

**charity**  
**strategy**

**2025-2028**

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# Head of charity strategic context

The Bright Northumbria Healthcare Charity strategy 2025 - 2028 outlines how we will strive to deliver an ambitious charitable programme with the highest level of professionalism. This will take place with a focus, dedication and passion for improving and enhancing patient care and experience whilst also supporting the trusts staff with their health and wellbeing to ensure they can be at their best for our patients.

Our strategy is being refreshed to ensure it meets the needs of what a modern, ambitious charity should be. This includes strengthening its fundraising, grant giving and communications whilst also maintaining its strong performance in volunteering, healing arts and 'going the extra mile'. This strategy will play an important part in setting the direction for this change over the next three years (2025 – 2028).

It is also important to acknowledge that the role and expectations of NHS charities has changed, especially since the COVID-19 pandemic. During the pandemic and as part of the immediate recovery period, NHS charities showed that they can play an important and innovative part in supporting the health of the nation.



The NHS continues to experience challenging times and as local and national strategic priorities develop over the coming years Bright aim to play a key role in enhancing and supporting the trust with this whilst always remembering to add a bit of Brightness along the way.

**Rob Graham**  
Head of Bright  
Northumbria Healthcare Charity

**our purpose  
and vision**

## Purpose

Bright Northumbria Healthcare Charity (Bright) supports charitable initiatives, which would not normally be financed by NHS exchequer funding, to enhance and add additional value to the delivery of healthcare within hospital, in the community and primary care as well as supporting our staff to provide the best care possible.



**In short, our aim is to add a bit of 'brightness' to our patients, staff and communities.**

## Vision

Supporting the Trust to provide 'outstanding' care to its patients is at the heart of everything we do.

Our patients, staff and local community should know who we are, what difference we make and how to support us.

We believe improving the health and wellbeing of our staff not only benefits our patients but also our communities.

We value and give thanks to all of our supporters whether they give a donation, their time or spread awareness of Bright

Collaboration with key partners in our local communities will help us achieve our goals.

Bright will have the highest standards of professionalism and governance whilst always trying to demonstrate our positive impact.

**We will be bold,  
ambitious  
and innovative,  
we will be  
bright** 

## Our Priority Areas of Focus

When considering approving a funding application, starting a new project or undertaking a collaboration we will ensure that it meets the vision and the aims of the charity and the strategic direction of the trust.

To do this we will focus on the following priority areas,

**Enhancement of patient care and experience**



**Staff Health, Wellbeing, Training & research**



**Prevention, Health inequalities and supporting the health of the wider community**



**Delivering a charity run to the highest standards**



**how will we  
achieve this?**

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## Fund initiatives within hospital, community and primary care to support and enhance patient care and experience

- We will work closely with the trust to understand their priorities and how we can support these through funding opportunities.
- Use a clear, easy to use and transparent funding bid process, including guidance on what we can and can't fund, for staff to request charitable funding.
- All funds will be monitored and managed proactively whilst the detail of each fund must be clear and understood.
- We will proactively manage high value funds and work with the departments they relate to, so the greatest benefits are realised from the larger funds.

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## Prioritise and diversify fundraising to maximise Bright's income

- Create a clear fundraising plan which aligns with the charity's strategy, aims and objectives.
- Prioritise increasing the levels of general funds to give the charity greater flexibility and ability to fund a wider variety of projects.
- Targets and KPI's will be used as a tool to assist targeting, improvement and growth.
- We will always use ethical and professional fundraising practices.
- Update the tools used for fundraising such as online website giving, contactless donation points, CRM system and payroll giving.

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## Improve awareness of Bright both within the trust and the local community

- Everything we communicate will inform patients, staff and the general public of what we do and how they can support us.
- We have a very strong and recognisable brand; we will maximise this to benefit the work we do; the charity mascot and Bright Buzz are examples of how this can be used to positive affect.
- We recognise the need for a modern charity to utilise social media however we also understand the importance of in person networking with local community groups.
- Our trust staff and volunteers can be one of our greatest assets, we will create charity champions to spread the word of our cause.

