

AMBITIONS UPDATE

Better Connections

BIGGER IMPACT

When 'Better Connections, Bigger Impact – Our Ambitions 2020-2022' was launched in early 2020, no-one imagined a pandemic threatening the Trust's three-year strategy. But, heading into year three, the 'Ambitions' are firmly on course as the Trust adapted, innovated, and transformed.



"It helped me believe I could do anything."

RYAN, 10

OUR AMBITIONS FOR... YOUNG PEOPLE



SHOUT LOUDER – improve how we talk about the difference we make to young people living through and beyond cancer.

What we've done in the first two years

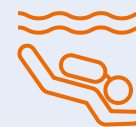
- New purpose and vision to better communicate impact.
- Communications Officer (North) appointed full-time.



REACH MORE – evolve our systems, infrastructure and recruitment channels so more young people in recovery, and their siblings, hear about and want to access Trust support.

What we've done in the first two years

- Digitalised sign-up processes including via website.
- Formal partnership with Young Lives vs Cancer and Teenage Cancer Trust.
- Virtual support programmes engaged new young people.
- 'Taste of the Trust' days enabled first-timers to safely join the Trust in 2021.
- New pocket guide showcasing opportunities and impact.
- Ongoing marketing consents project to improve regular communications.



DELVE DEEPER – make a real step change in how we measure our outcomes and impact to connect better with young people, parents and professionals working in cancer care.

What we've done in the first two years

- New pre and post-trip impact questionnaires to better assess outcomes and impact.
- Partnered with charity, Mind Over Cancer, to provide professional mental health support to young people.

OUR AMBITIONS FOR... FUNDRAISING AND COMMUNICATIONS



DIVERSIFY INCOME – secure alternative funding sources so no one body contributes more than 20% of our income by 2022.

What we've done in the first two years

- Ran first virtual events, including 'Round Britain Your Way'.
- Created 'Brighter Futures Community' high-net worth network.
- New Philanthropy Fundraiser appointed.
- Monthly giving now possible via website.



HIT TARGETS – raise the funds we need to achieve our Ambitions for young people and to maintain current levels of reserves.

What we've done in the first two years

- Achieved fair but ambitious revised 2020 and 2021 targets.
- New Fundraising Committee involving Trustees.
- Digitalised Gift Aid process to claim more on donations.
- Festival partnerships with CarFest and Camp Bestival raised awareness and funds.



KNOW OURSELVES – review our purpose, brand story and core messages to improve how we communicate and raise awareness of the Trust.

What we've done in the first two years

- Developed new Theory of Change.
- Purpose and vision aligned with Theory of Change.
- New trip impact questionnaires to better understand impact.

OUR AMBITIONS FOR... OUR TEAM



BE CONSISTENT – clarifying how we talk about the Trust and our values means we can confidently speak with one voice about our purpose and the difference we make.

What we've done in the first two years

- Wide-ranging consultation on purpose and logo.
- Developed key messages for fundraising applications and young person recruitment.



STRENGTHEN OUR FRONTLINE – focus on volunteer and skipper development and management to ensure all young people get the best outcomes possible from the trip.

What we've done in the first two years

- Skippers and volunteers involved in 2020's 'Virtual Summer'.
- In-person (2020) & online (2021) volunteer training days.
- Volunteer Handbook and Safeguarding pocket guide created to support volunteers.
- 9 new Graduate Volunteers trained in 2021.



KEEP EVOLVING – invest in the ongoing training and development of the Trust team to achieve our Ambitions for young people and fundraising and communications.

What we've done in the first two years

- New Philanthropy and Communications Officer (North) roles.
- Mental health support for team.
- Digital skills developed to deliver 2020's 'Virtual Summer'.