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Reviewed by:	Elizabeth Bond, Head of Fundraising
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Approval:	Southmead Hospital Charity Committee

About us

We want to make healthcare better for our patients today and in the future by funding innovative, nurturing and supportive projects that transform local NHS services. We provide the bridge between grateful patients and their families, and the NHS that they want to thank. We work collaboratively with our corporate partners, donors and trusts to manage their social investment in transformative healthcare to have the biggest impact.

With this support, we can fund pioneering research and new equipment, support patients and their loved ones through difficult times as well as invest in improvements to our hospitals' buildings and spaces. We also care for the people who care for you, and fund projects which develop and support staff to help them deliver exceptional healthcare to more than 300,000 patients a year.

Last year with the help of our supporters, we raised over £3.4 million. Working in partnership with North Bristol NHS Trust, and our donors, we determine where funding is best spent to have the greatest impact to transform the NHS in local communities and to deliver visionary healthcare for the future. We fund projects that:

	Improve our hospitals' buildings and spaces		Support our patients and staff
	Fund specialist equipment		Invest in pioneering research

Guidelines for acknowledging charity funding

Whenever we fund a project, piece of equipment, programme of research or staff development initiative we would like to share that news with our funders and donors. It helps us demonstrate how and where our donors' money gets spent. The more we can illustrate how donations are spent, the more likely donors are to support us, and the more funding we can generate for the Trust.

In order to do this, Southmead Hospital Charity must be acknowledged as the source of funding for every grant-awarded project.. Such acknowledgement is important to us in generating wider support and recognises the impact of the charity through our fundraisers and donors.

Acknowledgement

Any project funded by Southmead Hospital Charity as a minimum should use the wording '**Funded by Southmead Hospital Charity**' and our logo. The charity's marketing and communications team can provide this along with our brand guidelines to ensure that the charity's logo is used correctly, in the right position and in the right colours.

Social media

If a project funded by the charity is mentioned on social media, the charity's support must be acknowledged by referencing the charity's social media handles which are:

Twitter: @SuperSouthmead
Facebook: @SouthmeadHospitalCharity
Instagram: @SouthmeadHospitalCharity

Internal and external communications

Southmead Hospital Charity must be clearly acknowledged in any internal and external communications concerning a project funded by a grant from the charity. As a minimum the wording 'Funded by Southmead Hospital Charity' and logo should be used.

Any communications to staff regarding a grant issued by the charity should be agreed with the charity's marketing and communications team before being issued, and the team must be included in any planning of communications concerning charity-funded initiatives.

Printed material

The charity must be clearly acknowledged in any printed material concerning any project which has been funded by a grant from the charity. As a minimum the wording 'Funded by Southmead Hospital Charity' and logo must be used.

Any printed material regarding the charity's funding must be agreed with the charity's marketing and communications team before being published.

Advertising

Our logo must be used in the correct position and in the correct colours in any advertising for events funded by us. Please contact the charity's marketing and communications team for a copy of our brand guidelines.

Websites

Our logo must be used in the correct position and in the correct colours on the homepage of any website or online service funded by us and a link to the Charity website should be included.

If the charity believes a grant holder has not complied with this policy it may affect any future funding applications and in extreme cases, grant funding may be withdrawn.

Please contact the charity team if you have any queries concerning our acknowledgement policy on hello@southmeadhospitalcharity.org.uk