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Your guide to:

Our Equity, Diversity, Inclusion and Belonging (EDIB) Plan 2023-2026



ellen macarthur cancer trust

inspiring young people to believe in a **brighter future**

Our Commitment

We must reflect and be relevant in today's diverse world so every young person who has had cancer believes the Ellen MacArthur Cancer Trust is open to them and they can be their authentic self with us.

We recognise how inequalities created by cancer and identity lead to discrimination, and need to ensure our values, culture and behaviours celebrate difference and create a place where everyone feels they belong.



Why this matters to us

Our trips are not representative of all young people who have a cancer diagnosis in the UK.

The ethnic diversity of young people joining our trips is particularly low - we wanted to understand the reasons why and how we can begin to address it.

We have an Ambition to 'Build Belonging', to be visible, relevant and accessible to every young person who is diagnosed with cancer under 25, and for the Ellen MacArthur Cancer Trust to be somewhere each of them feels they belong.

This will only happen if Equity, Diversity, Inclusion and Belonging (EDIB) is central to our work so the support we offer – whether through sailing or outdoor adventures or wider year-round activities – are appealing to and create benefits for a much wider and diverse group.





EDIB has long been the 'problem child'

Why? Because...

- We knew it was important and something we needed to address but didn't know where to start.
- It felt very separate to our day-to-day work.
- We lacked confidence in how to bring it into our everyday conversations and the work each of us do.
- It felt like something big, difficult, overwhelming and challenging, that we don't have time for.
- The energy we have for supporting young people with cancer was lost when we started to think about young people and EDIB.



What we've learned

In 2022 our EDIB partners, New Ways, conducted extensive interviews and research to find out where we were.

Their report told us some things we expected, and some things we didn't know.

Most of all, it gave us the foundation to act.



Why this matters to the young people we support

They are an inclusion-focused generation that represents and values difference.

The most diverse generation yet in terms of ethnicity.

The 'least straight generation yet' - at least 1/3 with sexual orientation or gender identity that is not heteronormative.

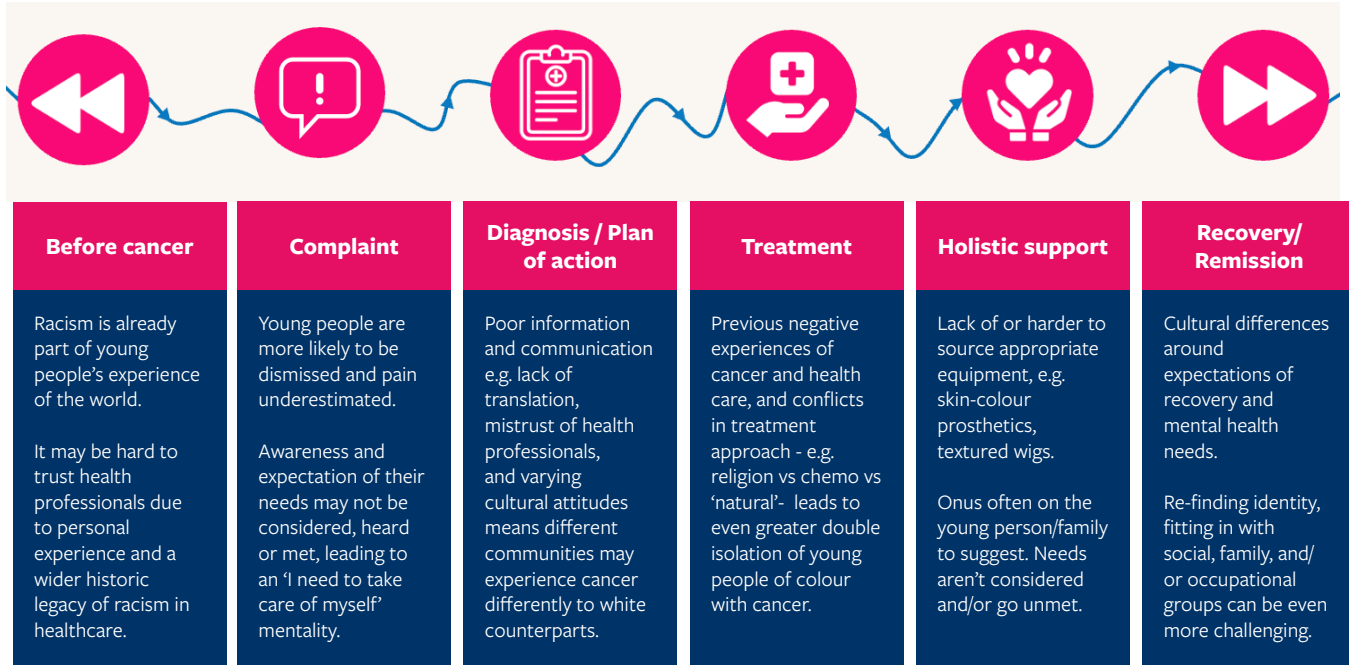
Sophisticated awareness of identity & difference of others (race, sexual orientations, class, disability, neurodivergence and more).

