

Acknowledgement policy

Southmead Hospital Charity: Acknowledgement policy	
Date policy updated:	July 2020
Date reviewed:	3 July 2020
Policy authors:	SHC Charity team, finance team
Reviewed by:	Charity Director, Director of Operational Finance
Next review date	1 September 2021
Approval:	Southmead Hospital Charity Committee

About us

Southmead Hospital Charity (SHC) is the official NHS charity for North Bristol NHS Trust (NBT) and supports the Trust in a variety of ways, through donations and fundraising across these five areas:



Research



Patient
support



Equipment



Staff support
and training



Buildings and
Spaces

Donations are given to support the above five areas over and above the levels already provided by the NHS/Trust.

Guidelines for acknowledging Charity funding

Whenever we fund any of the above we need to share that news with our donors and supporters. It helps to demonstrate how and where our donors' money gets spent, and the difference it makes. The more we can illustrate how donations are spent, the more likely donors are to support us, and the more support we can generate for the Trust.

In order to do this, donations to Southmead Hospital Charity must be acknowledged as the source of funding for every cause we are able to support.

Acknowledgement

Any project supported by us, should as a minimum include the wording '**Funded by donations to Southmead Hospital Charity**' and our logo. The Charity can provide this.

Social media

If a project or initiative supported by the Charity is mentioned on social media, donations to the Charity must be acknowledged by including the Charity's social media handles which are:

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

Internal and external communications

The Charity must be clearly acknowledged in any internal and external communications concerning a project funded by donations to us. As a minimum the wording 'Funded by donations to Southmead Hospital Charity' and our logo should be used.

Any staff communications about anything our donations support should be agreed with the Charity before being issued.

Printed material

Donations to the Charity must be clearly acknowledged in any printed material concerning any project or initiative we support. As a minimum the wording '**Funded by donations to Southmead Hospital Charity**' and our logo must be used.

Any printed material regarding the Charity's funding must be agreed with Charity team before being published.

Advertising

Please contact us for our logo for use in any advertising for events funded by us.

Websites

Please contact us for our logo for use on any websites or online resource funded by us and, where possible, 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