

Grateful Patient Guide



What is Bright Charity?

Bright Charity exists to make things better for those accessing Northumbria Healthcare NHS Foundation Trust's services.

We work to provide the extras that are above and beyond what the NHS alone can provide. We:

- **Make the patient experience better** by providing additional therapies, services, and comforts
- Provide **additional medical equipment** & investment in the **latest technology**
- Create **welcoming environments** to help to reduce stress for patients and staff
- Invest in **staff training & research**
- Support projects in **our community** to help **improve health and wellbeing**

Why do people give?

People don't give to the NHS as an institution. They give because of the people within it.

- A nurse stayed late to hold their hand while they were scared
- A consultant treated their mother like the most important person in the room

Our patients give because of our staff and to help improve services and equipment for future generations.

Do you have a grateful patient?

We encounter grateful patients every day. If someone is appreciative of the care they've received, they might:

- Write a thank you card
- Bring in a gift for the team
- Ask about making a donation or gifting the team something
- Express gratitude using phrases like: 'lifesaver, you're a star, blessed, so relieved'

These are all cues of a grateful patient and it's these situations where we're asking you to support our hospital charity and simply signpost them to Bright Charity.

How to signpost to Bright Charity

You can respond to these patient cues by saying something like:

"Thank you for your kind words, you might be interested in the work our hospital charity does – I am happy to give you their details if you wish?"

Telephone: **0191 203 1354**

Email: **BrightCharity@northumbria.nhs.uk**

Website: **<https://bright.northumbria.nhs.uk/>**



Receiving a donation

Receiving a donation of any size is an honour.

1. Say thank you: If a patient wishes to donate it's important to thank them for their kind gesture.

2. Gift Aid: It's important that we inform the patient about Gift Aid.

Increase a donation by 25% at no extra cost to the donor! Gift Aid is reclaimed by the charity from the tax you pay for the current tax year on eligible donations.



For example, with Gift Aid, an eligible donation of **£5** will be worth **£6.25** at no extra cost to the donor. Donors who are UK taxpayers (in employment) are eligible for gift aid. Donations from funeral collections are not eligible for gift aid.

3. Give payment options: - We should encourage donations to be made off site as we don't want families coming back on site if they don't need to. It's possible to donate online, over the phone or by cheque.

Online donations

Preferred and most secure method, reduced administration, and risk to both the ward and donor.

Online donations can be made using our safe and secure donation form, which can be found on our website: bright.northumbria.nhs.uk

Telephone donations

Please call **0191 203 1354**

Cheque donations

Made payable to **Bright Northumbria Healthcare Charity** to our charity office:
Bright Charity, Northumbria House, Silver Fox Way, Cobalt Business Park, NE27 0QJ

Cash donations

We can only accept cash donations under £250, any donation over this value should be made by an alternative method.

For cash donations, please ensure two staff members count it, put in an envelope with the donor's name and contact details and any restrictions on the donation. Keep it secure in the ward safe. Please email BrightCharity@northumbria.nhs.uk to let us know.

If you are at North Tyneside General Hospital or Wansbeck General Hospital, you can deposit it at the cashier's office.

If your site has a Bright Café, you can hand it in there and we can collect it.

4. Complete a receipt for the donor: Getting the correct contact details is very important as we will send them a receipt for the amount, a thank you letter, and we can also enquire about claiming Gift Aid.

Please make sure you get their full name, address, email / phone number, and any information about the donation (in memory of a loved one, from a fundraising challenge, raffle etc). The more information the better so we can keep in touch with information they might be interested in.

5. Saying 'thank you': Bright Charity will send a thank you letter to the donor and add them to our database for future contact, keeping our donors informed on charity news and the impact of their donation. If you would like anything specific or a personal touch to go in the thank you letter, please just let us know or attach it with the receipt.

Where does money go - funds



Not all our departments have funds, but we want Bright Charity funding to be accessible to all of our staff and patients.

In the first instance, steer the donor towards Bright Charity's priority fund (fund code FR001). This is used where it is needed most.

If a person does want it to go to a specific place, ensure this is written somewhere with the donation (there is a box on the online form, a note with a cheque etc.). We will then ensure it is allocated to the that fund.

Don't forget, you are not restricted to just your fund! The general fund is accessible by all and many of our patients have received care on multiple wards/sites – wouldn't it be nice if all areas could access funds to make improvement to their services?

Receiving gifts

Our trust policy (PP18 Standards of Business Conduct) states that you should not accept gifts for personal gain from a patient, family member or local business.

Bright Charity recognise that patients are grateful and want to give, so gifts for the ward can be accepted if Bright Charity are informed. If the gift value exceeds £50 a manager can accept this and should inform Bright Charity to add to a trust 'gift register.'

You can tell us about your gift by using a short form on our website's 'staff room,' scan the QR code or email us.



Gifts from other sources (e.g. patients, families, service users)



-  Gifts of cash and vouchers to individuals must always be declined.
-  Gifts valued over £50 should be treated with caution and only be accepted on behalf of the Trust via Bright Northumbria and not in personal capacity. These must be declared by staff.
-  One off modest gifts under a value of £50 may be accepted with line manager approval - if in doubt discuss with your line manager.
-  Multiple gifts from the same source over a 12 month period must be declined.
-  Gifts which are contrary to the values of the NHS must be declined e.g. alcohol and tobacco products.

Guidance from the Trusts Standards of Business Conduct and Conflicts of Interest Policy

Please note that shopping vouchers should not be accepted as a personal gift but can be accepted as a ward on behalf of the Trust via Bright Northumbria and not in a personal capacity. All vouchers should be sent to Bright Charity for storage/logging, to access vouchers for spend email

brightcharity@nhct.nhs.uk

Our team are here if you have any questions, or we can come and join your team meeting. Just get in touch!



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**Together we can help add a little
brightness and make improvements for
our hospitals and community.**