



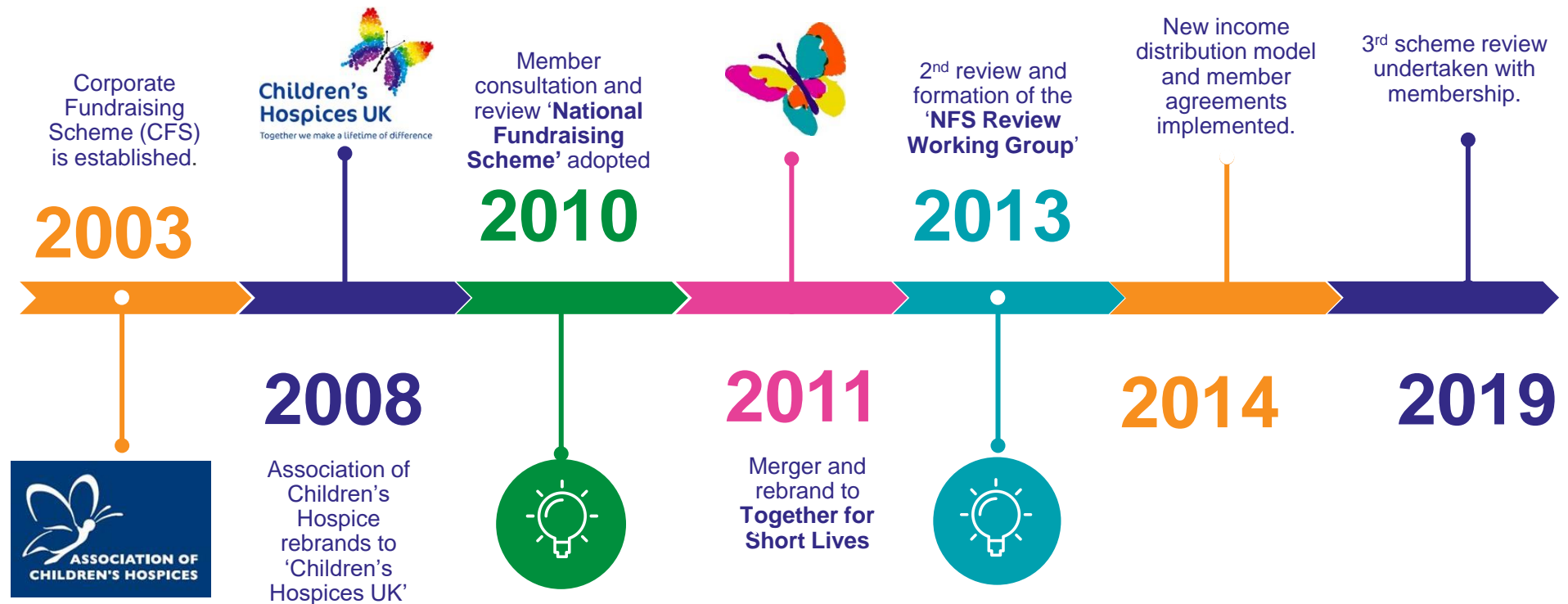
# NFS 2020-21

A financial review and look ahead

May 2021

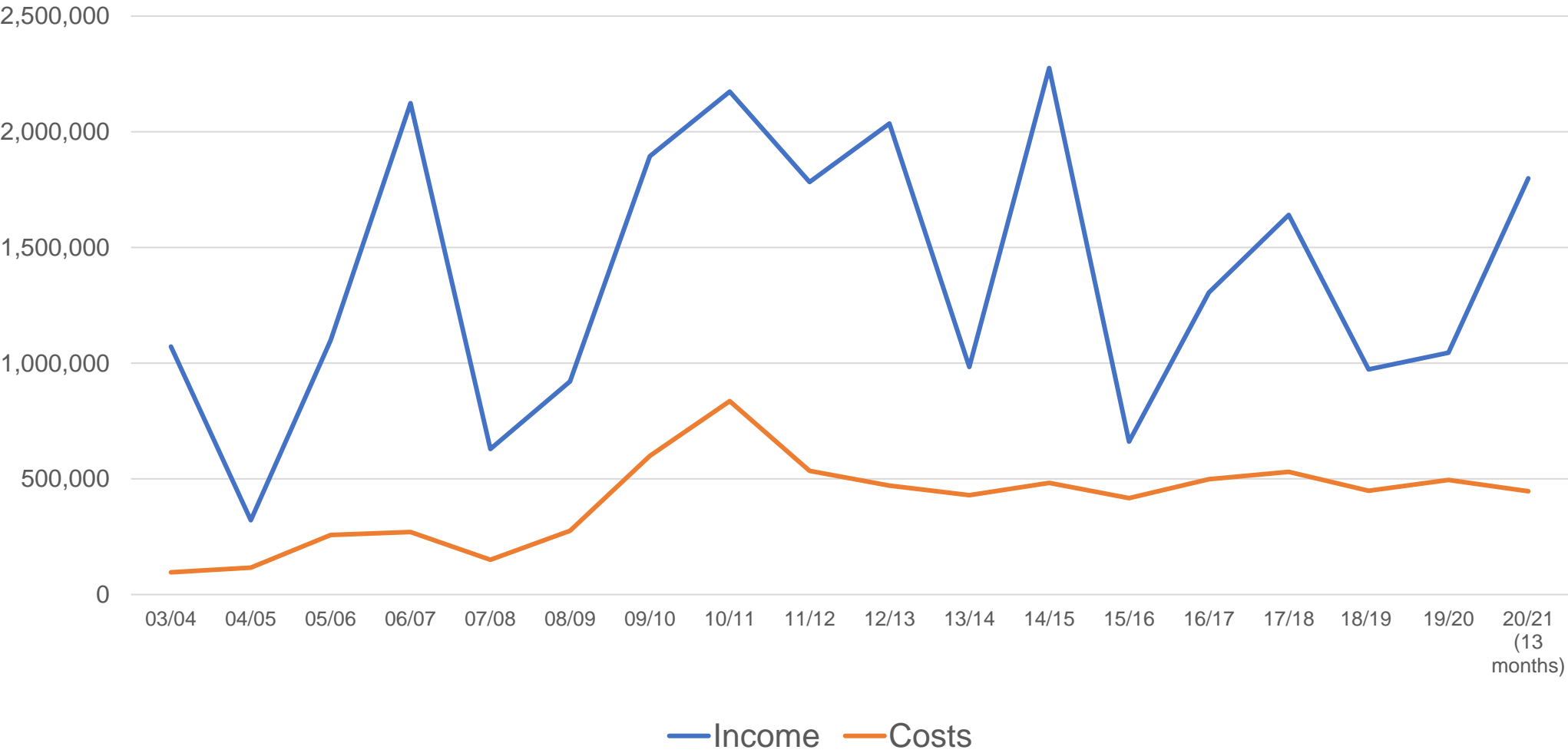


# History



NFS is run as a co-operative fundraising scheme, with Together for Short Lives (TfSL) managing it on behalf of the current 54 hospice members, as part of their umbrella role for the sector. NFS allows corporate funders to provide support for the vital work of all the UK's local hospices through a centralised approach; as well as supporting the sector through TfSL's national strategic work such as Children's Hospice Week. The intention is to access national partnerships, that locally/regionally based hospices might otherwise not have access to – NFS should not draw away funds or compete with existing activity. TfSL recover its salary costs and the cost of running the scheme i.e. staff, travel and a contribution to office costs from the gross amount raised. They also receive a 15% allocation from the net income. It has raised just under £27 million

# Financial Performance



# Overview 20-21

|              |           |
|--------------|-----------|
| Gross Income | 1,799,134 |
| TfSL Costs   | (445,631) |
| Net Income   | 1,353,503 |

