

**BETTER CONNECTIONS**

**BIGGER IMPACT**

ELLEN MACARTHUR CANCER TRUST

---

**OUR AMBITIONS FOR 2020–2022**

“We want every young person in recovery from cancer to be aware of the opportunities the Trust offers, so we can positively impact the lives of all those who want our support.”



# AMBITIOUS OUTLOOK



Welcome to ‘*Better Connections, Bigger Impact – Our Ambitions for 2020-2022.*’ Through these pages you will discover exactly what the Ellen MacArthur Cancer Trust wants to achieve during this three-year period, and most important, why.

We have achieved a huge amount since the Trust launched in 2003. Most notably, by the end of 2019, in total 2,455 young people aged 8-24 had been supported in rebuilding their confidence after cancer through the Trust.

What started out as 10 young people on two boats on the Isle of Wight in our first year had grown to almost 650 young people taking part in 35 sailing and adventure activity trips across the UK in 2019.

***But, it is about so, so much more than just hard numbers.***

Our real success comes every time a parent thanks us for giving them their child back, or a teenager stops hiding their scars, or a young adult tells us they felt able to go back to college thanks to the confidence they gained through the Trust.

We are proud of the difference the Trust has made to so many young lives. Happily, more young people are surviving cancer than ever, but for every young person currently supported by the Trust, there are nine who aren’t. Yet.

That is what drives the three clear ambitions we have for 2020-2022. These are to:

- Make meaningful connections with more young people
- Secure a diverse and robust income stream
- Improve the impact of our work

In 2023, the Trust celebrates its 20th anniversary. We want to reach that milestone knowing we are more efficient, sustainable and confident in the difference we are making to more young lives than ever before. Thank you for your support.

Dame Ellen MacArthur



The last three years (2017-2019) –

# HOW DID WE DO?



## WE ACHIEVED MANY OF THE THINGS WE SET OUT TO...

### **Siblings trips were launched**

Over many years parents had told us siblings need support too. In the first two years (2018 and 2019), 37 brothers and sisters of young people who have been supported by the Trust in recovery from cancer enjoyed a trip of their own.

### **More canal trips were run**

Enabling young people with more severe mobility issues to get Trust support is an ongoing motivation. In 2019 an extra trip – for over 18s – was run for the first time.

### **The ‘Heroes’ increased access**

The launch of two specially-adapted yachts – *Solent Hero* in Cowes and *Caledonian Hero* in Largs – have made sailing more accessible for young people whose mobility or sight have been affected by their treatment.

### **A bigger, braver and stronger team**

We invested in fundraising and communications, bringing comms in-house for the first time and appointing a Fundraising Manager. Our team grew to 16 full-time staff and a new Leadership Team was created.

### **Investing in our Skippers**

An annual Skippers Conference was added to the Trust calendar in 2018. Contracted seasonally, our Skippers are the Trust’s frontline. They have huge responsibility in young people having positive trip experiences and outcomes.

### **New-look Youth Board**

Our Youth Board provides ‘checks and balances’ to the Trustees so when strategic decisions are made, the impact on young people is put first. It lost impetus for a couple of years, but was revived to fulfil its vital role in 2019.

### **A national charity**

Major events, such as our triumphant 17-leg, 2,400 nautical-mile Round Britain voyage in 2017, new partnerships, including with Chris Evans’ CarFest, and national appeals in The Times and BBC Radio 4, helped raise mass awareness.

### **A voice in the wider cancer community**

Relationships were strengthened with the likes of CLIC Sargent and Teenage Cancer Trust, while the Trust played a key role in the launch and growth of a new Children and Young People Cancer Coalition (CYPCC).

### **Celebrating the People’s Postcode Lottery**

Ongoing and unrestricted funding from People’s Postcode Lottery continued to make an immeasurable difference in enabling us to invest in the young people, the Trust and our future.

## HERE’S THE ‘BUT’...

### **649 young people enjoyed Trust support in 2019...**

...yet we wanted to support 750 young people a year by 2019. The reasons this didn’t happen are the foundation of our 2020-2022 ambitions for young people, fundraising and communications and our team.

### **The difference between outcomes and impact**

After every trip we gather feedback on how young people now feel – the trip outcomes. But evidencing long-term impact is harder. Anecdotally young people tell us that, thanks to the Trust, they can plan better for the future. By 2022, we want to be able to demonstrate our impact more clearly.

### **Impact of GDPR**

Our contacts database fell to a third of its pre-GDPR reach in 2018. But we have started to rebuild a more active ‘opted-in’ database to put us in a stronger position to communicate and engage with our community in 2020-2022.

“When you’ve got a shared experience, you bond with people and can be more empathetic. You can trust them more. The Trust is one of the best things that’s happened in my life.”

EMRE



“With the Trust it feels less like I had something really strange and out of the ordinary happen to me.”

