



# Friends of Moorfields

E Y E H O S P I T A L



# Executive Manager Report

**Angela Smith**

Over  
**50**  
Years  
of Support

To make a donation  
or inquire  
about becoming  
a volunteer,  
please call:  
020 7251 1240  
or email:  
friendsofmoorfields.nhs.uk

# Seeing PATIENTS Smile

*Providing volunteer services*

*Purchasing medical equipment*

*Making patients' visit more  
comfortable*

*Supporting the childrens'  
play scheme*



HELP  
ASSIST  
ADVISE  
GUIDE  
SUPPORT  
FUNDRAISE

**Friends OF Moorfields**  
E Y E H O S P I T A L

[www.friendsofmoorfields.co.uk](http://www.friendsofmoorfields.co.uk)  



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## Our Strategic Objectives: Why Friends Exists

## Our Volunteers:

“We will aim to ensure that there is an active and diverse volunteer team operating throughout Moorfields.”



# What we said we would do by 2020:

- Increase Clinic Volunteers ✓
- Increase Student Volunteers ✓
- Increase Shop and Trolley Service ✓
- Expand our Peer to Peer Support
- Look at demand for volunteers in Evening and Saturday Clinics ✓
- Have Role Descriptions, Policies and Procedures.

# Key Actions for next year:



1. Focus on increasing the number of patient facing volunteers
2. Make volunteers more visible.
3. Expand the number of volunteers working on Saturdays and evenings and at Moorfields satellite sites.
4. Develop relationships with UCL Student Unions and Student Volunteer Groups to look at opportunities to use students for specific projects.
5. Improve communication with volunteers.

**Ensuring that Moorfields has access to equipment, staff and services that would not be provided through normal NHS funding.**



# What we said we would do by 2020:

- Have Links with Moorfields Executive Team. ✓
- Have an efficient, effective and pro-active Grants Management Programme, and related Fundraising Programme. ✓
- Have improved our reporting and feedback processes. ✓



# Key Actions for next year:



1. Take over management of Moorfields Health Hub to provide information and signposting to patients.
2. Have regular communication with all members of the Moorfields's Executive Team.
3. Consider ways to support Moorfields' staff in order to increase morale.

# Keeping Friends Sustainable and Legitimate:



Friends of Moorfields  
EYE HOSPITAL



We will aim to ensure that Friends remains a sustainable and legitimate organisation and achieves an annual level of income that covers operational costs and enables substantial grants to be made to Moorfields.



# What we said we'd do by 2020:

- Have increased our membership by 25%
- Have a diverse and effective Trustee Board. ✓
- Have two fully manned Information Desks and a Shop that remains a profitable operation which contributes a significant amount to the charities income, and is also a 'hub' of information for both patients and staff. ✓
- Have a robust external communications policy, including a strong Social Media presence. ✓
- Understand fully how our income is generated and be in a position to ensure that we cover all our overhead costs and are able to deliver our strategic objectives.
- Have a clear and achievable Income Generation Strategy.
- Have policies and procedures in place that recognise the worth of all of our staff and volunteers by providing rewarding careers and supporting personal development. ✓



# Key actions for next year:



1. Have a clear plan for attracting new members and long term donors.
2. Strategically review all our income streams.
3. Develop relationships with other key organisations, and groups within Moorfields and externally that could help us achieve our objectives.
4. Produce a Staff Handbook, clearly defined roles, and have an agreed remuneration policy as well as individual appraisals which recognise training needs and requirement.

# Ways you can get involved:



- Consider volunteering with us at City Road or any of the satellite sites.
- Host a coffee morning or dinner party for us
- Do a sponsored activity – cycling, walking, running, car washing etc.
- Request donations instead of gifts for a birthday or anniversary
- Bring us your books, art, jewellery or bric-a-brac for our sales
- Pop into the office or shop to say ‘hello’ when you are at Moorfields
- Talk about Friends, and about your experiences at Moorfields to your own friends and family, and encourage others to become members and supporters.



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