

Our strategy 2025-2027



Welsh Children's Cancer Charity
Elusen Canser Plant Cymru

MATCH

Registered charity number 1100949

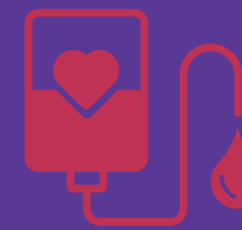
Our vision

Families affected by childhood cancer get the help and care they need, and never face the journey alone.

Our mission



We are right here for families affected by childhood cancer, whatever the journey holds, providing bespoke emotional support, information, practical and financial help.



We understand and fund improvements in families hospital experiences and enable healthcare professionals to improve care for children and young people.



We give hope to families, through funding research, listening and responding to their needs, and lifting the voices of children and young people with cancer and their loved ones, in Wales.



Our goals and priorities

Strategic goal 1

Proactively extend and enhance our family support services, with a focus on equity and inclusion.

Priorities

- 01 Continue to provide and improve our recently expanded social work service.
- 02 Explore innovation in service areas (such as education) and service models (such as support networks).
- 03 Proactively target the expanded geographical coverage of our services to achieve greater equity and accessibility.
- 04 Develop services which respond to the differing needs within families affected by childhood cancer (for example siblings, or bereaved families).
- 05 Transform our Financial Grants Programme, with a focus on equity and financial sustainability.

Strategic goal 2

Champion the needs of those impacted by childhood cancer, and work in partnership to influence better experiences and outcomes for them.

Priorities

- 01 Advocate for and amplify the voices of families, to influence the health system and achieve positive change.
- 02 Increasingly work hand-in-hand with healthcare professionals involved in the care of the children and young people we support.
- 03 Build relationships, partnerships and alliances with other organisations to share resources and knowledge to benefit families.
- 04 Develop a Research Strategy which defines our role and outlines our priorities in relation to affecting childhood cancer outcomes and experiences.



Enabler 1

Develop a financially resilient and robust organisation.

- 01 Develop a robust Fundraising Strategy, with a focus on maximising current income streams and diversifying into new funding areas.
- 02 Continue to improve our ways of working, including increasing our use of digital solutions and data insights.
- 03 Work with a balanced approach to risk, and continue to invest in good governance, which underpins everything we do.
- 04 Carefully steward and maximise our resources, with an eye on long-term sustainability.
- 05 Strengthen our evidence base through better monitoring, measuring and evaluation of impact and outcomes.



Enabler 2

Develop a connected, inclusive and recognised organisation.

- 01 Support our people and their wellbeing, through further strengthening our workforce, culture and commitment to equality, diversity and inclusion.
- 02 Communicate our purpose and impact in a more compelling way, to build targeted audience engagement, loyalty and awareness of our work.
- 03 Significantly grow, and support, our team of volunteer ambassadors and our network of branches across the regions.
- 04 Increase the involvement of families with lived experience, to shape our work and our future.



Our values

WE ARE RESPONSIVE

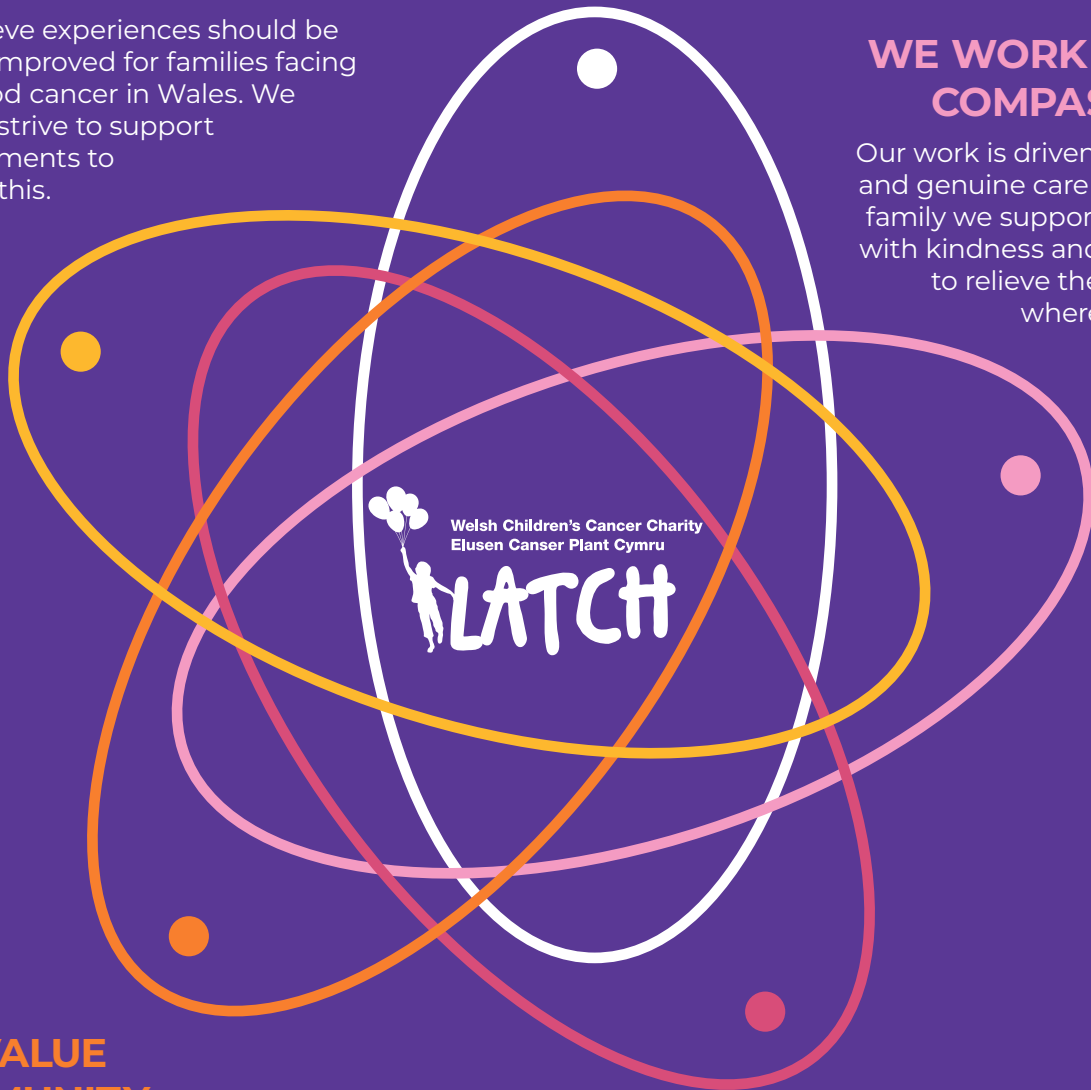
No family's cancer journey is the same. We get to know the families we support; we listen to them, and proactively find a way to make their experiences more bearable, particularly when times are tough.

WE ARE HOPEFUL

We believe experiences should be further improved for families facing childhood cancer in Wales. We actively strive to support developments to achieve this.

WE WORK WITH COMPASSION

Our work is driven by deep and genuine care for every family we support. We act with kindness and a desire to relieve the burden, where we can.



WE VALUE COMMUNITY

We promote an inclusive culture and work together with our volunteers, local branches, healthcare professionals, partners, families, supporters and staff to achieve our purpose.

WE ARE PRACTICAL

We focus on empowering families and lifting the burden from their shoulders when the load is too hard to take. We work with a can-do, positive attitude.