

NHSBTC: Foundations for growth and conditions to thrive

Kirsty Thomson, Head of NHSBT Charity

NHSBTC Corporate Trustee Board Session, 1st December 2026

NHS Blood and Transplant Charity

Aims of today's session

This session is intended to give the Board assurance and information to ensure it continues to carry out it's duty as the Charity's Corporate Trustee Board effectively.

This presentation highlights:

I. Role of the Charity and the Corporate Trustee Boad

II. Foundations for growth built over the past 18 months

III. Conditions and enablers required to help the NHSBT Charity thrive in the future

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Context

NHS Charity Sector

- Health philanthropy is long-established.

- **NHS Charities investing in fundraising raise almost three times as much*.**

The NHSBT Charity

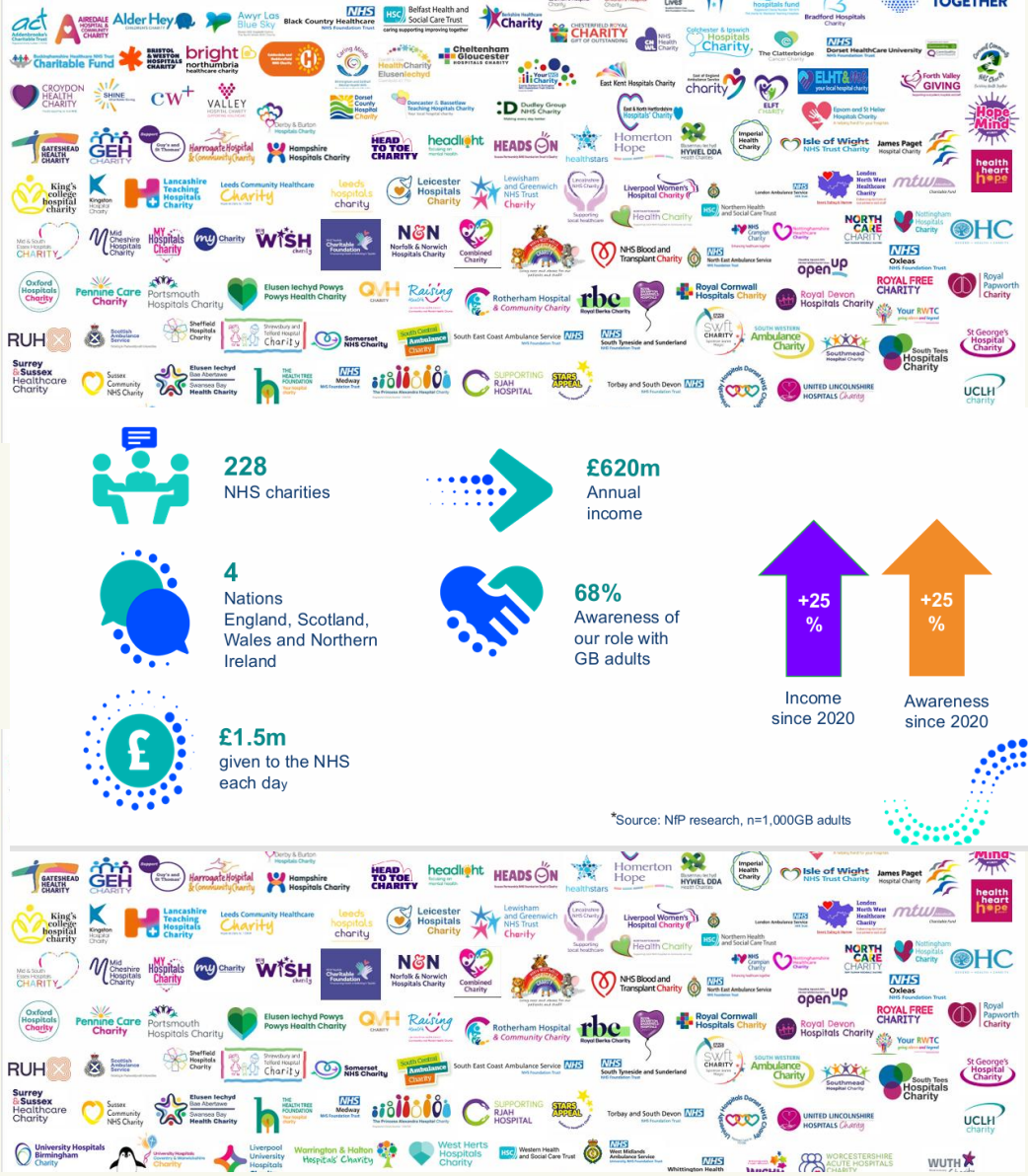
- **The NHSBT Charity is the only NHS Charity operating in all four nations.**

- The Head of NHSBT Charity role was introduced from May 2025.