A window to diversity on a global scale - digital natives with worldly exposure to people, issues and interests.

More politically progressive and critical of systemic oppression. Less tolerant of those who aren't.

Expecting and demanding more from parents, authority figures and organisations in terms of EDIB – even at a young age.

Where ethnicity can impact cancer experiences



Experience of cancer and care is carried with young people after treatment ends – and can be impacted by double isolation, stigma, unmet needs, low trust, expectation of high self-advocacy burden, etc.

This creates barriers to, or are a factor in, young people of colour feeling we are for them.

What we've learned

Barriers and overcoming them

What we've learned

Low visibility

Young people of colour may be less likely to hear about our trips because of...

- Our lower profile than other charities.
- Different treatment routes and support.
- Potential / unconscious referrer bias.
- Poor relationships with referrers.

Clear facts

We need to be clearer in describing the ways our trips are accessible for all in terms of...

- What we do.
- What our trips involve or don't i.e. swimming.
- How physically demanding they are.
- How we accommodate different needs.

Recognising our limitations

We need to recognise there are factors we must manage to be relevant...

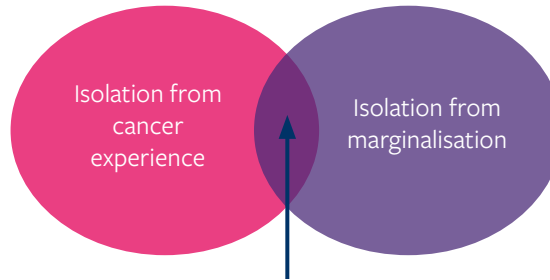
- Ellen's story and how we embody her spirit.
- Perceptions of sailing as an elitist activity.
- Lack of team diversity.
- Our locations – lack of awareness of where we are based and ethnic diversity in the local communities.
- Why sailing can help after cancer treatment.

Building belonging

BUT when we make it feel 'for me' there are lots of positives...

- A shared experience of cancer is central.
- It's something new and adventurous.
- It's somewhere new and intriguing.
- Wider benefits are felt.

Our world often meets difference with exclusion



Intersection of double discrimination

Despite the reality of a diverse Britain, there remain additional life hurdles for people with marginalised identities.

These can include:

- Systemic and individual discrimination (e.g. racism, ableism, sexism, xenophobia, etc.).
- Needs being unconsidered/not being met because the world isn't designed for them.
- Exclusion because they are not 'normal'.
- Feelings of alienation, isolation and not fitting in.

Isolation from cancer and the isolation from marginalisation have a point of intersectionality.

For the young people we support, it's already challenging enough to find their identity and fit into their community.

'Double discrimination' can place many challenging hurdles in the life of a young person who is also trying to develop their sense of self.

Belonging creates space for difference

“It helped me know who I was as a person because I could be myself, **I didn’t have to pretend.**”

“You don’t have to have other things in common. **You might have completely different lifestyles and come from really different backgrounds, but that’s not the thing you’re there for.**”

“My friends don’t really have long conversations about what they’re going through. We don’t talk about the issue we just make jokes and have a laugh about it.

On the trip, there’s more to it, you talk to someone and open up.”

You don’t have to label yourself anything when you get to the trip. There isn’t a pressure to speak about certain things, and if you don’t wanna speak about cancer, you don’t have to. It’s not put on anyone.

It’s just not an exclusionary space.

“It was the first time I felt ‘oh everyone’s nice to me here, I don’t have to panic about what everyone thinks.’

It’s where I first started trying out they/them pronouns, it’s where I first started to say I was non-binary, because I felt safe enough.”

Our Equity, Diversity, Inclusivity and Belonging Vision and Plan2023-2026

OUR EDIB VISION: **EVERYONE BELONGS**

We must reflect and be relevant in today's diverse society and be a place that is open and inviting to all kinds of people, who feel they can be their authentic self with us.

To get there, we need to build a truly inclusive organisation, with a team and community that recognises and actively addresses how minoritised young people with cancer experience double discrimination and systemic barriers to wellbeing.

We must foster a culture and embed values, behaviours, and practices that celebrate difference, curiosity and prioritise belonging for all across our whole community. There is work to do and we are deeply committed to making this happen.

“This is on all of us, everyone involved with the Ellen MacArthur Cancer Trust, it's our shared responsibility, and it's about the whole organisation, not just our trips.