Historic Target return on investment of 3:1

**20/21 actual: 4:1**

# TfSL Costs

|                       |                |
|-----------------------|----------------|
| Staff costs (6.6 wte) | 289,137        |
| Partnership costs     | 19,601         |
| Events costs          | 0              |
| Travel & meetings     | 1,271          |
| Office costs          | 8,872          |
| Overhead              | 126,750        |
|                       | <b>445,631</b> |

Based on Mar 20 & Mar 21 Management Accounts

# Allocation of Costs

|                          | Gross income | %     | Cost allocation | Net income |
|--------------------------|--------------|-------|-----------------|------------|
| Hospice 1                | 130,447      | 7.2   | 32,085          | 98,362     |
| Hospice 2                | 62,290       | 3.5   | 15,597          | 46,693     |
| Hospice 3                | 30,141       | 1.7   | 7,576           | 22,565     |
| Other Hospices           | 1,306,386    | 72.6  | 323,528         | 982,858    |
| Together for Short Lives | 269,870      | 15    | 66,845          | 203,025    |
|                          | 1,799,134    | 100.0 | 445,631         | 1,353,503  |

# Net income allocation

|   |     |           |
|---|-----|-----------|
| National work through<br>Together for Short Lives | 15% | 203,026   |
| Distributed to member<br>children's hospices      | 85% | 1,150,478 |

Agreed with corporate partners

# Allocation of income

## 2 models:

1. local branches link with local children's hospices
2. all income shared among all members

Under both models 15% of income goes to Together for Short Lives national work and 85% to children's hospice members



# Sharing income

Allocated in proportion to members' audited expenditure on children's palliative care (0-18 years)

Where services support children over the age of 18, members must calculate the expenditure on the care of 0-18 year olds and have this confirmed by their auditors

Minimum level that no member's allocation will fall below, currently set at 1.75% of the total (equivalent to expenditure of £2.9m)

# Distributing income

Distributions are made in April so the income can be accrued in accounts with years ending on 31 March

This year:

- Calculations are based on income received and costs incurred between 1 March 2020 to 31 March 2021 (to align year end with TfSL)
- Distribution will be in 2 tranches due to M&S receipt

**Looking ahead**

# Pushed to the Limits - strategic objectives

*“To develop a more distinct, powerful and ambitious brand position”*

\*and everything that comes with it – better materials, increased awareness and the flexibility of dual branding and other elements that work for members

# PUSHED TO THE LIMITS

FAMILIES OF SERIOUSLY ILL CHILDREN ARE PUSHED TO THEIR LIMITS

OUR CHILDREN'S HOSPICES MUST NOT BE PUSHED TO THEIRS



54 CHILDREN'S HOSPICES FUNDRAISING TOGETHER



# PUSHED TO THE LIMITS

FAMILIES OF SERIOUSLY ILL CHILDREN ARE PUSHED TO THEIR LIMITS  
OUR CHILDREN'S HOSPICES MUST NOT BE PUSHED TO THEIRS

**When a family is told their child will have a short life, they go into free fall.**

**It's our job to catch them.**

Suzanne and Chris were so excited for their 20 week scan. Suzanne wanted to know if she was having a boy or a girl — instead she learnt that her longed-for son might not survive birth.

I was by their side from when they learned about baby Joshua's condition, until it was time to say goodbye when he was just three days old. It was three days of making memories, of...

- ...watching the footy with dad.
- ...cuddles with gran.
- ...and lots and lots of love.

**But what if we aren't there?**

I hate to think what Suzanne and Chris would have endured without a hospice nurse to turn to. A lonely pregnancy. A stay in a hospital ward. A final visit to the morgue. And a young family, planning their baby's funeral, alone.

Right now, more and more babies like Joshua are being born with life-limiting conditions — and children's hospices simply cannot meet the demand.

Families of children with a life-limiting condition are pushed to their limits. Our children's hospices must not be pushed to theirs.



# Fundraising together

The banner acts as a platform for partner and hospice logos to sit together on...



