



Calderdale and Huddersfield
NHS Foundation Trust

CALDERDALE AND HUDDERSFIELD NHS CHARITY

STRATEGY 2026 - 28

Turning the first thank you and bright ideas into long lasting, impactful improvements.



FOREWORD

We are pleased to present the new strategy for Calderdale and Huddersfield NHS Charity.

Over the past few years, CHFT Charity has built strong foundations thanks to the dedication, professionalism and passion of the charity team and the many supporters who believe in our work.

This new two-year strategy marks an important step forward for the charity, as it reflects a renewed sense of ambition and a clear commitment to growing the charity's impact at Calderdale and Huddersfield NHS Foundation Trust and for the communities we serve.

As an NHS charity, our purpose is closely connected to the work of the Trust; the charity's corporate trustee and by aligning the ambitions of the charity, and working together towards shared goals, we can ensure that the charity's work complements and strengthens the Trust's own strategic priorities.

Alongside continuing to enhance patient care, experience and staff wellbeing, the charity is in a place where it can now deepen its partnership with the Trust and consider a wider role, in supporting Trust initiatives that improve health outcomes and help address the health inequalities experienced by many in our communities.

As well as enabling the long-term plans to transform the Trusts services and mobilise its social value legacy plan.



This progress would not be possible without the commitment and generosity of those who support the charity. From donors and fundraisers to volunteers and partners, your belief in our mission enables us to make a meaningful difference to the experiences of patients, carers and staff within our communities of Calderdale and Huddersfield.

On behalf of the Trust and the Charitable Funds Committee, thank you for your continued support.

Helen Hirst,

Chair of Calderdale and Huddersfield NHS
Foundation Trust & CHFT Charity

Rob Aitchison,

Chief Executive Officer of Calderdale and
Huddersfield NHS Foundation Trust

Victoria Pickles,

Director of Corporate Affairs, Calderdale and
Huddersfield NHS Foundation Trust



INTRODUCTION

Significant progress has been made in a number of ways at Calderdale and Huddersfield NHS Charity in the period leading up to the publication of this strategy, the growth of the charity team, charity rebrand, opening of the Wellbeing Garden at Huddersfield Royal Infirmary, Rainbow Community Hub and co-design of the Children and Young People Trust Wide Strategy, along with the subsequent launch of the Ray of Sunshine Campaign.

