p>	<p>21,000 VIRTUAL OUTPATIENT ATTENDANCES</p>	
<p>118,000 HOME VISITS</p>	<p>HOSPITAL CATCHMENT POPULATION</p> <p>c200,000</p>	<p>£300m TURNOVER</p>	<p>55,000 EMERGENCY DEPARTMENT ATTENDANCES</p>
<p>LOOKING AFTER OVER 500,000 CHILDREN</p>	<p>COMMUNITY SERVICES POPULATION</p> <p>c620,000</p>	<p>LARGEST EMPLOYER IN HARROGATE & DISTRICT</p>	<p>OVER 2,000 CANCER TREATMENTS</p>

HDFT overall Strategy

The aim of our Strategy is to establish shared understanding and clarity for our workforce, Board of Directors and partners about Harrogate and District NHS Foundation Trust's (HDFT) purpose, ambitions and priorities.

Our Strategy provides a framework to align our endeavours and mobilise our resources and workforce. It is for everyone in the Trust, in every role and every function. It will drive what we do as a Trust, as Directorates, Services and individually.

The Trust does not operate in isolation. We are part of a large and complex health and care system and we will only be successful if we work in collaboration and partnership. Our strategy must align with and support delivery of the national and system strategies and complement those of our partners.

The Trust exists to serve two groups: the patients who we care for in our hospitals and community services in Harrogate and District and wider North Yorkshire; and the children and young people who we support through our Children's Public Health Services across large parts of the North East and Yorkshire. Our Strategy makes it clear that our patients and children always come first.

As well as caring for patients when they are unwell, we can also help improve people's health and contribute to the wellbeing of our communities through our services and how we use our resources.



Our purpose is to improve the health and wellbeing of our patients, children and communities.



About HHCC



Our purpose: to enhance the quality of healthcare services and support staff wellbeing, beyond normal NHS funding constraint.



Who:

The HHCC and Volunteer Team work with a variety of stakeholders to raise vital funds. These include but not limited to:

- #teamHDFT
- Volunteers
- The Friends of Harrogate Hospital
- Patients and Service Users across our wide geographical footprint
- Donors, Supporters and Fundraisers
- Fundraising Groups
- Companies and Corporate Partners
- Schools and Community Groups
- Charitable Fund Committee
- Local Voluntary Organisations



What:

The HHCC Strategy is embedded with the HDFT Strategy to support the Trust to focus on the patients and children we serve.

HDFT exists to improve the health and wellbeing of our patients, children and communities. By supporting #teamHDFT this enables staff to provide the best possible care to patients.

Vision on how HHCC can support #teamHDFT to succeed in their ambitions are shown on the previous page.



Where:

We host a variety of events throughout the year and throughout the considerable geographical footprint of HDFT. We are keen for all of #teamHDFT to get involved in our events and challenges by participating or volunteering.

If you wish to organise your own fundraiser or event in aid of HHCC, please get in touch with us; we are here to help you get your idea off the ground and support you to make your fundraising activity successful and as memorable as possible.

If you would like to support HHCC, why not become a Charity Champion and/or a Volunteer?

If you are passionate about enhancing your work environment, going above and beyond to make a difference to your patients, service users and their families, then we would love your help and support.

As a Charity Champion or Volunteer, you will be responsible for: coordinating fundraising, attending Charity Champion and Volunteer meetings to help improve fundraising, helping to promote fundraising events and being the first point of contact for HHCC to your colleagues.

This Strategy will be reviewed on an annual basis.





How:

- Promote Ethical Fundraising
- Regular Giving
- Events
- One Off Donations
- Community Events
- In Memory of Legacies
- Personal Challenges
- Corporate Partners
- Social Media Campaigns

Key things to run through as a golden thread:

- Improve equipment over and above that of the NHS funding for the areas we deliver services in
- Improve staff wellbeing
- Fund equipment over and above what is funded by the NHS



Thank you for your continued support over the last 12 months. It really has made a big difference to my family



HHCC Supporting HDFT Ambitions

HHCC Ambitions:

Fundraising: through three streams: widespread, regular giving; major donor development to provide equipment and other service enhancements to improve quality and safety, beyond NHS funding



Best Quality,
Safest Care

Community Engagement: to raise our profile, increase support for the trust and HHCC, generate regular donors and major donors



Person Centred,
Integrated Care,
Strong Partnerships

Support to families and children beyond the care of the NHS



Great Start in Life

Recognising and appreciating the need for staff funding for staff wellbeing projects, as happy, well motivated staff deliver better quality care



At Our Best: the
Best Place to Work

Funding facilities, equipment and training for staff to enhance quality, with a focus on the two key populations groups; the elderly, and those living with frailty and children and families across our geographical footprint



Environment that
Promotes Wellbeing

Support services and to enhance staff wellbeing to innovate and transform by funding equipment and innovation/research beyond NHS core funding



Digital
Transformation

Growing donations and further funding to significantly support the above



Healthcare
Innovation

Case Studies



Mr Holt was diagnosed with cancer. Within five weeks of his diagnosis, Harrogate Hospital carried out the required scans, tests and surgery to ensure Mr Holt's cancer diagnosis was treated.

