

Meeting	Full Council
Date	27 th May 2026
Report Title	Council's Charity 2026-2027
Agenda Reference	18
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Officers Recommendation

1. To agree on the Charity to support in 2026 – 2027.
2. To note the combined total including gift aid, for 2025 – 2026, was £3,772.89

Background

For the last two years, the Parish Council has supported The **Kelly Foundation¹ (4Kelly)** as the chosen charity for the municipal years 2024-2025 and 2025-2026. The year prior to that (2023-2024), in the absence of a dedicated charity, any funds raised through the summer event, for charity, were split between **BEST Be A Better You²** and The Kelly Foundation.

The outgoing Chair of Community Development, composed a report for Full Council in April 2026, detailing the fundraising efforts for 2025-2026, identifying the activities, successes and pitfalls. The report is available to view here - <https://haydonwick.gov.uk/wp-content/uploads/2024/05/Agenda-22-Kelly-Foundation.pdf>. It should be noted the final fundraising total achieved in 2025-2026 was £3,772.89 inclusive of gift aid.

The Charity Fundraisers have been championed by Parish Councillors with support from the Office Team. A suggestion is that this arrangement continues, with prescriptive time from the Office Team agreed in advance *i.e. 3 hours maximum + duration of the event*.

The charity benefits from a range of in-kind support and promotional opportunities throughout the year, including:

¹ A Swindon Based mental health charity providing practical and holistic support to adults experiencing mental ill-health. Support includes life coaching, counselling and signposting.

² A Swindon Based sports programme offering one-to-one mentoring and sports enrichment sessions for children and young people from all backgrounds and abilities.



- Fundraising income generated and payable at the end of the financial year (31st March 2026)
- Advertising space in the Haydon Wick “Living” Magazine (valued at £1,200 per year)
- Promotion via parish noticeboards
- Inclusion of their logo on charity event posters
- A free pitch and advertising at major Council events (Summer and Christmas)
- A strapline featured in all Council emails
- Previously, access to room hire facilities to deliver services within the heart of Haydon Wick

A spot check of similar sized parish councils in Swindon, most do not have a chosen charity that they actively fundraise for but do support charities and groups via community grant schemes. Haydon Wick Parish Council also operates a Community Grants Scheme, offering organisations not selected as the Council’s primary fundraising partner the opportunity to apply for funding to support specific projects. Further details can be found at: <https://haydonwick.gov.uk/community-grants-scheme/>. Grant application deadlines are 31st May, 30th September and 31st January.

Theme

It is useful to have one clear theme *i.e. Mental Health & Wellbeing, Reducing Isolation, Bringing People Together etc.* This could link in with the Community Event Programme and Community Choices theme “Healthy Inclusive Community”.

We could start thinking of the chosen charity earlier next year and go out to public vote of suggestions who we should raise funds for like the bags for help scheme and the Dunelm charity partners, further widening our range and awareness of local groups and charities. This will also help set the event calendar early to hit the ground running from May, this year has been a bit later due to the elections.

Fundraising Activities

All activities and ideas are welcomed. Previously, low cost and regular events have worked well such as the Chocolate Bingo – attendees are getting some entertainment and an evening out whilst supporting a good cause and being in with the chance to win a prize.

The Bikeathon fostered a sense of team building and was shared remotely, it would be good if this was more visible and out in the community for enhanced donations.

The Council does run regular charity events outside of this arrangement like the annual MacMillan Coffee Morning and the newly organised Dementia UK Time For A Cuppa.

Charity Fundraising Events Calendar

It would be beneficial to agree the Charity Fundraising Events Calendar at the beginning of the municipal year with clear ownership of who is leading on the event and for commitment and support from fellow Councillors. Key dates can also be identified such as Mental Health Awareness Day – or relevant to the chosen theme.



Charity Suggestions

Previously, it has been agreed to support a local charity rather than a national one.