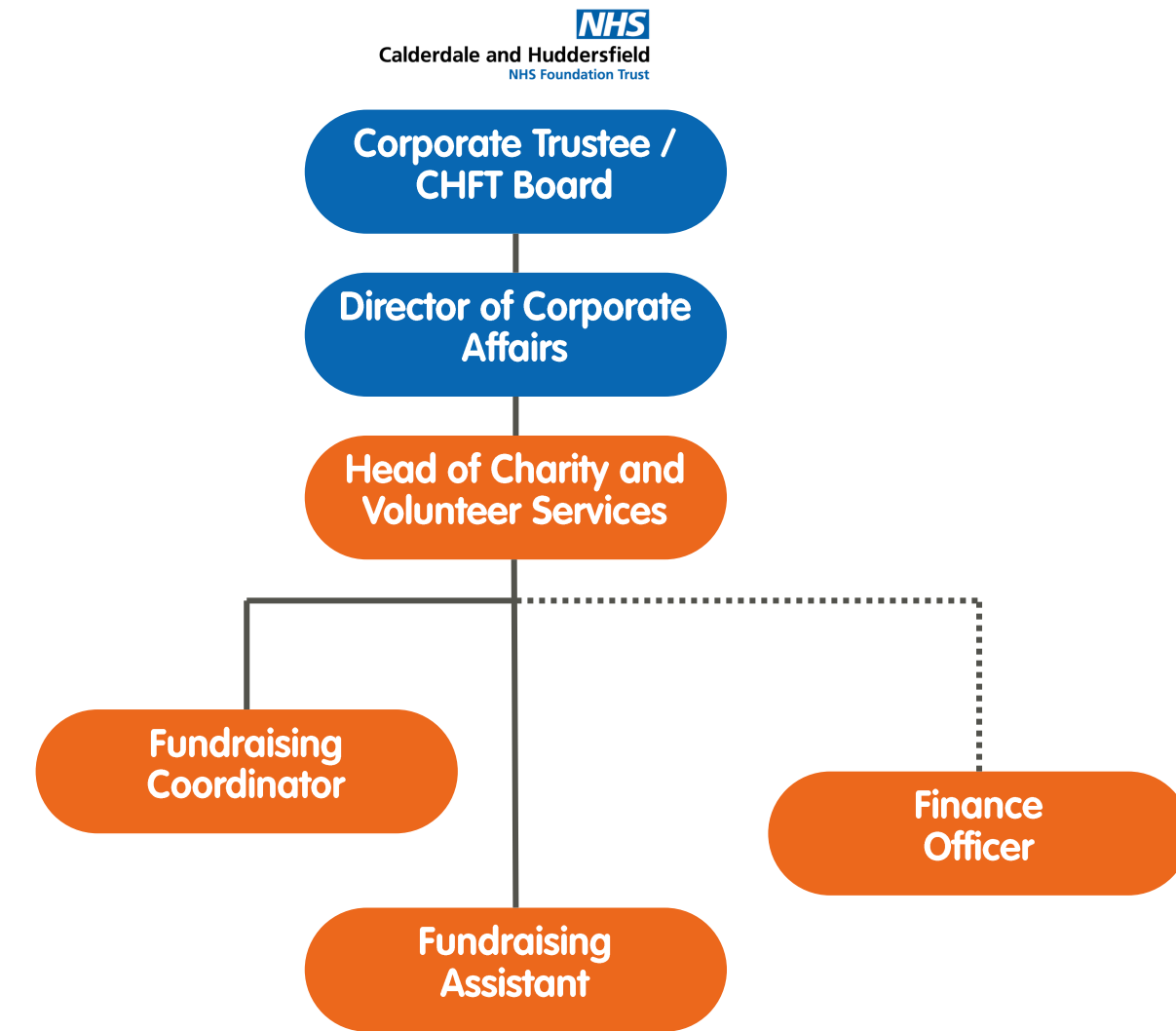
Calderdale and Huddersfield NHS Charity is entering an exceptionally exciting moment. With a newly formed fundraising team, a strong Trust performance and close relationship, and momentum from the recent fundraising activity, the charity is well-placed to take its next step in its journey.

The Trust's "Foundations of Our Future" programme, major hospital expansion, and its focus on social value and reducing health inequalities create a unique platform for philanthropy - and for positioning CHFT Charity as an enabler of joy, gratitude and impact across the organisation.