## Ammarah

*Diagnosed with Hodgkin  
Lymphoma aged 15*

It was hard for Ammarah sitting in hospital watching her friends’ Snapchat stories while she was receiving chemotherapy. She missed out on social events and sitting her GCSEs.

“I only saw my friends for a few weeks when I went back to school, but it wasn’t the same because I was still ill. I didn’t get to go outside and do lessons normally because I couldn’t focus.”

Sharing her experience with others on the trip made it feel less like a bad memory. Instead, it was something similar to bond over. It helped her reclaim her independence.

“Helming the boat makes you feel empowered. I also liked sitting at the front of the yacht, just feeling the wind.”

Ammarah felt happier having the chance to open up to other people who understood what she had been through.

“It makes you feel less lonely, like it was more normal, because everyone here has been through it or something similar. It’s less like I had something really strange and out of the ordinary happen to me. It’s more like a community.” ●

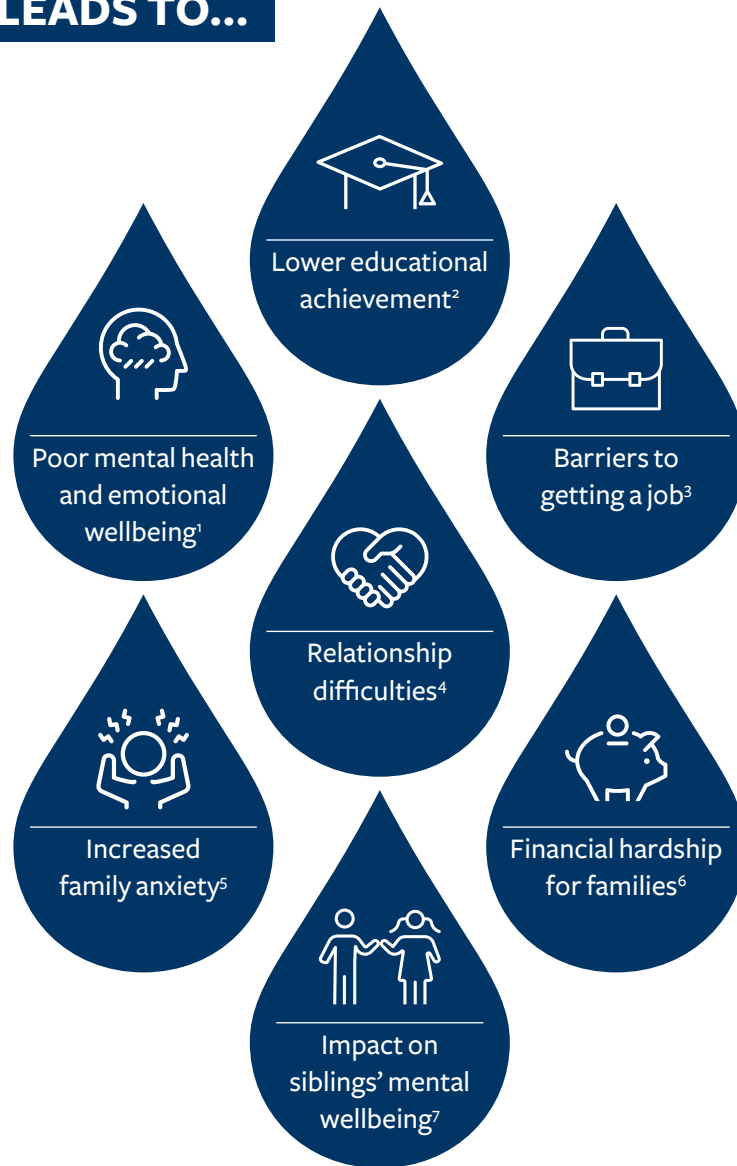


# WHY WE'RE NEEDED

## References

1. CLIC Sargent (2017) 'Hidden Costs - The mental health impact of a cancer diagnosis on young people' June 2017
2. CLIC Sargent (2011) 'Counting The Costs of Cancer - the financial impact of cancer on children, young people and their families' December 2011
3. CLIC Sargent (2013) 'No young person with cancer left out - the impact of cancer on education employment and training' November 2013
4. Reuters Health (2015) 'Study: Teens who survive cancer may have trouble adapting in their adult years.' Business Insider UK [Online] 10 July 2015
5. CLIC Sargent (2016) 'CancER Costs - The financial impact of treatment on young cancer patients and their families' September 2016
6. CLIC Sargent (2016) as per above
7. Batchelor, R. (2019) 'The sibling spotlight.' The Psychologist November 2019 (32) pp. 34-38

## CANCER IN YOUNG PEOPLE LEADS TO...



## BECAUSE OF THE TRUST, YOUNG PEOPLE GAIN...



### Confidence

They discover what they are capable of again, along with a shift in self-perception and feelings of self-assurance and self-belief.



