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Meeting	Community Development Committee
Date	3rd November 2026
Report Title	Charity Update
Agenda Reference	18
Author	Laura Cutter, Deputy Clerk/RFO, HR & Services Manager

Officer's recommendation:

1. To agree the programme of Councillor-led Charity Events for January – June 2027.
2. To recommend to Full Council that the Council's support for its Chosen Charity be extended until May 2029, to provide continuity, maintain momentum in promoting the charity, and allow sufficient time to develop and utilise marketing materials at Council events and other promotional opportunities.
3. To consider creating a Chosen Charity Working Party.

Background

Following the fantastic relationship, we've built with Campaign Against Living Miserably (CALM). Collectively, the Parish Council has raised over £4,000.00 since June 2026, with plenty more fundraising events in the pipeline. This includes a sponsored walk by some of our colleagues which took place on Saturday 24th October 2026 – 16 miles around Swindon.

Successful events have included the Curry & Quiz Night, the Chocolate Bingo, Summer Event Raffle and smaller scale, regular events such as school fete activities and popular raffles.

A huge thank you to Tracey, the Swindon Ambassador for CALM, for bringing us on this journey and for her continued support in helping us make such a positive difference. efforts haven't gone unnoticed, and the Council was delighted to receive the following message from CALM Head Office:

"A huge thank you to Haydon Wick Parish Council and everyone involved in organising and supporting a fantastic range of community events and initiatives. These contributions bring people together, raise vital funds and help make a real difference, including an amazing amount of money raised for CALM. We're incredibly grateful for the continued support, generosity and commitment shown through these events, helping CALM continue its lifesaving work and ensure nobody must struggle alone. Thank you to everyone who has played a part in making a difference!"

Extending the Support for CALM

Following the success of the Council's fundraising efforts, it is proposed that support for its Chosen Charity be extended until May 2029.

Extending the Council's support will provide continuity, strengthen the existing relationship and maintain momentum in raising awareness and funds. The extended timeframe will allow sufficient opportunity to develop and maximise the use of promotional materials at Council events and other community engagement opportunities, increasing participation and fundraising potential.

The proposed extension also aligns with the Community-Led Action Plan, providing opportunities to link relevant themes and priorities with fundraising events and initiatives, thereby maximising community engagement and delivering wider benefits for local residents.

Creation of Chosen Charity Working Party

There are several elements to coordinate in delivering the Council's Chosen Charity programme, involving multiple Councillors and staff in the planning, organisation and promotion of fundraising events. It is therefore proposed that a Chosen Charity Working Party be established to maintain effective communication, coordinate responsibilities, develop new fundraising opportunities and monitor progress towards agreed objectives.

The Working Party would provide a dedicated forum to share ideas, review upcoming events, identify opportunities for collaboration and ensure activities align with the Council's wider community priorities. It would also support continuity, consistency and the effective use of resources throughout the extended charity partnership.

Additionally, the introduction of a Charity Champion electronic badge to be added to email signatures, is proposed to help raise the profile of the Chosen Charity, recognise those actively supporting fundraising initiatives and encourage greater participation from Councillors, staff and the wider community.

This could be developed into a physical badge could be worn at Council and community events to promote awareness, demonstrate support and strengthen the visibility of the Council's charitable commitment.

Given the range of individuals involved in the Chosen Charity programme, it is proposed that the Working Party includes external representation from Tracey, Swindon's CALM Ambassador, alongside Councillors S Nukana, L Stevenson and N Bradley (as previous Charity Champions), the Chief Officer, Chairman of the Council, Marketing & Events Coordinator, Deputy Clerk, and HR & Services Manager. This membership would support effective communication, continuity, shared responsibility and coordinated planning across the Council's charity fundraising activities.

Timeline of Events and Proposed Events

The programme features in some of the activities events that the Council is already hosting for the remainder of the year. It is then proposed for January – June 2027, to have one event per month, evenly distributed amongst Councillors, as this gives plenty of time for Marketing and Event support.

Note: Councillor names have been included against certain events based on previous suggestions, discussions and/or expressed interests. These allocations are indicative only and are not exclusive; Councillors may support, lead or contribute to any of the proposed events, subject to agreement and availability. Councillors are encouraged to support colleagues, so please do put your name against anything that takes your interest.

Committed Dates	Event/ Activity	Cllr Lead	Officer/Staff Support
27th November	Christmas Event – wishing tree, hamper raffle	All	Marketing & Events Co Ordinator
12th December	Pantomime – tuck shop/sweets	All	Marketing & Events Co Ordinator
14th December	Haven – hamper raffle	Cllrs L Jackson & S Nukana	Memory Café & Community Co Ordinator
17th December	Wreath Making – hamper raffle	N/A	Marketing & Events Co Ordinator

23rd December	Memory Café – hamper raffle	N/A	Memory Café & Community Co Ordinator
Proposed Dates	**Event/Activity**	**Proposed Cllr Lead**	**Officer/Staff Support**
Jan	Bikeathon	Cllr V Manro & Cllr L Stevenson	Chief Officer & Deputy Clerk, HR & Services Manager
Feb	Skittles Tournament	Cllr L Jackson	Marketing & Events Co Ordinator
March	Quiz & Raffle	Cllr N Bradley & Cllr A John	Marketing & Events Co Ordinator
April	Chocolate Easter Bingo	Cllr C Chikezie-Morris & Cllr A Hughes	Marketing & Events Co Ordinator
March	Cream Tea	Cllr J Ireland	Memory Café & Community Co Ordinator
May/June	Charity Football Match	Cllrs L Jackson & A Roupelis	N/A
June	Fish & Chip Event	Cllr J Jackson & R Hailstone	Memory Café & Community Co Ordinator

Additional ideas for consideration include:

- Coal Walking Challenge: An externally delivered event organised by a local company, suggested by the Swindon CALM Ambassador.
- Tabletop / Nearly New Sale: A proposed community sale at GLL Sports Centre, suggested by Cllr S. Nukana.
- Football Cards: A small-scale sweepstake priced at £4 per square, with proceeds split between the nominated charity and the winning participant, based on the revealed football card.