



**Milton Keynes
Hospital Charity**



Milton Keynes Hospital Charity 2022-23 Impact Report



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Welcome

Welcome to the 2023 Milton Keynes Hospital Charity Impact Report.

We're so grateful, to you, our incredible donors and fundraisers, who have rallied around us during these challenging times. From individuals, community groups, schools, other charities and local businesses across Milton Keynes, your unwavering support has been nothing short of remarkable.

In the face of the ongoing cost-of-living crisis and the added pressures it has brought to everyone, your generosity has given us hope – and your contributions have allowed us to keep helping patients, families, and hospital staff during these difficult times. As you can see later in the report it has been a tough year in terms of the overall funds raised, an obvious reflection of the times we all find ourselves in, but we continue to make an impact in many, special ways.

But amidst the pressures, our charity has drawn closer to the community; forging new bonds and partnerships that have added significantly to our ability to support Milton Keynes University Hospital. Together, you have helped to fund numerous crucial projects, from special medical equipment – like the two Accuvein vein finding machines and Virtual Reality headsets for young patients – to the invaluable support provided by comfort boxes for end-of-life patients. None of which would have happened without your ongoing commitment to our cause.

As we continue to navigate through these uncertain times, your donations and support remain the cornerstone of our achievements. Your dedication is what empowers us to continue making a difference. So once again, thank you for being truly exceptional and for helping us uplift lives within our community.

Welcome to the impact report you have helped create.



‘When a loved one is critically ill – whatever the circumstances of their illness and recovery – it is a very anxious time for the friends and family, and the ‘rellies rooms’ are not always the calming spaces they ought to be. This is why I am fundraising to improve the space relatives have.’
Dr Jamie Strachan – Consultant Anaesthetist



One of our own going the extra miles

In a remarkable display of dedication, stamina and compassion, Dr Jamie Strachan, a consultant anaesthetist at Milton Keynes University Hospital, conquered a formidable challenge for an invaluable cause. Pedalling over 1,000 miles from Lands’ End to John O’Groats in just 10 days, Jamie raised funds to enhance the Intensive Care Unit’s relative’s room at MKUH. This room serves as a haven for families enduring the stress and worry of their loved one’s critical care, offering solace and respite during difficult times. Jamie’s noble efforts helped transform this room into a welcoming sanctuary, a non-clinical haven where families can find solace and support amidst adversity. With Jamie as the guiding star, this fundraising initiative provides a level of comfort for those navigating the challenges of the ICU, illuminating hope and compassion along their journey. Proving once again that charity really does begin at home.





“Our mission has always been to support patients, their families and the staff who care for them”

Why We Are Here

Milton Keynes Hospital Charity is here for everybody at our local hospital – and our mission is to deliver support and raise vital funds that touch the lives of patients, their families and staff across all wards and departments. If we go in some small way to enhancing patient and family experience, making a hospital stay as comfortable, positive, and reassuring as possible, then we are truly delivering against our core reason to exist.

Through the generosity of our donors and at times superhuman community spirit, our fundraising efforts have made tangible impacts. These efforts have enabled significant improvements throughout the hospital, providing resources that directly benefit patients’ well-being and therefore recovery.

Every donation, every act of generosity, amplifies our ability to uplift patient care; creating a healing environment where compassion, comfort and healing thrive. Together, we continue to make profound differences in the lives of those who rely on the care and support provided by Milton Keynes University Hospital.



Impact

We measure success by the impact on patients, visitors, and staff, using their feedback as a guide. Their voices, whether spoken, written, or seen in images, steer our projects.

Success isn’t just about direct benefits; it’s about efficiently integrating projects into hospital operations while maximising value for every raised pound.

Our contributions have sparked significant changes both inside and outside the hospital, detailed in this report. Some impacts are easily measurable, like the effect of new equipment on patient care. Others, like healing spaces or family rooms, are harder to quantify but equally important.

Each initiative reflects our dedication to improving the hospital environment and the well-being of everyone inside. We’re proud of these achievements, made possible by the generosity of our donors, volunteers, and supporters who bring our mission to life.