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## Support staff with their health, wellbeing and training

- Create an environment where we play a role in promoting positive health and wellbeing initiatives for staff.
- Use health and wellbeing challenges as a tool to engage with staff, to help promote a healthy lifestyle, fundraise and raise awareness of the charity.
- Use methods such as the staff lottery fund and other potential initiatives such as staff payroll giving to fund these types of initiatives.
- We will fund additional and enhanced training as a method to support staff and teams to provide outstanding care to their patients.

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## Look inside and outside the hospital setting for opportunities to enhance patient care and improve the health of our population

- We will proactively reach out to areas to help support and enhance our patient care and experience. We should not be waiting for staff to come to us.
- Funding initiatives in the community and primary care brings benefits to the NHS. Enhancing patient care and improving the health of our population doesn't just happen within the four walls of a hospital.
- We will utilise local community-based organisations where this will bring enhancements to our patients or our local population.

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## Northumbria Volunteer Service

- Work and engage with the trust to understand what they require from a volunteer service.
- Develop and innovate new volunteer roles and services in collaboration with the trust as and when healthcare needs change.
- Recruit new volunteers through greater awareness and promotion of the service whilst also making the on-boarding experience as easy as possible for applicants.
- Our volunteering service is three times accredited through 'Investing in Volunteers'. We will work to maintain this standard as a minimum whilst striving to enhance our volunteer experience further.

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## Bright provides high performing services that are a point of difference to other NHS charities, this is something we are proud of and will shout about.

- We will use our expertise in these areas to push boundaries and be ambitious in our future goals.
- Within the arts we will build on innovative projects like our HIV awareness collaboration artwork and the mobile commission for the new Berwick hospital.
- Refurbishing and enhancing our patient and staff environments have become a key part of the charity over the last couple of years. Use these areas as opportunities to raise awareness of the charity.
- Continue to work in collaboration with the trust on its international programme utilising our expertise in this area to help support staff development and international partnership working.

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## Strength in collaboration

- Continue to build strong relationships within the trust to ensure Bright is properly integrated in the organisation and seen as a key partner in providing outstanding patient care.
- Networking, sharing best practice and working in collaboration with other NHS charities will help us improve whilst also helping NHS charities become 'bigger than the sum of their parts'.
- We recognise that we may not be best placed to deliver what we want to achieve in isolation. Working and partnering with other community organisations and charities can help us reach our goals.

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## Strong governance whilst getting the basics right

- Prioritising getting the basics right will be key to having the right foundations in place to achieve our goals.
- We will be open, transparent and honest in all we do.
- Donations will be spent in a timely and appropriate manner. People have donated their hard-earned money for specific reasons, and we will respect this.
- We will have clear lines of decision making whilst any decision on spending charitable funds will be made by an appropriate collective rather than an individual.

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## Monitor, evaluate and share our impact

- We will monitor and evaluate key pieces of work and projects to help the team constantly improve and become better at what we do.
- Sharing our impact with trust staff and our supporters will help them gain confidence and trust in us whilst also helping to drive increased support and donations from the wider public.
- We will use different methods to do this such as case studies, videos, interviews and press releases.

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## bright charity gallery



# bold, ambitious and bright

The writing of this strategy is in part due to a refresh of Bright, and as such, key elements of this is to make sure we have a strong ethos of getting the basics right and creating strong foundations. For any well run, modern charity this couldn't be more important.



The other aspect of this refresh is also about taking ownership and acknowledging that the Bright charity team truly believe that we can make a huge difference to our patients, staff and communities.

This strategy signals a shift, a line in the sand, a confidence and ambition to say we can and will do more!

We hope that you can join us on this journey and support us as we look to be bolder, more ambitious and *'Brighter'* in all that we do for our patients, staff and communities.

To find out more click here  
[linktr.ee/brightcharity](https://linktr.ee/brightcharity)