We want an organisation-wide culture with belonging at its core and where we see improved mental wellbeing as a result.”

Frank Fletcher, CEO



This is a fluid plan that will evolve over time in line with the work we do and the learning and challenge we embrace.

Our EDIB Framework for Action

As an organisation that values its team & community

We seek to create a diverse community of staff, volunteers, skippers, board members and partners who can work in safe, supportive, inclusive, and discrimination-free environments. This is key to achieving our vision.

In our work with marginalised young people who have had cancer

To attract them to our charity and see it as a place that is relevant and open to them. There is work to do in how we design, communicate, and offer our services so the diversity of our trips reflects the diversity of the young people we support.

As a leader in our sector wanting to create lasting impact

We will play a part in creating long term change in building a more inclusive outdoors experience for young people, and role modelling how to better serve the needs of different communities wanting to support young people with cancer.



Our Pillars for EDIB Action

Living our Values

Identify and embed the behaviours that define us.

Set expectations of belonging in every interaction with us.

Build an inclusive culture.

Diverse Community

Know and understand our diversity.

Attract and recruit a diverse workforce.

Promote equity in fundraising.

Collaborate for Change

Mutually beneficial partnerships.

New networks to grow reach and expertise.

Collaborative trips.

No Barriers to Access

Eliminate blocks to access for under-served young people.

Inclusive positioning of our trips and organisation.

Build belonging by design.



Pillar 1 - Living our Values

Living our Values

Diverse Community

Collaborate for Change

No Barriers to Access

Our EDIB commitment must reflect and be consistent with our wider values.

Identifying and embedding these values is integral to evolving an organisation-wide culture with belonging at its heart. One that promotes being curious and open-minded.

It includes...

- Embedding belonging in our values – by identifying what behaviours we accept and expect from our team, and setting the tone for how everyone can expect to be treated in any interaction with us.
- Treating people fairly in line with our anti-racism and identity-based discrimination policy.
- Building an inclusive culture across the organisation, including identifying formal training and informal learning opportunities, and looking at how we measure belonging across young people and the team.
- Creating a discrimination-free environment through educating and supporting the entire Ellen MacArthur Cancer Trust team in why, when, and how to challenge unwanted and unwelcome behaviours.

Pillar 2 - Diverse Community

Living our Values

Diverse Community

Collaborate for Change

No Barriers to Access

Ethnicity and gender are two key aspects of identity we want to prioritise.

Bringing greater ethnic diversity into all levels of our organisation is key to being a modern charity and will impact on our efforts to connect and support a wider range of young people.

This means...

- Knowing our team diversity, including through collecting and reviewing team diversity data so we understand the diversity in all parts of the charity.
- Developing more inclusive recruitment practices to grow ethnic diversity across our team, including reviewing our recruitment process – including applications, advertising, and interviews – to reach and remove biases in attracting more diverse candidates for both full-time and seasonal team roles.
- Grow gender diversity of our trip staff, especially skippers.
- Continue growing trustee diversity to ensure a representative board with relevant lived and learned experience and nurturing an inclusive board culture.
- Promoting and ensuring equity and inclusivity in fundraising and donations.

Pillar 3 - Collaborate for Change

Living our Values

Diverse Community

Collaborate for Change

No Barriers to Access

We can't do this alone. Many organisations have great experience in reaching under-served communities and diversifying non-diverse sectors.

We have great equity in our brand and experience in building relationships. We now seek ways to use this to grow impact.

This means...

- Identifying and building relationships with diverse new referral partners and collaborators – both within the cancer sector and outside of the medical world - to help us build relevance and trust among young people and families.
- Sharing ideas and best practice with current referral partners and collaborators.
- Bringing together work current partners are doing on EDIB, to recognise shared issues/barriers we are all experiencing in delivering equitable opportunities for all.

Pillar 4 - No Barriers to Access

Living our Values

Diverse Community

Collaborate for Change

No Barriers to Access

We have seen there are many different barriers that can make the Ellen MacArthur Cancer Trust lack relevance or the necessary trust for some communities.

To remove barriers, we must recognise multiple points of difference can exist in one person and within groups.

This means...

- Developing the inclusive positioning of the Ellen MacArthur Cancer Trust and our services through PR and communications that showcases the equitable nature of our charity and trips in the most authentic way.
- Supporting inclusive access to all opportunities from first time to return trips and year-round support and volunteering.
- Creating 'belonging by design' – moving from being accommodating to being intentional in how we design and promote our activities to remove blocks to belonging.
- Addressing biases in feedback on and/or perceptions of young people.



Do the best you can until you **know better**.
Then when you know better, **do better**.

Maya Angelou