Commitment to do *even more* to:

✓Enhance care and support for **patients** who rely on lifesaving transfusions, transplants and treatments, **donors,** and **donor families**.

✓**Push the boundaries of what's possible** in donation and transplantation.



*Data from Downham Consulting: The State of NHS Philanthropy 2026, The opportunity hiding in plain sight

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Section One

Five responsibilities of the Corporate Trustee

NHS Blood and Transplant Charity

The Essential Trustee:
What the **Corporate Trustee** must do

1. Ensure the NHSBT Charity is carrying out its purposes for the public benefit.
2. Comply with the Charity's governing document and the law.
3. Act in NHSBT Charity's best interests and manage conflicts of interest.
4. Manage the Charity's resources responsibly and make sure the Charity is accountable.
5. Act with reasonable care and skill.

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Section Two

Five areas of progress:

i. Governance

ii. Internal engagement

iii. Strategic focus

iv. Raising awareness

v. Impact for the future

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18 months of NHSBT Charity progress

May 2025

i. Adhoc updates on income received and impact of funding.

ii. No fundraising activity. No branding.

iii. Limited awareness among staff and no visibility externally.

iv. Basic charity procedures and no grant management systems in place. No dedicated staff.

v. 2020-2025 average annual income of £96k.

November 2026

i. Regular monitoring.

ii. High-value, sponsorship and regular giving programmes underway. Distinctive branding.

iii. Staff engagement activities as part of high-profile Charity-led and affiliated programmes.

iv. Detailed procedures and SOPs. NHSBTC Grants Scheme with £2m+ requests.

v. Projected 2026/27 total income (including gifts in kind) over £800k and ‘high value’ pipeline.







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2025 – 2030 NHSBTC Phased 5-year Strategic Development Plan informing the 2-year operational plan