54 CHILDREN'S HOSPICES FUNDRAISING TOGETHER

M&S



54 CHILDREN'S HOSPICES FUNDRAISING TOGETHER

Bluebell  
Wood  
CHILDREN'S HOSPICE

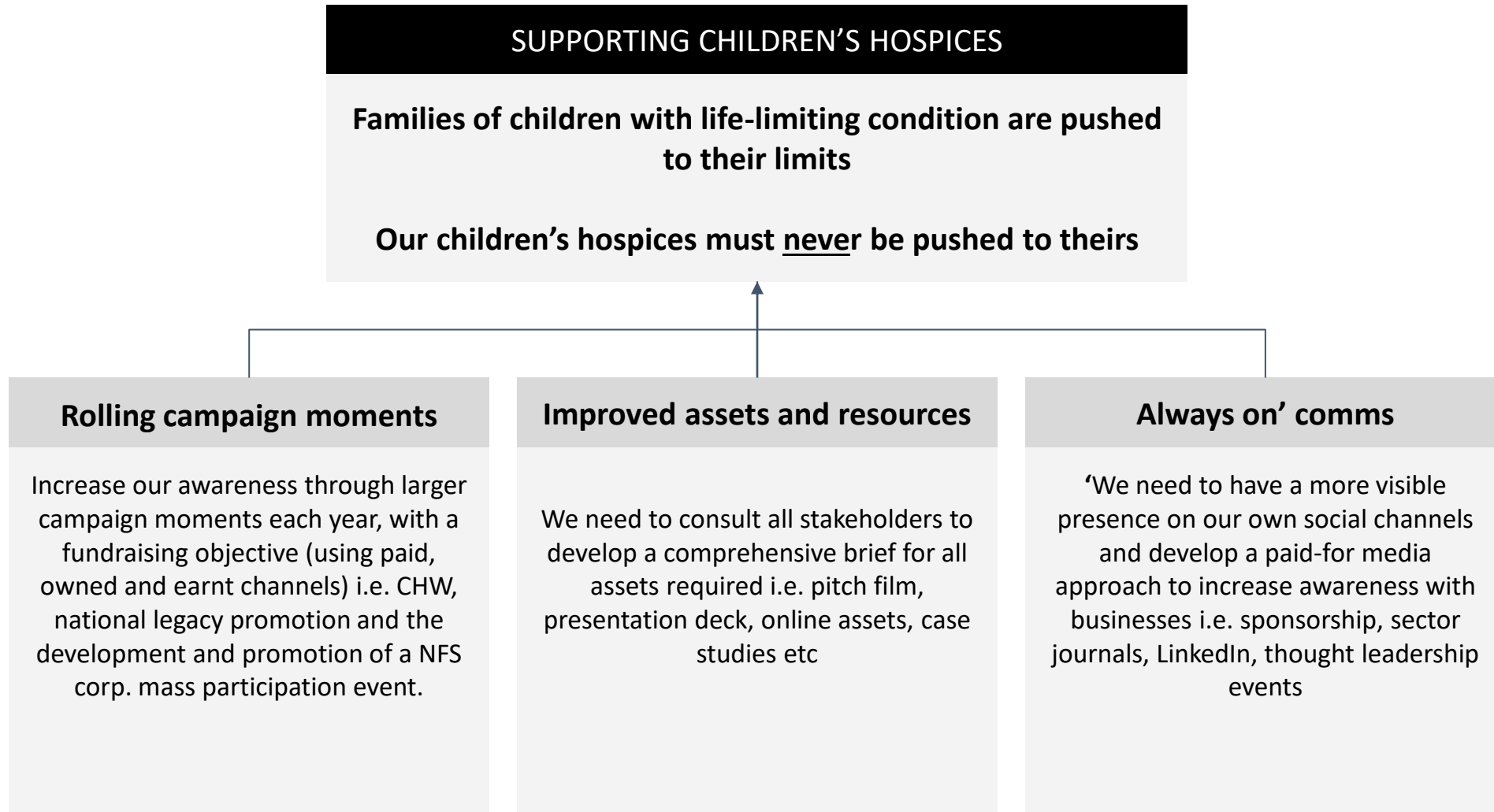


M&S



54 CHILDREN'S HOSPICES FUNDRAISING TOGETHER

# Strategic focus







# Children's hospice week



**PUSHED  
TO THE  
LIMITS**  
**FOR CHILDREN'S HOSPICES**

together  
short  
lives

Disclaimer: The NHS could not make any claim for this presentation only

# PUSHED TO THE LIMITS

FOR CHILDREN'S HOSPICE WEEK

**Families of seriously ill children  
are pushed to their limits.**

**We can't be pushed to ours.**

People often say to me that caring for seriously ill children must be the hardest job in the world.  
To me, it's the best.

