



Cambridgeshire and Peterborough NHS Foundation Trust



Pride in our care

Background

- In January 2016 the Board of Directors responded to declining charitable income by agreeing to transform the Trust's charitable funds into a fundraising charity.
- In March 2017 Charity Manager, Clare Jones, undertook an engagement project with key stakeholders – including the Council of Governors – to understand the needs of CPFT staff, service users, carers and members to help develop the charity's identity, mission and funding priorities.
- In July 2017 the new charity name of **Head to Toe Charity** was agreed and work commenced with an external design agency to develop a brand design.

Our vision, mission and values

Our **vision** is for everyone who needs CPFT's services to receive the best possible care and support.

Our **mission** is to enhance CPFT's ability to improve the health and well-being of the people it serves and the staff who care for them.

Thanks to the generosity of our supporters, we do this by raising funds and investing these in four key areas to help CPFT:

1. **Enhancing care and treatment** for individuals and families.
2. **Providing hope and support** for patients, service users, their families, carers and staff.
3. **Funding pioneering research and innovation** to transform healthcare, now and in the future.
4. **Raising public awareness and understanding** of mental health and long-term physical conditions.

Our **values** mirror those of the NHS Trust we support: PRIDE

Engagement

There has been continuous and comprehensive engagement with key stakeholders throughout the identity development process.

These stakeholders include:

- Staff across all four directorates, plus research and development
- CPFT service users
- Families and carers
- Members and governors
- Senior management team
- Communications and marketing team

Their feedback and support has helped to develop the charity's identity and purpose.

As a result, the charity's current priorities are...

Current projects for funding

Care and treatment	Hope and support
<p>Kung Fu and family support group CCPNR <i>Adults & Specialist</i></p> <p>Tile mural for sensory garden Willow Ward <i>Adults & Specialist</i></p> <p>Arrival packs inc. clothing and toiletries Mulberry 1 <i>Adults & Specialist</i></p> <p>Beech House entrance Peterborough & Borders Locality Team <i>Adults & Specialist</i></p> <p>Darwin Nurseries redevelopment Learning Disabilities Service <i>Adults & Specialist</i></p>	<p>Healthy Heart Living Day 2018, Peterborough & Doddington Community Coronary Heart Team <i>OPAC</i></p> <p>Peer support guide for people with personality disorders Springbank <i>Adults & Specialist</i></p> <p>Staff member of the month programme St. Neots Neighbourhood Team <i>OPAC</i></p> <p>Volunteer recruitment and promotion Dementia Carers' Support Service <i>OPAC</i></p>
Research and innovation	Raising awareness and understanding
<p>Service-user generated research Liaison Psychiatry <i>Adults & Specialist</i></p> <p>Trialing eco-systemic approach to treatment, mirroring the "Family Group Conference" CASUS <i>Children's</i></p>	<p>Eid Exhibition, Sept 2017 Chaplaincy</p> <p>'I had a black dog...his name was depression stage production and workshops Recovery College <i>Adults & Specialist</i></p> <p>Funding schools' education sessions CASUS <i>Children's</i></p>

Our brand design

- Bright and clean design
- Memorable design that promotes hope and recovery
- Happy, soft and approachable as an organisation
- Fluid and abstract logo for maximum impact and engagement
- User-friendly – supporters are happy to wear our brand again and again
- Different from the CPFT and NHS logo but works in conjunction
- Colour palette stands out from those of our peers and competitors



HeadtoToe
charity

Supporting


Cambridgeshire and
Peterborough
NHS Foundation Trust



HeadtoToe
charity

Supporting
Cambridgeshire and
Peterborough
NHS
NHS FOUNDATION TRUST



letterhead



HeadtoToe
charity



business card



pen



enamel badge

Charity launch



Head to Toe Charity launch

CPFT Wellbeing at Work event

10 October 2017

Imperial War Museum, Duxford

Includes the charity's first fundraising event – a step challenge!

Questions?