Empower

Embed

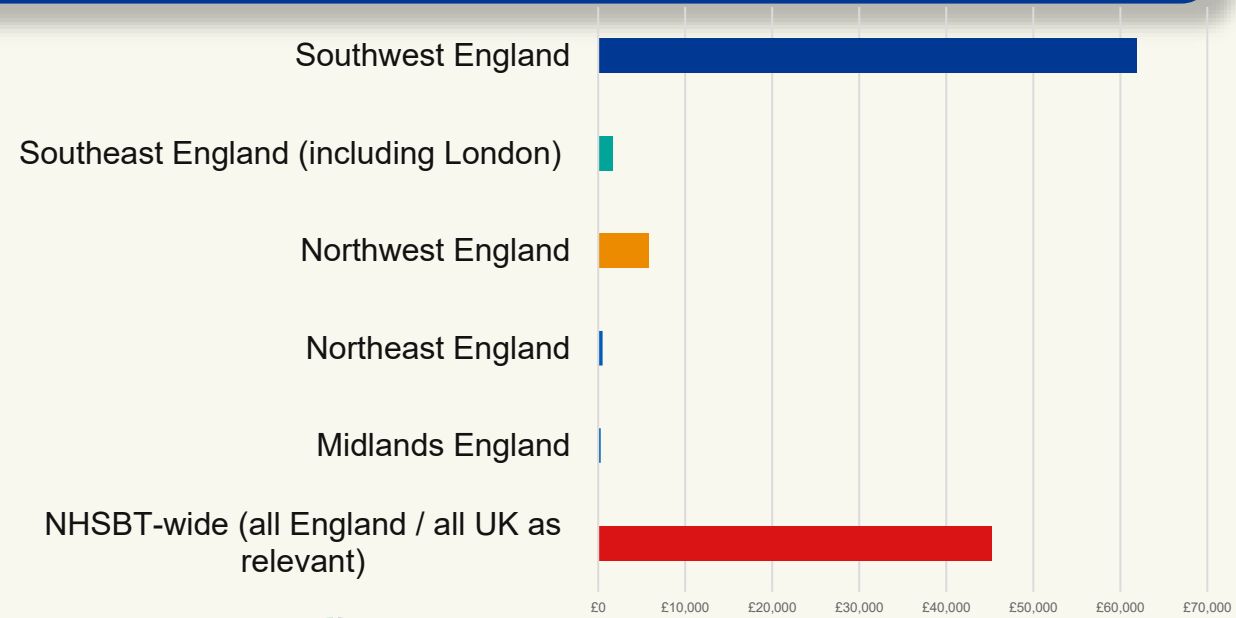
Enhance

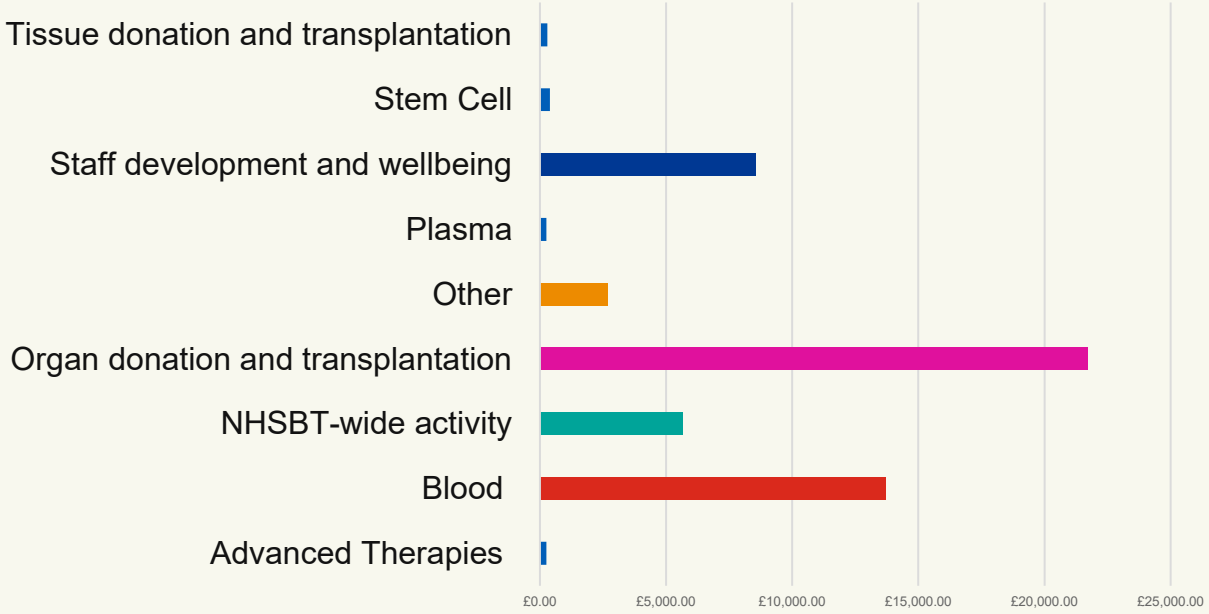
★ ***Education*** ★ ***Infrastructure*** ★ ***Innovation*** ★

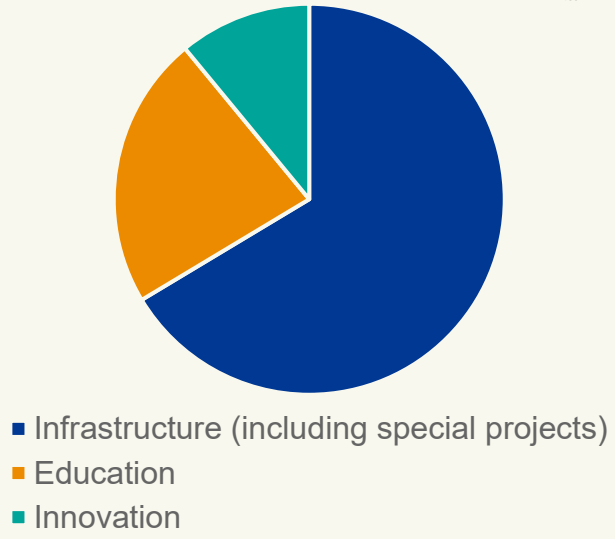
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NHSBT Charity Grants Scheme 2025/26

91 applications received in 2025/26
23 applications: *100% funded*
21 applications: *Partially funded*
33 applications: *Recommended for fundraising*
14 applications: *Unsuccessful*
2025/26 approved funding: £115k
Recommended for fundraising: £2.5m
Unsuccessful: £500k