Financial Overview

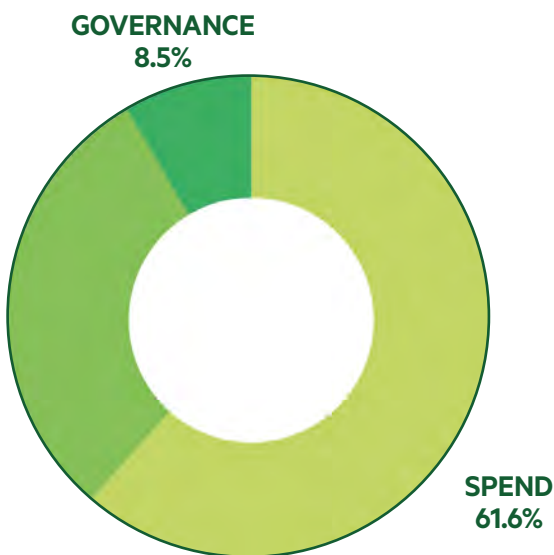
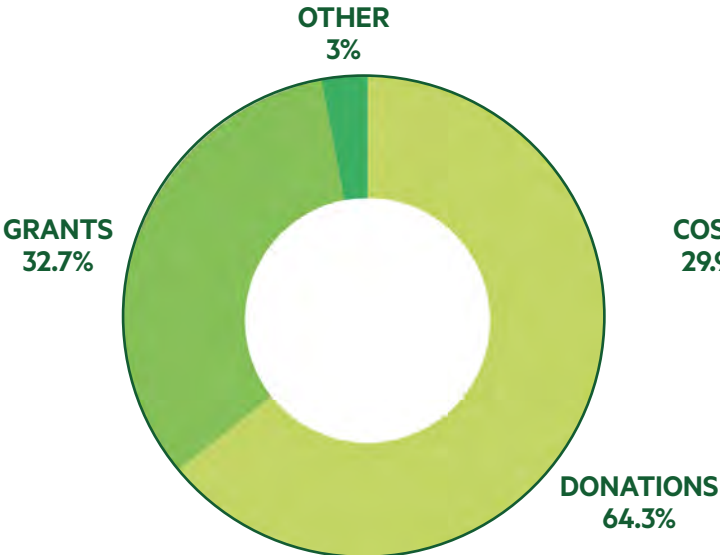
2023 was a tough year in terms of fundraising at Milton Keynes Hospital Charity, and we're not alone. A survey revealed that 14% of the public intend to reduce charity donations this year, an understandable stance that has been reflected in our overall income for the year. Paired with the cost-of-living crisis, it's no surprise that 58% of charity leaders identified financial stability as a top challenge (source: Charities Aid Foundation Survey, March 2023).

2022-23 Income

Donations	£193,000
Grants	£98,000
Other	£9,000

2022-23 Expenditure

Charitable Spend	£247,000
Fundraising and Staff Costs	£120,000
Governance	£34,000



Your support has been the cornerstone of our ability to make a tangible difference within the hospital community. With our usual transparency, we would like to share how your contributions have supported our initiatives; transforming them from powerful ideas into impactful projects that directly benefit patient care. Your support means we can continue to enhance the lives of the patients, families and staff we support. Here are just some of the projects that you have helped to fund this year:

Highlights

Paediatric Super Surgery Days

Your donations brightened the hospital's Paediatric Super Surgery Days, where more than 40 surgeries are performed over the course of a day. Donations funded special gift packs for young patients, helping to create a child-friendly space and reducing anxiety and achieving 100% positive parental feedback.

Oscar's Fundraising

Oscar's hair donation and fundraising gathered over £2,000 for the Neonatal Unit, displaying dedication and heartfelt gratitude towards the hospital's care.

End of Life Care Boxes

Comfort boxes for end-of-life patients, made possible through your generosity, offer essential items, easing the experience for patients and their loved ones during difficult times.

Management of Hospital Art Collection

Art's impact on well-being is vital; our partnership with Arts for Health MK maintains an extensive art collection, enriching the hospital environment, nurturing healing, and reflection. We are delighted to continue to fund the costs of the management and curation of our 400-strong art collection on site.

VR Headsets

VR headsets ease children's anxiety, achieving remarkable results with 100% positive feedback from patients and parents, enhancing procedures for young patients across the hospital. We are now trialling the headsets in our children's A&E as well as on the children's ward.

Accuvein Machines

Vein finding machines for endoscopy patients, made possible by your donations, enhance comfort and efficiency, positively impacting the patient experience.

Pharmacy Courtyard

A complete transformation from unused space to a beautiful garden with a mural, the courtyard offers a peaceful retreat for the pharmacy team, fostering relaxation and well-deserved breaks.



