

BETTER CONNECTIONS

BIGGER IMPACT



ELLEN MACARTHUR CANCER TRUST

OUR AMBITIONS FOR 2020–2022

HOW WE'RE DOING

BETTER CONNECTIONS**BIGGER IMPACT****HOW WE'RE DOING**

When we gathered at the Royal Society of Medicine in London on World Cancer Day one year ago today (4 February), few could have imagined the turn 2020 was about to take.

As we excitedly laid out our Ambitions for the next three years, it was an emotional evening of hope, belief and gratitude. We knew what we had to do to make sure every young person in recovery from cancer was aware of the opportunities the Trust offers, so we could positively impact the lives of all those who want our support.

It was a wonderful event.

I write this 12-months on, with the Trust having navigated through the hardest year in our 18-year history. Yet for all the challenges and setbacks we faced in 2020, our Ambitions guided us. We might not have been able to support young people on the water, or fundraise in the usual ways, but our Ambitions meant we never lost sight of what was most important.

We adapted, we innovated, we transformed. The same Trust but different. As a result, we were still here for the young people that needed us, fundamentally the most important thing. We kept making our difference.

So, this is an update for you; the progress we have made towards achieving our Ambitions for 2020-2022.

While there is reason for optimism, the next 12 months promise to be just as challenging, albeit it in different ways. But guided by our Ambitions, we will keep inspiring young people to believe in a brighter future through and beyond cancer.

Thank you for staying with us.

Frank Fletcher, CEO

“We adapted, we innovated, we transformed. We kept making our difference.”

OUR AMBITIONS FOR...

YOUNG PEOPLE

**Making meaningful
connections with more
young people**

- **SHOUT LOUDER**
- REACH MORE
- DELVE DEEPER



SHOUT LOUDER

Improve how we talk about the difference we make to young people living through and beyond cancer.

WHAT WE'VE DONE

- ✓ Project started in April 2020 with social impact specialists, Trust Impact, is refining our purpose and vision to better communicate our impact
- ✓ Full-time Communications Officer appointed in Largs

WHAT'S NEXT FOR 2021

- New purpose and vision statements to be tested with key audiences and integrated into our communications
- Data collated from new surveys/feedback process will start evolving our key messaging on how we talk about the difference the Trust makes to young people



OUR AMBITIONS FOR...

YOUNG PEOPLE

Making meaningful connections with more young people

- SHOUT LOUDER
- **REACH MORE**
- DELVE DEEPER



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

- Outcomes defined from project with social impact specialists, Trust Impact are helping us shape the support we provide
- Digitalisation project to streamline processes, includes:
 - Digital invites for return trips
 - Young people and siblings can now sign up for trips via website
- Working closely with charity partners to access new support networks, including new partnership agreement with CLIC Sargent and Teenage Cancer Trust
- Lockdown and Virtual Summer (July-September) programmes of on/offline support engaged new young people not supported by the Trust before
- Developed on/offline activities to provide year-round support
- Pocket guide created to raise awareness of the Trust at events, in hospitals, and amongst charity partners
- Ongoing external engagement project to communicate more effectively with supporters and beneficiaries

WHAT'S NEXT FOR 2021

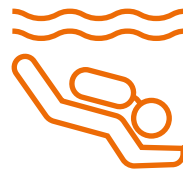
- Virtual meetings with hospital/charity contacts to engage young people for 2021 support (February onwards)
- Digitalisation priorities for Q1/Q2
 - Digitalisation of medical forms
 - Integrating website sign ups with Salesforce CRM
 - Work on CRM and marketing databases as part of external engagement project
- Formalise and progress Equality, Diversity and Inclusion project
- Strengthening networks within hospitals to make sure young people can discover the Trust beyond our immediate contacts – both through digital channels, in-person events and getting our promotional material into more places young people that will see it
- Exploring how we can use our network of graduate volunteers to inspire young people currently on or who have recently finished treatment
- Agree external communications plan with CLIC Sargent and Teenage Cancer Trust to maximise potential from new partnership

OUR AMBITIONS FOR...

YOUNG PEOPLE

Making meaningful connections with more young people

- SHOUT LOUDER
- REACH MORE
- **DELVE DEEPER**



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

- ✓ Refining our impact measurement processes following feedback on our outcomes and impact from social impact specialists, Trust Impact
- ✓ New process to collate, record and interpret feedback helps us:
 - provide more focused and age-appropriate support
 - [Shout Louder](#)

WHAT'S NEXT FOR 2021

- Implementation of new survey/feedback process to test outcome and impact findings of research conducted by social impact specialists, Trust Impact (Q2 onwards)
- Feedback from 2021 will help shape support and service delivery in 2022 (Q4 onwards)



OUR AMBITIONS FOR...

