

EAST KENT HOSPITALS UNIVERSITY NHS FOUNDATION TRUST**REPORT TO: BOARD OF DIRECTORS MEETING - 28 NOVEMBER 2014****REPORT FROM: CHARITABLE FUNDS COMMITTEE – 03 November 2014****PURPOSE: Information****Chairman's Summary of Meeting****1. Major Appeal - Dementia**

- 1.1 Soft launch of the Dementia Appeal including a demonstration of a REMPOD (screens etc.to set up themed areas) on sites over next couple of months. Still trying to attract celebrity and local community support.
- 1.2 Dementia Appeal Logo well received, based on the Forget-Me-Nots' flower incorporating Charity Logo colours.
- 1.3 Marketing leaflets being progressed and formation of Appeal Committee still being developed.

2. Fundraising Update

- 2.1 Appointment of Community Fundraising Manager.
- 2.2 Proposal to repeat sponsored bike event next year and negotiating with organiser to obtain further reduction in costs and more robust promotion locally to increase number of participants. Small profit was made again this year.

3. Finance and Expenditure Report

- 3.1 The Committee reviewed the income and expenditure and current financial position at end of September.
- 3.2 Investment opportunities were discussed and the Committee agreed that upon the closure of the Mammography Appeal bank account cash would be held in Short Term Deposit accounts to maximise interest until funds were required for commitments.
- 3.3 An update was provided on the status of legacies notified to the Charity.

BOARD OF DIRECTORS ACTIONS REQUIRED:

- I. Note the report.