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Policy author:	Adrian Brown, Corporate & Community Manager Cate Everitt, Development & Trust Manager
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

Purpose

The purpose of this paper is to set out clear guidelines to acknowledge and build long term relationships with Southmead Hospital Charity donors.

Our relationship with our donors and fundraisers must be imbedded at a strategic level, and can no longer simply be an afterthought. Like customers in the commercial sector, charity donors need to feel valued and understood if they are to keep coming back to part with more of their cash or time.

Building a relationship with donors and understanding how they want to be communicated with is clearly important. Southmead Hospital Charity has reviewed its thank you and recognition policies which ensure that all donations are thanked in an appropriate and timely manner.

The policy

Southmead Hospital Charity must be notified of any of the following types of donations so that they can be recorded appropriately:

- Legacies
- In memorial donations
- Corporate donations
- Individual donations including regular giving and major donors
- Community donations
- Trusts and Foundation donations

All donations and thank you's will be recorded on the charity's CRM, Harlequin in accordance with our data protection policy and GDPR policy. The thank you will be done by a member of the charity team relevant to the nature of the gift.

In line with GDPR guidelines, Trust staff must not keep within their departments details of donors and gifts received.

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