### Independence

Young people are happy away from home, often for the first time since treatment, and doing things on their own. They get a sense of normality.



### Friends

They stop feeling like 'the only one' and find a sense of belonging so they can start to think differently about themselves without fear of being judged.



### Happiness

The trips are fun, and the young people achieve together and overcome their fears. They enjoy a positive change in perspective on their illness and life.

## YOUNG PEOPLE TELL US THEY...



**92%** achieved things they didn't think they could\*

**87%** felt more optimistic\*

**98%** were more confident\*

### Have improved wellbeing and mental health



"Every trip the same sparks are ignited and the same happiness is brought back. The trips pull you out of that 'depression rabbit hole'."

### Get back into education or employment



"I have a better attitude and more motivation. I've started college and feel like I can handle 'real life' better."

\*Feedback from 2019 survey of Under and Over 18 first time trips



# “I don’t feel as lonely as I do in the real world”

## Issac

*Diagnosed with eye  
cancer as a baby*

Visually impaired from having retinoblastoma (eye cancer) when he was younger, Issac does his best to stay positive.

“It does make me sad sometimes, but I think I can get over it.”

For Issac, his trip was a chance to be around people like him, away from home where people don’t have cancer.

It motivated him to get involved with everything throughout the week and his favourite part was the chance to take the wheel of the yacht.

Despite some pre-trip nerves, Issac made lots of friends. He bonded with his crewmates in no time at all and felt the benefits almost immediately.

“I don’t really feel as lonely as I do in the real world because everyone has had cancer here and normally, where I live, only a handful of people have cancer.”

Feeling isolated doesn’t just come from having no one to talk to. Sometimes, it can happen from comparing yourself to others. Back home, Issac is aware of how healthy the people around him are.

“Here, I’m not surrounded by busy streets full of perfect people.”

He had a magical time with the Trust. ●





OUR AMBITIONS FOR...

**YOUNG**

**PEOPLE**

**Making meaningful connections with more young people**



## OVER THE NEXT THREE YEARS WE WILL...

### Shout louder

Improving how we talk about the difference the Trust makes to young people in recovery and the wider children and young adults with cancer community.

### Reach more

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

### Delve deeper

Making 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.

## TO ACHIEVE THIS WE WILL...

### Be clear

Conducting research on perceptions and the relevance of our core messages to look at what we tell young people in recovery, and how.

### Go digital

Exploring and maximising digital technologies to develop more effective recruitment channels and to streamline our admin processes, freeing up staff time and resource.

### Gather insight

Investing in how we measure and report on the outcomes and impact of our trips and the benefits young people gain from long-term Trust support.

## IT MATTERS BECAUSE WE WANT...

### Better connections

Understanding our outcomes and impact means we can improve how we talk to young people about the Trust and improve their trip experiences.

### Bigger impact

Young people tell us they are more confident thanks to the Trust. By increasing the number of young people we support, we will change more young lives after cancer.

“I’ve been waiting for so long just to talk to someone similar. I feel like all my worries have just drifted away. This has just been the best thing ever for me.”

EMMIE



“It’s not having to find the words to say how I feel.”

## Katie

*Diagnosed with bone cancer in her spine aged 23*

Not long after she finished treatment for chondrosarcoma in her spine, Katie came on her first Trust trip. The following year, she came back again.

Despite being more physically vulnerable than most people her age, she felt empowered to take control on the water. It also gave her the chance to return to a place she felt completely understood.

“To be with a group of people who understand the impact on your life is unbelievable. Having people who understand I’m not always 100% physically able is really important. And they helped me push myself when I felt able to do that too.”

Whether it was having a lie down or asking for help around the boat, Katie never felt she had to justify

herself. There is no need to explain to anyone that you have had cancer – everyone is in the same boat.

“I was with really fun people who had just finished treatment or were getting back on their feet. I feel like a lot of people my age either can’t talk about cancer or get really uptight over it. They cannot cope with the thought at all.”

The safe environment was a huge part in Katie deciding to return. Supported by her skipper, she felt the freedom to do what she wanted to do and found greater independence as a result.

“I’m with people who understand I have had cancer, and that I am still healing from that. Coming back allowed me to stretch my legs a bit more, go a bit faster on the boat and sail for longer periods of time. That was really exciting.” •





OUR AMBITIONS FOR...

# FUNDRAISING

# & COMMUNICATIONS

Securing a diverse  
and robust income stream



## OVER THE NEXT THREE YEARS WE WILL...

### Diversify income

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

### Hit targets

Raising the funds we need to achieve our ambitions for young people.

### Know ourselves

Reviewing our purpose, brand story and core messages to evolve how we think about, communicate and raise awareness of the Trust.