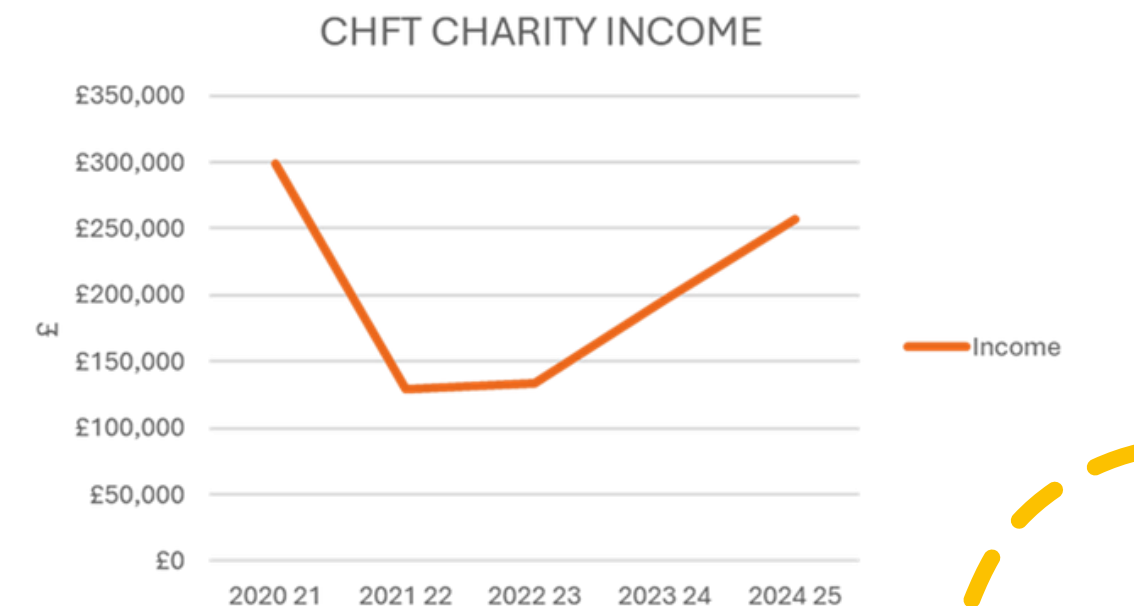
CHFT Charity have been actively fundraising for a number of years. In 2019 the charity employed one member of staff, then increased fundraising capacity to 3 by late 2022.

Currently the charity structure looks like this:

All charity costs, including salary costs, are covered by the fundraising activity of the charity.



Charity income has broadly risen every year since 2021-22, with 2024-25 already known to be the highest amount of voluntary income received by the charity post Covid-19.



LOOKING BACK



2019
Fundraising Manager recruited.
Review of governance and operations.

2019

2020

Online giving and #ThankYouCHFT Covid 19 appeal raised over £325k



Launched a proactive programme of fundraising events and positioning of the charity post 2020.

2021



Rainbow Community Hub opening. Increased community profile. New funding application process.

2023



2022



Charity Hub Opens and expansion of charity team. Focus on impact and future direction. Inaugural Big Hospital Walk.



2024

Charity Rebrand & HRI Wellbeing Garden/ED. CYP Strategy and launch of Ray of Sunshine Campaign



Launched first capital fundraising appeal - Maternity Bereavement Appeal. Social Value Legacy plans

2025



OUR RELATIONSHIP WITH CHFT

Calderdale and Huddersfield NHS Charity is the trusted charity partner of Calderdale and Huddersfield NHS Foundation Trust, working together to deliver outstanding compassionate care to our communities, across Calderdale and Huddersfield.

As an NHS charity in the corporate trustee model, we share the ambitions of our parent NHS Trust and so the development of our strategy has followed the Calderdale and Huddersfield NHS Foundation Trust strategy to March 2028, and internal related strategies such as Patient Experience Strategy, Children and Young People's strategy and Health Inequity Strategy.

Rather than starting with a blank piece of paper, we have taken Calderdale and Huddersfield NHS Foundation Trust's strategy as our starting point, working together with our key stakeholders to identify the areas where CHFT Charity is a natural partner and building our strategy from there.

At the heart of everything we do, is to support the Trusts pledge: **"Together we will deliver outstanding compassionate care to the communities we serve"**.

In doing so, ensuring we use our role to enable the Trust to deliver its strategic ambitions, whilst delivering social value and opportunities to go further in providing compassionate care and creating an inclusive environment, reflected by our commitment to supporting **"One Culture of Care"** and mirroring the CHFT values and behaviours across all our activity.



SHARED AMBITIONS WITH CALDERDALE AND HUDDERSFIELD NHS FOUNDATION TRUST

Our vision:

Together with partners we will deliver outstanding compassionate care to the communities we serve.

Our values and behaviours:

- We put patients and people first
- We go see
- We work together to get results
- We do the 'must dos'
- We care for ourselves and each other in the same way we care for our patients through 'one culture of care'

Our goals and results:

Transforming services and population outcomes

Keeping the base safe – best quality and safety of care

Inclusive workforce and local employment

Financial, economic and environmental sustainability

CHFT's Strategy to 2028 identifies 4 key ambitions to guide the Trust's work.