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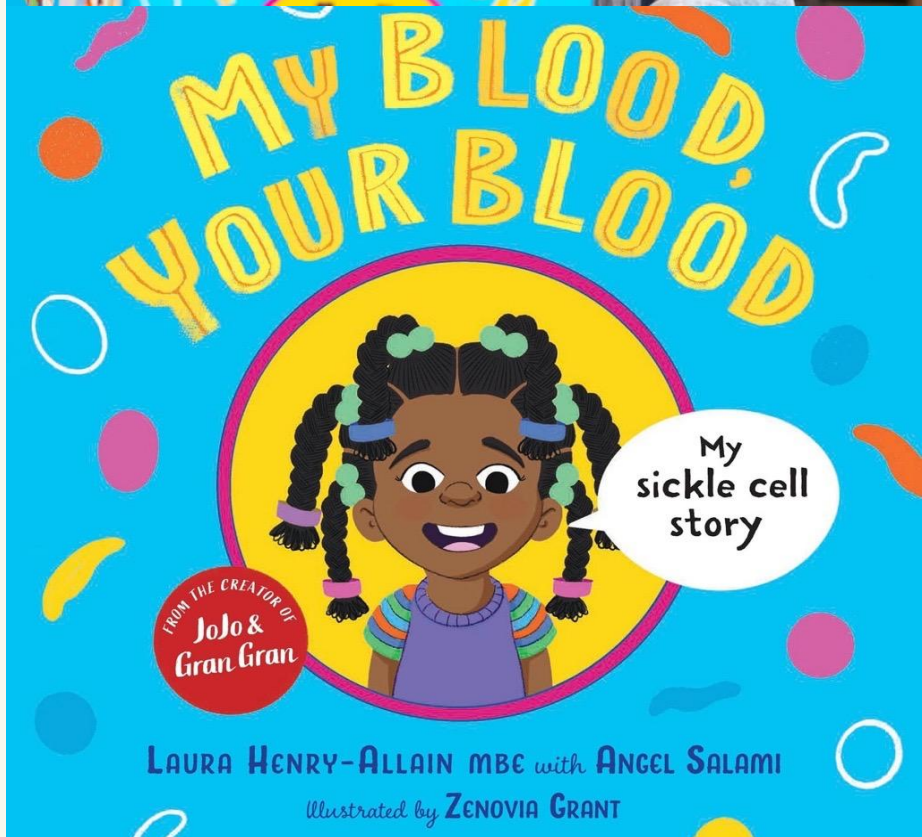
Raising awareness of sickle cell and the importance of blood donation.



A £2,500 NHSBT Charity Grant funded a collaboration between NHSBT and the National Literacy Trust, Phase 3 of the ‘My Blood, Your Blood’ education programme.

Manager, Better Start, Streatham and Norwood. Hitherfield Sure Start Centre
“These books provide meaningful way of raising awareness of sickle cell and the importance of blood donation. They will help us invite conversations about health and celebrate the stories, experiences and contributions of our diverse communities.”

The Charity now aims to fund Phase 4 of this education programme.



Bringing paediatric transplant recipients together.

£1,000 grants were awarded to part-fund the 2025 and 2026 Berlin Heart annual gathering, bringing families of children who have required a paediatric heart transplant together.





Terry Archbold, father of four-year-old Bea, who received a heart transplant in 2023 after waiting on the transplant list for 14 months, reflected on the day:
“This was a special day for all of us. It was a day filled with hope, a celebration of life made possible through organ donation. As we remembered Bea’s donor and those children on the Unit who didn’t survive, it made many of us want to redouble our efforts to raise awareness of organ donation.”

The Charity now aims to part-fund the 2027 gathering of families.

Establishing NHSBT Charity's strategic funding priorities

Service Focus	Blood supply resilience	Organ donation and transfusion	NHSBT: the scientific powerhouse	NHSBT: the global leader
Transformational Change	Blood Mobile / resilience programme	Perfusion technology	'Tomorrow's Blood'	Commonwealth Tribute to Life Fellowships (CTtL)
Enhancement	Education	Emotional and practical support	R&D training and education	Sharing best practice with other donation and transplantation agencies across the globe
Local, Service specific and 'Game Changer' led giving	Regional / service specific linked with awareness campaigns, for example Pint for Mike	• Regional campaigns: NW, NE, SW • SNOD Education	TPE-Sickle cell research programme	Global OTDT data sharing