## TO ACHIEVE THIS WE WILL...

### Spread the load

Growing our different funding areas (donations, community fundraising, corporate support, events, legacies and charitable trusts) to reduce dependency on one funder.

### Invite input

Giving our community, including young people, their families, our staff and Trustees, a voice in clarifying how we think about the Trust, our purpose and our values.

### Value people

Investing in our team to deliver communications activities and fundraising initiatives to achieve our ambitions for young people.

## IT MATTERS BECAUSE WE WANT...

### Better connections

Investing in fundraising and communications enables us to reach, connect, engage with and inspire more young people and the wider public nationally.

### Bigger impact

Diversifying funding secures our long-term sustainability so we can make a difference to more young people in the future.

“The Trust helps me to gain perspective, appreciate what I’ve achieved and move forward with my life without fear and stigma.”

JESS



“I’ve been out of my comfort zone.  
It’s really shown me what I’m able to do.”

## Lewis

*Diagnosed with bone cancer  
in his leg aged 14*

Osteosarcoma led to Lewis having an amputation. Afterwards he felt isolated at school. He missed out on his GCSEs and his peers weren’t sure how to talk to him.

“When I went back, people kept their distance because they didn’t know what to say, teachers as well. They would just ignore it, which was hard, but I guess it’s just their way of not knowing what to say to me.”

Lewis was encouraged to go on a Trust trip through the Teenage Cancer Trust. That trip helped with his anxiety and confidence by giving him a chance to work through what had happened to him.

“It helped me talk to other people my age about how there are other people going through similar things as me.

“This made me feel good in a way, as it helped me get stuff off my chest

while helping other people get stuff off their chest at the same time.”

Despite struggling with his balance and having never been on a boat before, Lewis rediscovered what his body was physically capable of. At the end of the week, he felt happier and had made lots of new friends.

He described his treatment as ‘the hardest year’ of his life, but the trip helped him feel optimistic about what life still has in store. For Lewis, part of recovery is about reclaiming his passion and the attitude required to seize that future.

“Believe in yourself and don’t think that you can’t do everything. I didn’t think I’d be able to kick a football again. But speak to people and they might be able to help you get into different things you never thought you would be able to do.” •





OUR AMBITIONS FOR...

# OUR TEAM

Improving the impact  
of what we do

“The Trust has given me the ability to reclaim my life and separate my cancer from who I am today. Meeting other people close to my age who had experienced the same things was utterly life-changing.”

ISLA



## OVER THE NEXT THREE YEARS WE WILL...

### Be consistent

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

### Strengthen our frontline

Focusing on volunteer and skipper development and management to ensure all young people get the best outcomes possible from their trip.

### Keep evolving

Investing in the ongoing training and development of the Trust team to achieve our ambitions for young people and fundraising and communications.

## TO ACHIEVE THIS WE WILL...

### Welcome opinions

For our whole team to speak confidently with one voice about the Trust, they must be involved so everyone understands and values its importance.

### Commit resource

Recruiting, training and managing our seasonal volunteers and skippers so they feel part of the Trust team and are fully invested in achieving our ambitions for young people.

## IT MATTERS BECAUSE WE WANT...

### Better connections

Speaking with one consistent voice means we can clearly communicate our purpose and direction to everyone involved with the Trust and the wider public nationally.

### Bigger impact

Improving measurement and reporting will give us richer insight into the trip elements that have the biggest impact on young people so volunteers and skippers are developed to deliver these.





How you can help us

# TO ACHIEVE OUR AMBITIONS

## Do you know young people with cancer?

If you work with young people with cancer, or you know a young person that could benefit from Trust support, we would love to hear from you. Please contact our team at [gosailing@emcancertrust.org](mailto:gosailing@emcancertrust.org)

## Can you support our fundraising?

Take on a personal challenge, rally friends, family or colleagues to do something fun, make us your company's charity of the year or get inspired to do anything else you can think of! Contact our team at [fundraising@emcancertrust.org](mailto:fundraising@emcancertrust.org)

## Could you volunteer?

From using your professional expertise – from medical to sailing – to cheerleading at events and accompanying young people when they travel to their trips, it all makes the same huge difference. Email [volunteering@emcancertrust.org](mailto:volunteering@emcancertrust.org)

**TO SPEAK TO OUR TEAM,  
CALL 01983 297750**







ellen  
macarthur  
cancer trust

rebuilding young  
people's confidence

Units 53-57, East Cowes Marina, Britannia Way,  
East Cowes, Isle of Wight, PO32 6DG  
tel 01983 297750 email [info@emcancertrust.org](mailto:info@emcancertrust.org)  
Registered Charity Number: 1096491

[www.ellenmacarthurcancertrust.org](http://www.ellenmacarthurcancertrust.org)

   @emctrust



Registered with  
**FUNDRAISING  
REGULATOR**