



Strategic Plan 2017-19

Lingen Davies exists to improve lives affected by cancer in Shropshire, Telford and Mid Wales.

Since 1979, the charity has raised £18m in today's money to support local services, directly benefitting an estimated 75,000 people. The charity has an existing base of excellent community support, and will need to harness the enthusiasm of our existing supporters, as well as engaging new audiences, in order to develop the charity further.

As we look towards our 40th anniversary in 2019, we are embarking on an exciting new strategic plan, developing both our fundraising and service support activities to ensure we are providing the best possible support for people in our community.

By 2019, Lingen Davies will be...

- Innovative and forward thinking in our work
- Well known and supported in the region
- Financially sustainable, with a range of well-developed income streams
- Highly impactful and making a difference throughout our community
- A credible, recognisable partner in cancer support for Shropshire, Telford and Mid Wales

In order to meet our aims, we will be focussing our resources into three broad strategic themes:

- **Improving cancer prevention and early detection**
- **Enhancing cancer treatment services**
- **Supporting people living beyond cancer**

We will be implementing a 40th Anniversary £1.25million Appeal to kick-start our work in these areas.

Our Strategic Themes

Improving Cancer Prevention and Early Detection

We will:

- Actively engage in public awareness campaigns, along with local and national partners
- Invest in equipment to detect cancers and provide diagnoses at the earliest possible stage
- Provide credible online information and support for people concerned about cancer or who have recently been diagnosed

Enhancing Cancer Treatment Services

We will:

- Invest in Kit to Combat Cancer, ensuring that local health services are able to provide 'above and beyond' treatment to patients
- Support the employment of specialist staff to provide additional support to cancer patients
- Support projects that limit travelling distances for patients and facilitate treatment delivered closer to home or remotely

Supporting People Living Beyond Cancer

We will:

- Support programmes of work focussed on recovery, survivorship and wellbeing. This may include funding the recruitment of specialist staff
- Provide current, relevant online information to support patients in their recovery
- Continue to invest in innovative support programmes for patients during and after treatment, including digital health initiatives

Our Enablers

In order to make these things happen, we need to ensure the charity is an efficient, thriving and dynamic organisation, with effective support mechanisms in place.

Our Financial Health

We will:

- Develop a full two-year fundraising strategy, tied into our 40th anniversary and aiming to raise £1.25million for the appeal
- Continue to build on our existing strong support from the local community, and develop this in areas where support is lower. Engage our existing supporters and harness their enthusiasm to support new plans
- Diversify our fundraising techniques, exploring new methods and sources of income, including building relationships with corporate organisations and major donors

Our Profile in the Community

We will:

- Implement a full communications plan to encourage engagement with both fundraising activities and use of Lingen Davies supported services
- Develop public health and awareness campaigns, directly targeting the general population across the region
- Strengthen relationships with key individuals in the health services, business community and those with potential to become major donors for the charity
- Build a group of ambassadors to represent us and act as local advocates

Our Governance

We will:

- Ensure our processes and procedures are efficient, appropriate and support the effective operations of the charity
- Achieve the PQASSO Level 1 quality mark for effective charity management

Our People

We will:

- Ensure our staff team is appropriately resourced, trained and focussed on delivering our strategic aims
- Develop our internal procedures to allow trustees to focus on strategic activities and being effective advocates for the charity in the community
- Review our volunteer management procedures, in line with Investors in Volunteers standard, to ensure they are well supported, effective and fulfilled in their roles
- Develop advisory groups of service users, clinicians and other stakeholders to inform our work and ensure we remain relevant and impactful