We were overwhelmed by the response to both the Spring and Winter Fashion Shows at John Lewis and the money raised as a result. It was wonderful to visit Milton Keynes University Hospital and see how these funds are benefiting both the Oncology and Neonatal Units.

Melanie Beck MBE, Chief Executive – MyMiltonKeynes



Highlights

Staff Hub Garden

Your support allowed us to create a serene garden outside the Staff Hub, offering a tranquil space for staff to unwind and recharge during their busy and sometimes emotional schedules.

MDT Room

Charitable donations facilitated a second MDT (multi-disciplinary team) room at the Cancer Centre, aiding discussions and treatment plans for patient cases, which have doubled over the past year. Since opening the second MDT room we've been able to discuss treatment plans and pathways for around 200 patients per week!

Lions Clubs in MK Support

The Local Lions Clubs' collaboration funded over £5,000 worth of snacks for cancer patients, showcasing community dedication and care for patients and families.

Meaningful Activities Coordinator

Your donations sustain the Meaningful Activities Coordinator role, providing comfort and support to patients, promoting relaxation, creativity, and personal interaction. Each year, our Meaningful Activities Coordinator will see up to 1,000 patients.

Physio Outdoor Gym

The Physio Garden offers an outdoor gym where treatment intertwines with nature. Thanks to a National Lottery grant, this serene space with special gym equipment chosen by the physiotherapy team, provides a safe space to enhance patient experiences during their therapeutic journey.

Innovative Radio Frequency Seed Trial

Your donations are enabling breast cancer patients at the hospital to undergo enhanced surgeries using radio-frequency seeds. These provide greater accuracy and comfort during surgery, potentially impacting early cancer treatment and the patients' overall experience. 100 patients have benefited over the course of the year.



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Our Work

We stand as a beacon of hope, weaving a safety net of support for patients, their families, and our staff during challenging times. Through tireless dedication, we offer emotional support, and resources, ensuring no one battles illness alone.

From funding ground breaking research to providing comfort in the form of accommodation and essential amenities, our unwavering commitment shapes a community where compassion and care can flourish.

At the heart of the Milton Keynes Hospital Charity lies a profound mission: to enhance healthcare beyond medical treatments. The initiatives that you have helped to fund span diverse avenues, from pioneering patient-centered programs to bolstering specialised equipment and facilities. With an overarching goal to alleviate the burdens faced by patients and their families, we aim to create a haven of holistic care, transforming healthcare into a realm of healing and hope.



Donor Engagement

We pride ourselves on delivering a focused, strategic approach to engaging with our donors, leveraging a small yet agile team to drive impactful communication strategies. With an eye toward enhancing donor experiences, the addition of the Individual Giving and Marketing lead in early 2023, funded by a grant from NHS Charities Together, marks a pivotal step. This role promises to not only elevate donor interaction but also to bolster on-site brand recognition, capitalising on the unique opportunity presented by grateful patients and their families.

Milton Keynes Hospital Charity, with its agile team and strategic vision, continues to innovate and diversify its fundraising approaches, ensuring that each donation fosters tangible, positive impacts within the hospital community while fostering robust relationships with donors, community partners, and businesses alike.



Future Plan

Milton Keynes Hospital Charity is constantly looking to evolve to ensure our goals align perfectly with the needs of the community we serve. Our charitable funds committee have given our mission a thorough once-over and are confident that we're on track, though we're committed to regularly fine-tuning our objectives.

We're currently in the third year of our fundraising strategy, and we been navigating some tricky waters! The cost-of-living crisis and the hustle and bustle in the local fundraising scene have definitely brought challenges but also opportunities.

However, we are undeterred by these challenges. Far from it in fact, we are intensifying our efforts and focusing on several compelling priorities for the forthcoming year:

First up, picture a bigger, bolder and better digital presence! We're planning on giving our charity brand a refresh and making sure our message shines in the digital world. But it's not just about pixels and screens. You will very soon begin to spot our brand popping up everywhere on the Hospital site, from banners to badges, all the while making sure our fantastic staff are in on the action too. We're all about strategically engaging and educating them on what we stand for and everything we do.

Watch this space for something special – our very first structured individual giving program is on its way! We're testing the waters with a "test" mailing that's bound to make a difference. This is planned in for some point in the first quarter of 2024

And last but certainly not least, our radiotherapy appeal is picking up speed. We're drumming up support for a wellbeing hub on the new radiotherapy centre site, the excitement is palpable!