What's hard is knowing I can't care for every child and family who needs me.

That's why I urge you to push it for Children's Hospices. We need you to push yourself to your limits  
- so children's hospices like mine don't get pushed to ours. Families of seriously ill children are pushed  
to their limits every day. Our support provides them with the time and space they need to make  
precious memories that last a lifetime - the chance to be parents, not carers.

There are no limits to what me and my team will do to support a family of a seriously sick child.  
Our expert nursing staff provide respite care and help mums and dads enjoy the chance to be  
parents, not carers. Our play therapists support siblings to connect and make memories that last  
a lifetime. And when it's time to say goodbye, we make sure a family has privacy and dignity so  
they can grieve together.

At the same time, we are struggling to meet demand meaning more families are having to  
cope alone.

**Will you push yourself to your limits, so children's  
hospices aren't pushed to theirs?**

together  
for  
short  
lives



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of 16





# **PUSHED TO THE LIMITS**

**99,000 STEPS CHALLENGE**

**A step for  
every child  
with a life  
limiting  
condition.**

# NFS Corporates Mass participation event

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- ! £10 to enter
- ! bespoke fundraising platform & support
- ! medal when you raise £100
- ! team & company leaderboards

**One week. 99,000 steps.**

A step for every child living with a life-limiting condition.



**CHILDREN'S HOSPICE WEEK:  
21 - 27 JUNE**

This Children's Hospice Week, will your teams push themselves to their limits - so that children's hospices are not pushed to theirs?



54 CHILDREN'S HOSPICES FUNDRAISING TOGETHER

Together for Short Lives is a registered charity in England and Wales (1144025) and Scotland (SC044130) and is a company limited by guarantee (7783702).