FUNDRAISING & COMMUNICATIONS

Securing a diverse and robust income stream

- DIVERSIFY INCOME
- HIT TARGETS
- KNOW OURSELVES



DIVERSIFY INCOME

Secure alternative funding sources so no one body contributes more than 20% of our income by 2022.

WHAT WE'VE DONE

- Ran first ever virtual events – Step Up for the Trust and Round Britain Your Way
- Created a network for high net worth individuals – Brighter Futures Community
- Creating a programme of Community Champions to improve local fundraising

WHAT'S NEXT FOR 2021

- Plan and deliver focus virtual event (to run in Q4)
- New Philanthropy Fundraiser to inspire and grow mid-value and high net worth networks including supporters event in Q4
- Start planning major 2022 fundraising challenge (details TBC)

OUR AMBITIONS FOR...

FUNDRAISING & COMMUNICATIONS

Securing a diverse and robust income stream

- DIVERSIFY INCOME
- **HIT TARGETS**
- KNOW OURSELVES



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

- Achieved fair but ambitious revised 2020 target – £1m adjusted from £1.39m
- Monthly giving now possible via website
- Created [fundraising pack and resources](#) to help supporters maximise their fundraising
- Fundraising Committee developed by Trustees and supporters, which will develop in 2021
- Digitalisation of the Gift Aid process allowing us to claim more on donations

WHAT'S NEXT FOR 2021

- Regular giving campaign to 'soft launch' in 2021 and roll into 2022
- Add to fundraising support resources including downloadable 'how to' guides and new sporting challenge guide
- Work with event partners, CarFest and Camp Bestival, to maximise fundraising and awareness opportunities through festivals

OUR AMBITIONS FOR...

FUNDRAISING & COMMUNICATIONS

Securing a diverse and robust income stream

- DIVERSIFY INCOME
- HIT TARGETS
- **KNOW OURSELVES**



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

- Purpose statement and vision revised through project with social impact specialists, Trust Impact

WHAT'S NEXT FOR 2021

- Undertake tone of voice, brand story and values work (Q1/Q2)
- Brand review in line with new purpose, vision, tone of voice and values (Q2/Q3)

OUR AMBITIONS FOR...

OUR TEAM

Improving the impact of what we do

- **BE CONSISTENT**
- STRENGTHEN OUR FRONTLINE
- KEEP EVOLVING



BE CONSISTENT

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

WHAT WE'VE DONE

- Purpose statement and vision revised through project with social impact specialists, Trust Impact

WHAT'S NEXT FOR 2021

- Team (full-time and wider) internal engagement training to integrate new messages and tone of voice into all communications with external stakeholders



OUR AMBITIONS FOR...

OUR TEAM

Improving the impact of what we do

- BE CONSISTENT
- **STRENGTHEN OUR FRONTLINE**
- KEEP EVOLVING



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

- Skippers and volunteers actively involved in online support programme
- Volunteer Training and Update events held in-person pre-lockdown and online for 140+ volunteers
- Volunteer Handbook updated to promote volunteer engagement, knowledge and understanding

WHAT'S NEXT FOR 2021

- Skipper and volunteer training to be shaped by Trust Impact's conclusions on outcomes and impact
- Virtual Volunteer Training and Update event planned (Q2)
- Skipper Conference and Graduate Volunteer Training to be scheduled
- Skipper and volunteers to be included in internal engagement training



OUR AMBITIONS FOR...

OUR TEAM

Improving the impact of what we do

- BE CONSISTENT
- STRENGTHEN OUR FRONTLINE
- **KEEP EVOLVING**



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

- Continued to invest in our team, including:
 - Two new fundraising team members recruited
 - Fundraising and Events Coordinator and Philanthropy Fundraiser
 - Communications Officer role in Largs made permanent
- Ran team mental health workshops led by mental health first aiders
- Whole team developed digital skills to achieve delivery of virtual 2020 programme

WHAT'S NEXT FOR 2021

- Appointment of new Trust and Foundations Fundraiser (Q1)
- Mental health first aiders retained for ongoing support
- Wellbeing Champions to be rolled out by staff for staff
- Leadership team undertaking decision making training (Q1)
- Develop new internal engagement processes
- Agree Youth Board Terms of Reference to give Youth Board a clearer, more active purpose in supporting the Trust



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cancer trust

rebuilding young
people's confidence