As CHFT's official NHS charity partner, by prioritising these ambitions in our new strategy, we believe **we can make the greatest contribution towards, supporting CHFT to make these a reality. Positioning CHFT Charity as a key partner and enabler in delivering the Trust's ambitions**



SHARED AMBITIONS WITH CALDERDALE AND HUDDERSFIELD NHS FOUNDATION TRUST

Transforming services and population outcomes

'State of the art' hospital buildings that will enable delivery of the best safety, outcomes and experience of care for people.

Working with partners to prevent ill health and reduce health inequalities.

Participate in innovation to prevent ill health, improve patient care and achieve better outcomes and faster recovery for patients.

Keeping the base safe - best quality and safety of care

Deliver and enable outstanding experience of care for people needing hospital and community services.

We will be well-led and governed and compliant with our organisational and statutory duties.

Inclusive workforce and local employment

Supporting the health and wellbeing of colleagues.

Foster an open learning culture that listens to all colleagues, demonstrates lessons learnt and actively seeks and celebrates best practice.

Financial, economic and environmental sustainability

We will be consistently delivering our annual financial plans and demonstrating value for money.

Our investments and use of resources will generate social value.



SHARED AMBITIONS WITH CALDERDALE AND HUDDERSFIELD NHS FOUNDATION TRUST

OUR MISSION

We're here to champion Calderdale and Huddersfield NHS Foundation Trust in delivering truly outstanding, compassionate care. By funding innovative projects and bringing bright ideas to life, we enhance patient experiences, support the health and care of our communities and empower NHS staff to go above and beyond every day.

Transforming services and population outcomes

Improve Hospital Environments, creating spaces that heal

Transform hospital spaces into welcoming, uplifting environments where patients and families feel comforted and cared for. Such as:

- Refurbished wards, waiting areas, and gardens
- Comfort packs and entertainment resources
- Art, colour, and calm in care spaces

Work in Partnership for healthier communities

We partner with local organisations to tackle health inequalities and support the diverse needs of our communities. Adding lasting social value and strengthening the foundations for healthier, happier communities for the future. Such as

- Community health initiatives
- Projects improving access to care
- Collaborative prevention programmes

Keeping the base safe - best quality and safety of care

Provide Equipment that enhances patient care

Help bring the latest technology and additional equipment into our hospitals, supporting both outstanding patient care and the amazing teams delivering it. Such as:

- Cutting-edge diagnostic tools
- Life-enhancing or lifesaving equipment
- Pioneering treatment projects

Well-led and compliant

We will be well-led and governed and compliant with our organisational and statutory duties.

Inclusive workforce and local employment

Support NHS Staff

We invest in colleague wellbeing, rest spaces, support initiatives, and development opportunities that help them feel valued, energised and appreciated - leading to better care for patients. Such as:

- Staff wellbeing and resilience programmes
- Upgraded rest and refresh areas
- Training and development support

Turn bright ideas into reality

We champion creativity and continuous improvement by giving staff a platform to share and develop their ideas. By supporting innovation, we help turn inspiration into real improvements that benefit patients, families and colleagues alike.

Financial, economic and environmental sustainability

Financially healthy

Be consistent in delivering our annual financial plans and demonstrating value for money.

Ethical

We will manage our funds and investments ethically and maximise the use of resources to generate social value.

HOW WE WILL ACHIEVE OUR AMBITIONS

INCOME GENERATION: We grow and diversify income streams to secure long-term financial sustainability, increase voluntary donations, and ensure the charity is well-positioned for future growth and impact. Central to this is creating meaningful opportunities for grateful patients and their loved ones to give back, enabling them to stay connected to the care they received while supporting others.

IMPACT: We prioritise funding projects that deliver measurable, long-term benefits, ensuring every donation supports initiatives that make a real difference in people's lives.