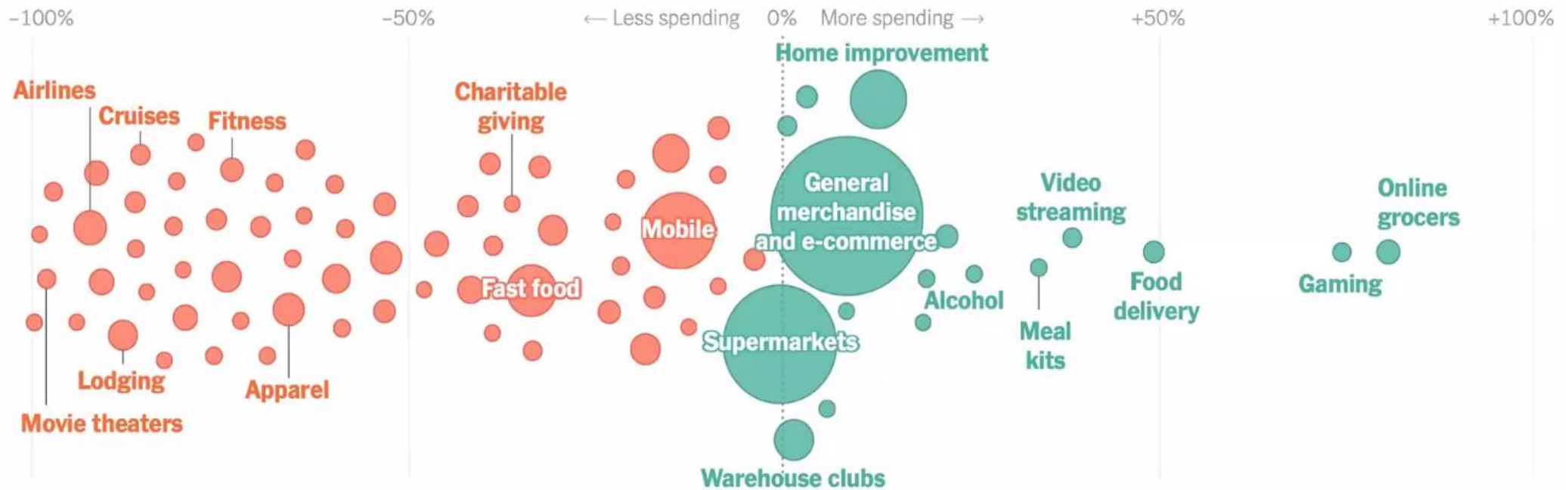


# A fresh new business strategy



# More agile

## Market Analysis



Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.

New York Times, 11 April 2020

# Giant leaps

Dream 10 prospects...WIP!

Warm/warmish:



Cold:



Final list shared with all stakeholders. ET, Trustees and children's hospices asked to support cultivation.



# New propositions

## Rebranding our corporate partnership offerings



Commercial

E.g. M&S  
— FOOD —



Strategic

E.g. Disney



Engagement

E.g. CenterParcs

# Tiered plans

## Benefits for NFS corporate partners

| Projected value   | Benefits  |
|---|---|
| Up to £50k<br><br>No twinning – income shared with all NFS members                | <ul style="list-style-type: none"><li>• Dedicated contact in the central Together for Short Lives corporate partnerships team.</li><li>• Introductions to fundraising contacts in local children's hospices who can co-ordinate visits &amp; volunteering opportunities.</li><li>• Dual-branded fundraising materials and events calendar.</li><li>• Fundraising resources e.g. collection tins, badges and T-shirts.</li><li>• Chance to apply for places in challenge events.</li><li>• Partnership page on Together for Short Lives' website and corporate referenced in Impact Report.</li><li>• Invites to Impact Event and annual Ball.</li><li>• Thank you certificates.</li></ul> |
| £50k to £200k<br><br>Twinning – income shared between twinned children's hospices | <p>As above plus:</p> <ul style="list-style-type: none"><li>• Allocated places in London Marathon and virtual London Marathon.</li></ul>  |
| Over £200k<br><br>Twinning – income shared between twinned children's hospices    | <p>As above plus:</p> <ul style="list-style-type: none"><li>• Regular impact reports / colleague newsletter.</li><li>• Volunteering programme co-ordinated by dedicated contact and contacts in local children's hospices.</li><li>• Phone call from Andy.</li></ul>  |

## Innovating lead generation activities

- Conduct survey and publish report on “public perceptions of corporate giving during the pandemic/the future of CSR”.
- Host Business Leaders webinar series.
- Create business pledge to engage prospects in lobbying for policy changes in relation to children’s hospice funding and support for families.
- Create sponsorship packages for NFS events e.g. 99,000 steps.
  - ‘Together for Short Lives: Year in Review’ brochure for Dream 10 prospects.
  - Template new business materials.

**We will also look to appoint a PR agency on a paid / pro bono basis to help publicise the research and see if they can recommend us to their clients. We enjoy good working relationships with ZPR and Grayling.**

# Partnerships update

## Center Parcs

19 VLM/VVLM runners  
Contactless donation devices installed  
Family breaks back

## Hobbycraft

4 VLM/VVLM runners  
In-store fundraisers confirmed, 1 May Bonanza

## Premier Foods

2 London Marathon runners  
100 Ways in May/new Events calendar  
Donation Stations

## Disney

Disney Ultimate Princess Celebration - launched April 27<sup>th</sup>

## M&S

Invoicing for funds happening imminently  
Simon Cowell has had stewardship call with M&S  
Food MD, Stuart Machin  
Partnership wrap-up video has been shared with SMT  
Review of organisation-wide charity partners taking place across the business  
1 VLM runner

## BLM

4 VLM/VVLM runners  
Launching year 3 with Children's Hospice Week

## Any questions, please contact:

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thank  
you