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NHS Trusts Collaboration

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Abbott Collaboration

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Metallica Collaboration

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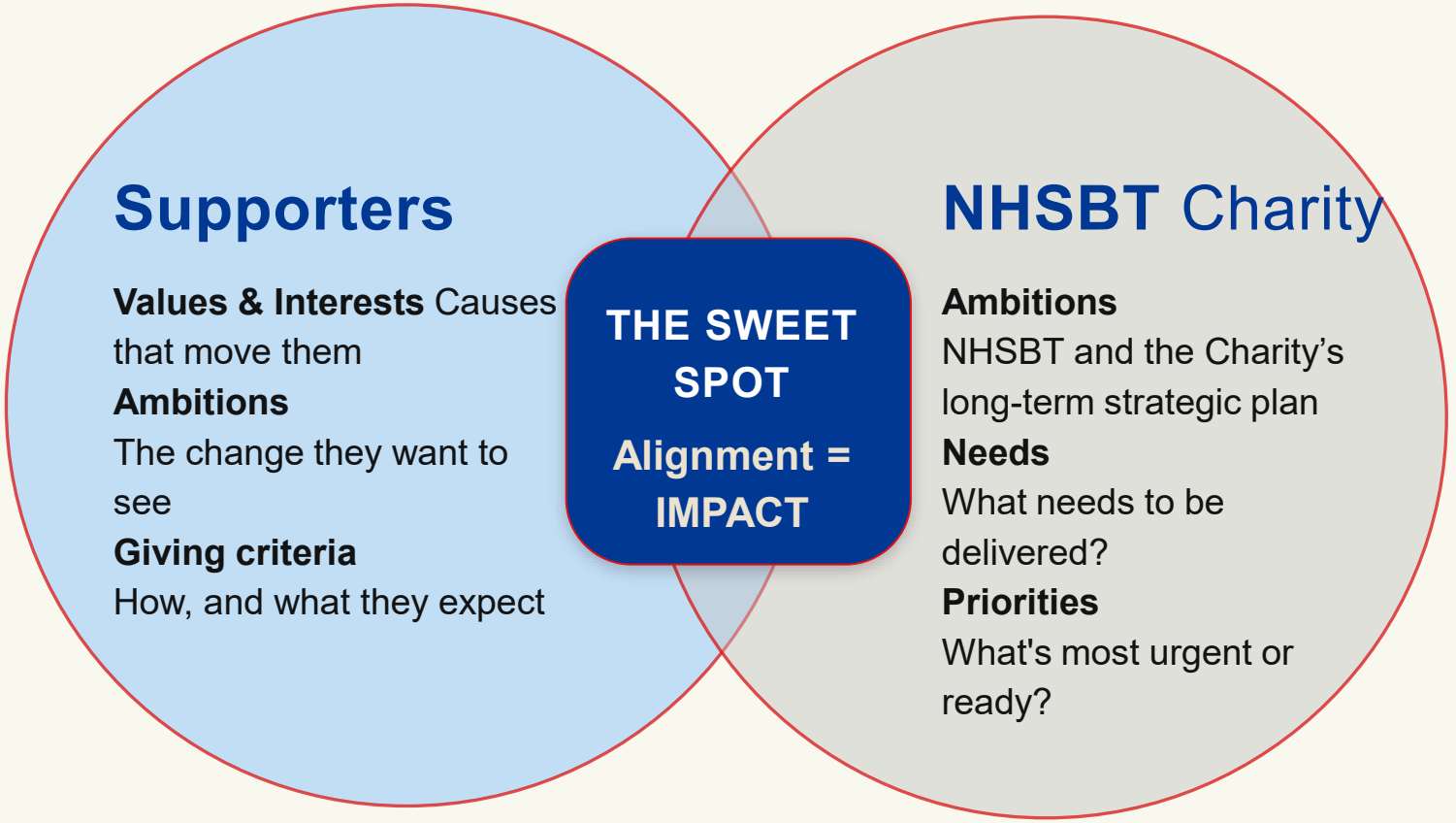
Section Three

Five ‘P’s of Philanthropy

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Philanthropy works when the 5 ‘P’s come together

1. People
2. Proposition
3. Prospects
4. Plan
5. Process



The sweet spot: where supporter interests meet organisational priorities

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Potential Sponsorship Programmes for the future

Infrastructure

- Blood Centre Refreshments / Snacks
- Blood Centre Upgrades
- Blood Mobile

Innovation

- Fellowships
- State-of-the-art Equipment
- Research roles

Strategic Showcase

- NHSBT Conferences
- NHSBT Webinar series

Education

- School Information Packs
- Education and arts programmes
- Additional training

Recognition

- Donor recognition events and activity
- Together Achievement Awards

Mass Participation activity

NHSBT / Blood donation / Organ Donation

- Social activity
- Challenge activity





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Thank you.

Give now: www.nhsbt.nhs.uk/charity

Contact us: nhsbtcharity@nhsbt.nhs.uk

Save lives
Give blood

Yes I donate
ORGAN DONATION

NHSBTC is registered with the Charity Commission, Registered Charity Number 1061771