VISIBILITY: We are committed to increasing awareness of our work, by building a strong, recognisable and engaging brand, that clearly reflect the charity's purpose. By sharing compelling stories and raising our brand profile, we aim to demonstrate the direct impact of our efforts, increase awareness and trust among patients, visitors, NHS colleagues, partners and supporters.

ENGAGEMENT: We believe in fostering strong relationships with our community, colleagues, donors, and partners. Through open communication and active participation, we engage people in our mission, empowering them to be part of the change they want to see.



HOW WE WILL ACHIEVE OUR AMBITIONS – Our objectives

INCOME GENERATION

How we will generate income

- We will implement a new fundraising model to support our planned activities, growing our voluntary income year on year with a particular commitment to increasing unrestricted income.
- We will explore new opportunities to raise income, through a public lottery.
- We will work with Trust colleagues to launch a Grateful Patient Giving Programme.
- Implement an appropriate staffing model, backed by a dedicated and committed team, to drive organisational success.

IMPACT

How we will maximise and demonstrate impact

- We will implement a new framework that will enable us to prioritise funding opportunities and clearly articulate the difference we make.
- Review designated funds, to reduce the overall number and increase fund activity.
- Develop a targeted offering to secure strategic funding for service enhancements and address the key challenges faced by CHFT.
- Ensure close alignment with CHFT's innovation and improvement initiatives, particularly "Foundations for our Future." and the Social Value Legacy Plan.
- Enable the delivery of One Culture of Care, through impact led staff wellbeing, engagement and development initiatives.
- Work with grant making organisations and local VCSE sector partners to make our funds go further and reach those who need us most.

VISIBILITY

How we be visible

- We will undertake a review of CHFT estate to determine areas for charity promotion, creating print collateral and resources.
- Launch a large-scale visibility programme to March 2028.

ENGAGEMENT

How we will engage

- Establish a unified vision that closely integrates with CHFT's overarching strategy and long-term social value initiatives.
- Position the charity as a key community partner, to advance CHFT's role as an anchor institution, fostering deeper community engagement.
- Develop a new impact led communications plan that builds on CHFT Charity's reputation with Trust staff, donors and supporters, telling a compelling story of our impact and inspiring Trust colleagues to engage and supporters to act.
- We will seek every opportunity to engage with Trust colleagues to build strong relationships.

SUMMARY

This strategy sets out the future direction for CHFT Charity and outlines the strategic objectives required to achieve its ambitions. In particular how we strengthen and properly embed CHFT Charity at CHFT, and by aligning the charity and Trust strategy, we will ensure the charity's presence matches the scale and success of the Trust, that our governance is tight, and that fundraising has the structure it needs to grow.

This is our commitment to supporting Calderdale and Huddersfield NHS Foundation Trust realise its Foundations for our Future programme of work and the impact of this for our communities across Calderdale and Huddersfield, both now and for generations to come.

Delivery of these high-level objectives will be enabled through an annual operating plan, incorporating clearly defined actions, milestones, and performance measures.

Progress against the strategy will be monitored through quarterly reporting to the Charitable Funds Committee.

An annual review will also be undertaken in partnership with representatives of the Corporate Trustee to evaluate delivery and inform future planning.

A structured approach to communications will be implemented to ensure that the Charity's activities, impact, and achievements are effectively shared with Trust staff, patients, donors, and the wider community. This will support the growth of the Charity's supporter base and enhance understanding of its contribution.





Calderdale and Huddersfield
NHS Foundation Trust

Charity

STRATEGY 2026 - 28

Internal Related Strategies and plan

- CHFT Five Year Strategic Plan 2023 - 2028
- Patient and Carer Experience and Involvement Strategy 2025 -2028
- Health Inequity Strategy 2025 - 2028
- Children and Young People Strategy 2024 - 2029
- Foundations for our Future - Social Value Legacy Plan

External Related Strategies

- NHS Charities Together Strategy 2023 - 2028