All the suggestions seem to adopt the same strategically aligned with wellbeing, prevention, and community resilience priorities. In turn, this will foster the continuity of values with renewed energy and visibility.

At the Annual Council meeting on the 19th May 2026, Councillors provided some suggestions which have been reviewed by the Office. Please see the table below with presented options with pros and cons to assist in making an informed decision.

Option	Pros	Cons
Continue with the same charity as the last 3 years Kelly Foundation	• Builds continuity and long-term relationships • Existing fundraising processes and contacts already established • Easier messaging because staff/public already recognise the cause • Demonstrates loyalty and sustained commitment • Potential for measurable cumulative impact over time	• Risk of “charity fatigue” among staff and residents • Reduced excitement/engagement compared with something new • May appear resistant to fresh ideas or wider community needs • Could limit opportunities to align with current priorities • New councillors/staff may feel disconnected from the choice
Support a new larger charity benefiting Swindon as a whole, currently operating at a 50% loss Prospect Hospice³	• Wider visible impact across the community • Opportunity to support an organisation at a critical moment • Could generate stronger public interest/media attention • Potential strategic partnership opportunities with a larger organisation • Demonstrates responsiveness to local need and economic pressures	• Questions may arise about sustainability and use of funds • Donations may feel less personal due to organisation size • Risk that fundraising becomes perceived as “bailing out” operational losses • Less direct emotional connection for staff if impact is broad rather than specific
Introduce a new theme and charity supporting bereaved children	• Strong emotional resonance and compelling storytelling	• Sensitive subject matter may be emotionally difficult for some participants

³ Offers unparalleled end-of-life care services for a community of more than 300000 people in **Swindon**, Marlborough and north Wiltshire.



Option	Pros	Cons
Wiltshire Treehouse⁴	• Distinct new direction may re-energise fundraising participation • Aligns with wellbeing, safeguarding, and family support values • Potential for meaningful local impact and visible outcomes • Could attract wider staff/community empathy and engagement	• Requires careful communication and safeguarding considerations • New charity relationship would need due diligence and setup • Could be perceived as narrower in scope than broader community causes • May require more effort to explain impact and outcomes initially
Support a national charity such as Dementia UK linked to service provision Dementia UK⁵	• Clear alignment with council/service delivery priorities • Staff may see direct relevance to residents they support • National charities often provide strong fundraising resources and credibility • Potential staff training/support benefits beyond fundraising • Easier to evidence strategic value and social impact	• May be viewed as less locally focused • Donations may feel diluted within a large national organisation • Some stakeholders may prefer smaller grassroots causes • Could create debate over whether fundraising should support statutory-service-related areas • Less novelty if national charities are commonly supported elsewhere
Support a new national charity with a similar theme (suicide prevention, stigma reduction, public awareness) CALM: Campaign Against Living Miserably⁶	• Maintains continuity of purpose while still introducing a “new” charity • Demonstrates ongoing commitment to mental health and wellbeing priorities • Topic remains highly relevant across workplaces and communities • National charities often have strong campaigns, training resources, and awareness materials • Can build on staff/public understanding developed over previous years	• Risk of continued “theme fatigue” if people feel it is too similar to previous campaigns • Some may question why a different charity is needed if the cause remains the same • Sensitive subject matter requires careful messaging and safeguarding considerations • National focus may feel less directly connected to local community impact • Could limit variety in fundraising themes and engagement activities

⁴ Offer guidance and training for local schools and professionals to better assist grieving children.

⁵ A specialist dementia nursing charity that is here for the whole family. Our nurses, known as Admiral Nurses, provide free, life-changing support

⁶ A suicide prevention charity that provides life-saving services and practical mental health support to anyone who needs it.



Option	Pros	Cons
	• Opportunity to refresh engagement without abandoning the underlying cause • Strong alignment with prevention, early intervention, and public health objectives • May support internal wellbeing culture and staff conversations around mental health	• Potential overlap with existing council wellbeing initiatives may blur boundaries between fundraising and operational responsibilities