Following his surgery, Mr Holt stayed in Hospital for a short while, he said, *"Ten out of ten", "the nurses were efficient, kind and personally committed."*

After Mr Holt's discharge, his chemotherapy started. Sadly, a few weeks later, Mr Holt could not emotionally take any more chemotherapy. The Surgeon provided the required support and advice Mr Holt needed to get through this challenging time.

Following the outstanding treatment and support Mr Holt received, his cancer has not returned and he is pleased to say *"my life remains active and fun".* He said, *"every time I come to Harrogate Hospital, I am greeted in a friendly manner", "the nurses have been supportive, informative and very kind".*

The care and treatment Mr Holt received at Harrogate Hospital made a huge positive difference to Mr Holt's life. As a result, Mr Holt kindly decided he wanted to contribute to the cost of his life saving treatment. This operation cost a total of £47,000. Mr Holt said, *"It has all been free! What more could one ask?"* Mr Holt provided an extremely generous donation of £10,000 with the addition of Gift Aid and said *"I am delighted to be able to give something back."*

Thank you so much to Mr Holt for donating this substantial donation as a contribution to the cost of the operation to the NHS. Mr Holt's generosity will have a lasting impact to services at Harrogate and District NHS Foundation Trust. Thank you!

(To protect Mr Holt's confidentiality, we have changed his name)



Fantastic donation from @harrogatehcc today for theatres pre-assessment and patient admission teams. Really appreciated by all @HarrogatePSC @HarrogateNHSFT

Mrs Harrison is 65 years old, she is a member of the Women's Institute and served as a Police Officer for 21 years. Sadly, Mrs Harrison retired in 2007 due to ill health.

Mrs Harrison was born with a condition which has led to respiratory problems. Following on and off treatment for continual chest infections, Mrs Harrison's health declined rapidly, she could barely walk a few yards before having to stop and catch her breath. This impacted Mrs Harrison's quality of life.

Thanks to the fantastic care Mrs Harrison received from the Respiratory Team at Harrogate District Hospital and the double lung transplant she received at the Freeman Hospital in Newcastle she has been able to enjoy her life again with her two adult step children, grandchildren and a great granddaughter. *"This has enabled me to live a full and active life and I will always be grateful to the staff and of course my donor and her family."*



I have been fortunate to have been given a second chance of a good and healthy life

Mrs Harrison is extremely grateful for the care she has received over the years from Harrogate District Hospital. As a result, Mrs Harrison wanted to give something back. *"I wanted to help others with respiratory illness, so I became a Volunteer in 2011 at Harrogate District Hospital. Mrs Harrison helps with a patient perspective session on the Pulmonary Rehab Course, she has carried out remote support for people waiting for transplants and she is also a Volunteer for the Breathe Easy Harrogate Group."*

Mrs Harrison is so grateful for the care she has received from the NHS. It is nearly 11 years since Mrs Harrison received her life saving operation and 10 years since she started to volunteer at Harrogate District Hospital, *"I have been fortunate to have been given a second chance of a good and healthy life and I appreciate that the care I have received has been second to none. I have been lucky to have received such excellent care at Harrogate and volunteering is partly driven by a desire to give something back."*

(To protect Mrs Harrison's confidentiality, we have changed her name)





Measuring Success



Our Goals

Our goals are to build community resilience in our service delivery areas. To enhance the elements that we deliver core services in. To fund equipment over and above that of the NHS. To support **#teamHDFT** to deliver care which goes above and beyond.

We will measure our success by ensuring we are compliant with the Charity Commission Regulations and guidelines.

- Regular audits
- Service user and donor feedback
- Holding ourselves to account to deliver "Sparkle" for **#teamHDFT**

Where

Do we want an impact?

In line with our Charity Commissioners' guidance we operate in all locations **#teamHDFT** deliver services.

Why

Our impact matters?

We go over and above what the NHS funding can provide. We have a positive impact on patients, service users, colleagues and our communities.



Thank you to all the amazing NHS staff, you are doing an amazing job. I wouldn't be here if it wasn't for you.





www.hhcc.co.uk



[@harrogathcc](https://twitter.com/harrogathcc)



[@harrogathospitalcharity](https://www.instagram.com/harrogathospitalcharity)



[@harrogathospitalcharity](https://www.facebook.com/harrogathospitalcharity)



[harrogathospitalcommunitycharity](https://www.linkedin.com/company/harrogathospitalcommunitycharity)



[@harrogathospitalcharity](https://www.tiktok.com/@harrogathospitalcharity)

We need your support now more than ever!

Being a patient or needing to use any NHS service can often be a scary and a difficult time, no matter who you are.

With your support we are able to provide patients with a little bit of extra comfort and reassurance when facing some of these challenges, even during some of the darkest times.

Anything you can give to support your local NHS will make a big difference and bring hope and sparkle where it is needed most. Please scan the QR code below to find out how you can help.

There are also a number of ways in which you can get involved to make huge positive differences to staff, service users, patients and their families across HDFT. Whether you are up for a challenge, drinking tea, eating cakes, getting creative or want to donate. There really is something for everyone!

It doesn't take much to make a huge difference. If you want to do a bake sale, have a dress down day at work, quiz night, raffle, step challenge, sky dive, golf day or run a marathon – the HHCC and Volunteer Team are here to help.

If you would like to get involved and support your local NHS please contact us today!



Contact Us

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Scan to visit
our website