Collaboration is and always will be a pillar of our strategic plan. We will continue to team up with individuals and organisations both inside and outside of the hospital to allow us to deliver projects that are not just innovative but deliver the return required in terms of patient support. What are these projects? Well, you will just have to wait and see! Rest assured though that they are sure to be of a similar game-changing nature as the projects that you have helped us to deliver this year.

Join us on this exhilarating journey as we gear up to make a real difference in the lives of those we serve.



“Supporting the hospital was an easy choice, apart from the incredible charity team and the unenviable task that they have, I know that all public services are been depleted of funding and that the MKUH is a place that has supported me and my family since we moved to MK in 2000. The hospital is rarely really appreciated for the work that it does and skilled people that work to make our lives better! I am honoured and privileged to be able to raise money for such a valuable cause! And look forward to working with the charity again next year.”

Gamiel Yafai, CEO Diversity Marketplace

Goals and Achievements

In 2023, the launch of our radiotherapy wellbeing hub appeal has given our fundraising a new focus. Our primary goal is to galvanise support through a compelling and impactful call to action – namely, to raise funds for a dedicated wellbeing space away from clinical areas, where patients and families can receive emotional support and respite. Moreover, an expansion of collaborative efforts with community partners was all part of a proactive strategy to deliver robust, impactful projects, that hopefully appealed to as wide a cross section of potential donors as possible due.

In our commitment to realising impactful change, we ran a successful fundraising appeal for the cardiology department, showcasing a collaborative approach by involving the cardiology team and securing a substantial donation from the Milton Keynes Community Foundation. Funds earmarked for enhancing the waiting area demonstrate a tangible commitment to channelling donations toward immediate and meaningful improvements within the hospital. We look forward to the project completing in early 2024.

The triumphant Gala Ball stands as a testament to the charity’s multifaceted engagement strategy. Raising £51,000 for the cancer centre, the event not only bolstered financial support but also served as a platform to deepen engagement with the local business community. Through art acquisitions and provisions benefiting patients and families, the Gala underscored the charity’s dedication to augmenting patient experiences beyond medical care.

The Gala Ball also demonstrates the power of volunteering, which the charity has made a renewed effort to focus on. Without a dedicated committee of volunteers, the event would not have been the success it was. We are also immensely proud to work with a whole host of volunteers who come in weekly to litter-pick the hospital site, maintain our courtyards and support with fundraising stalls.





MyMiltonKeynes Visits

Through the MyMiltonKeynes Spring and Winter Fashion Shows at John Lewis, their more than generous contribution facilitated the acquisition of two new chemotherapy chairs for the Cancer Centre and a cutting-edge 'BabyLeo' incubator for the Neonatal Unit. Surpassing their targets at both events, they acquired double the intended chemotherapy chairs after the Spring Fashion Show and provided funds for the advanced incubator during the November show. Referred to as the 'Rolls Royce' of incubators, the 'BabyLeo' marks the fourth installation of its kind at the hospital, meeting critical needs for premature babies in and around Milton Keynes. During their visit, MyMiltonKeynes learned of the ongoing necessity for additional incubators to support the significant number of premature births in the region annually.

“MyMiltonKeynes continues to raise funds for us year after year, and we’re so incredibly grateful for that. Not only is it an absolute pleasure working with Melanie and the team, but to be able to show them the results of their time and effort is just wonderful.”

**Vanessa Holmes, Associate Director, Charity and Fundraising –
Milton Keynes Hospital Charity**



Acknowledgements

A very simple thank you to our incredible donors and fundraisers does not really convey how important you all are to the charity and the wider hospital. Without your compassion and dedication, the extraordinary work and life-changing impact achieved by the Milton Keynes Hospital Charity would simply not be possible.


Your contributions, whether big or small, translate into moments of hope, healing, and comfort for countless individuals. Your selflessness and commitment stand as the heartbeat of our charity, nurturing dreams, and turning them into tangible realities for those in need. From the depths of our hearts, we extend the warmest gratitude to you for being the driving force behind our mission.


Within these limited pages, it's impossible to name every individual, community group and partner that tirelessly dedicates their time and effort to fundraise for us. Please know that your hard work is our beacon. We are eternally grateful; you provide the heartbeat to our ongoing mission to improve the lives of those that pass through the doors of Milton Keynes University Hospital.

THANK YOU


If you would like to make a donation or discuss other ways to help Milton Keynes Hospital Charity, please do not hesitate to reach out to us on:

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