

Draft Operational Plan

Aims from the Strategic Plan

- To ensure that all those entitled to apply to the Benevolent Fund are aware that it is there to assist them and that it is readily accessible.
- To use the Fund appropriately in pursuit of the objectives of the Fund.
- To reach the position where annual funding matches annual expenditure.
- To move towards compliance with the Charities Act (NI) 2008

1. There are 5 immediate strategic objectives:

- To redefine the services available to applicants
- To develop a communications strategy
- To manage the fund appropriately
- To reach the state of balanced funding
- To register the Benevolent Fund with the new Charity Commission.

2. Plans for 2009/2010

To take forward these strategic objectives and further the principles and objectives of the Benevolent Fund there are a number of operational objectives, linked to each, as follows:

1. To redefine the services available to applicants.

- a. Other similar fund services have been researched
– see appendix 1 a, and a list of possible services

that could be offered has been drawn up see - appendix 1b.

- b. The views of pharmacists will be sought, regarding the appropriate use of the Fund and the name of the Fund, via a questionnaire— see. appendix 2
- c. The capacity to deliver selected services will be developed.
- d. A plan for the phased introduction of services will be developed supported by a financial plan.

2. To develop a communications strategy:

- a. Further to the outcome of the questionnaire, a leaflet/information pack about the role of the Benevolent Fund and the assistance that it can give will be prepared, for the approval of the Benevolent Fund Committee.
- b. Information will be collated that may be disseminated, to as wide a range of potential applicants as possible, giving details about the areas in which the Fund may be able to assist them – see appendix 1b. This information will be disseminated using the PSNI Newsletter, the web site, trade magazines and the local press. The Public Affairs Department will be required to assist with this.
- c. Those that may benefit from assistance from the Fund will be encouraged to make contact by ensuring that the services and benefits are of interest to them. There will be a range of contact methods, by phone, letter, e-mail and via the web site.
- d. By the end of year 1 the effectiveness of the communication to date will be reviewed – by establishing the number of people making contact or

viewing details of the Benevolent Fund on the web site.

3. To manage the fund appropriately:

- a. A new range of application forms have been drawn up for use by people seeking assistance from the fund - see appendix 3a & 3b.
- b. A set of suggested criteria has been drawn up, that can be used when there is a request for cash assistance - see appendix 4.
- c. A list of groups that may wish to avail of the various services has been prepared – see appendix 5.

4. To reach the state of balanced funding:

- a. pharmacists will be encouraged to contribute regularly to the Fund, in the acknowledgement that the Fund may be able to assist them in the future.
- b. A system has been set up whereby tax can be reclaimed from any donations made to the Fund, especially by pharmacists – see appendix 6.
- c. Sources of funding have been identified for particular projects – see appendix 7.

2. To register the Benevolent Fund with the new Charity Commission

The new Charity Commission is due to be set up during 2009, but it is likely that it will not be until 2010 that Charities will have to apply to register.

It is most likely that unless a charity registers with the new Commission, their charitable status with the Inland Revenue will be withdrawn and it would be no longer possible to reclaim the tax on donations.

- a. The charitable purpose the fund fits into will be identified.
- b. It will be necessary to check that the Benevolent Fund meets the “Public Benefit Test” and the “Public Benefit Charity Test”.
- c. Accounting procedures will need to be reviewed to ensure that they are correct.
- d. The Benevolent Fund’s standards of governance will need to be reviewed and developed as necessary.

3. Area of work not prioritized for 2009-2010:

- To further develop services available to applicants.
 1. Research services provided by other similar funds which go beyond the remit of our present Fund.
 2. Investigate the possibility of introducing extended services.
 3. Develop a plan for the introduction of extended services.
- To further develop a communications strategy:
 1. Have a dedicated section on the PSNI web site

2. Produce a regular newsletter to provide information to all pharmacists about the Benevolent Fund (or space within the existing publication).
3. Try to locate those people requiring assistance, who have not contacted the Fund.
4. Target students of the Society with information about the Fund.
5. Follow up, and seek feed back from beneficiaries, on the service that is offered.

- To manage the fund appropriately:

1. Look at the most appropriate ways of meeting the needs of the particular groups that have been identified.
2. Offer support at any early stage that may prevent a problem becomes much worse.
3. Extend the range of services and support.
4. Provide support to a greater number of beneficiaries.

- To reach the state of balanced funding:

1. Ask members to consider, when making their Will, that they include a legacy to the Benevolent Fund.
2. Continue to identify further sources of funding.

- d. To ensure that the Benevolent Fund is compliant with the Charities Act (NI) 2008

1. Ensure that the correct auditing procedures are in place.
2. Ensure that all necessary records are kept.
3. Ensure that all Committee Members know and understand their duties.
4. Ensure that the Committee adheres to the 7 principles of the Code of Good Governance.
5. Identify if any members of the Committee could benefit from governance training.