

Meeting	Full Council Meeting
Date	28 th April 2026
Report Title	Annual Charity Fundraising Report – The Kelly Foundation
Agenda Reference	22
Author	Councillor R Ross

1. Purpose of Report

Reporting Period: April 2025 – March 2026

This report provides an overview of the charity fundraising activities undertaken by Haydon Wick Parish Council during the reporting period in support of The Kelly Foundation, details the monies raised via the Council's JustGiving campaign, and presents suggestions for future fundraising activity based on outcomes achieved.

2. Overview of the Charity

The Kelly Foundation (4Kelly) is a Swindon-based mental health charity providing practical, holistic support to adults experiencing mental ill-health. Services include wellbeing support, advocacy, counselling, life coaching and signposting, delivered through a one-stop support model. The Council's fundraising supports the charity's ambition to establish a dedicated Mental Health Hub for the Swindon community.

3. Fundraising Objective

Haydon Wick Parish Council committed to raising £9,000 to support the establishment of a Kelly Foundation Mental Health Hub. Fundraising has been coordinated through a public JustGiving campaign led by Councillors and supported by residents, volunteers and local businesses.

4. Summary of Fundraising Activity

Event	Date	Location	Amount Raised (Before Gift Aid)
The Power of Community Event & Parish Wide Litter picks	Mental Health Week May 2025	Orbital Centre	
Summer Spectacular	August 2025	Trent Road Playing Field	c£394
Choc'teasers Bingo & Quiz Night	October 2025	Haydon Wick Club	c£500
24-Hour Bikeathon	November 2025	Haydon Wick Parish Council Offices	c£977
Charity Curry Evening	March 2025	Bombay Lounge	c£415
Christmas Carnival	December 2025	GLL Leisure Centre	£15
Chocolate Bingo Evening	April 2026	The Shield and Dagger Public House	c£840



Note : This information published is based on the Haydon Wick Parish Council JustGiving campaign page. Due to hidden donation totals and activities spread across multiple activities totals might not be exact.

5. Monies Raised

Total Raised	£3,141.30
Additional Gift Aid	£631.59
Combined Total including gift aid	£3,772.89
Target	£9,000
% of target achieved	41.9%
Number of individual supporters (online)	114

All funds have been transferred directly via Just Giving to The Kelly Foundation to support delivery of mental health services and development of the proposed Mental Health Hub.

6. What Worked Well

- Ticketed social events such as bingo and quiz evenings generated some of the highest donation levels, while being relatively low cost and simple to organise. The money raised at the April 2026 Bingo event accounted for 25% of the total raised.
- Challenge-based activities, particularly the 24-hour bikeathon, helped attract attention, increase participation and promote positive mental health through physical activity.
- Having a clear and specific fundraising aim (supporting a Mental Health Hub) helped residents understand the purpose of events and encouraged donations.
- A range of different activities meant more residents could get involved in ways that suited them.
- Other mental health-focused activities and awareness initiatives have also taken place alongside fundraising events, helping to promote conversations around wellbeing, reduce stigma and reinforce the Council's commitment to mental health support beyond fundraising alone.

7. Challenges Identified

- Sustaining momentum requires continued councillor engagement and buy-in, particularly where events rely on Councillor participation, promotion and leadership.
- Fundraising totals are spread across multiple activities, making itemised reporting more complex

8. Recommendations for Future Activity

It is recommended that future fundraising activity continues to:

- Prioritise regular, low-cost community events such as bingo and quiz nights
- Align fundraising with existing parish events, such as the summer/Christmas events to maximise attendance
- Continue local business involvement through donated prizes and sponsorship
- Continue physical challenge events as headline fundraisers delivered once per year
- Agree a charity fundraising calendar at the start of the municipal year to support early planning, clearer ownership of events and wider councillor involvement.
- Seek to spread responsibility for fundraising activity where possible, by encouraging wider councillor involvement, rotating event lead roles, and clearly defining smaller support roles (such as promotion or on-the-day assistance) to reduce reliance on the same individuals.



Thanks are extended to the local businesses and organisations for their generous donations and raffle prizes, to the Clerk, Deputy Clerk and team for their support in organising and running events, and to all those who attended, sponsored, volunteered and donated in support of The Kelly Foundation.