

CancerCare's 2015-18 Plan: SUMMARY



Helping local families
since 1983

OBJECTIVE ONE An Effective Organisation: *Efficient & Sustainable*

In three years' time we will have...

- Increased income generated, excluding legacy & lottery income to a level which covers 50% of our operating costs to enable planned investment into new services and infrastructure
- Developed a project evaluation toolkit to improve future planning
- Implemented and delivered a flexible Communications campaign, raising our profile internally and externally

OBJECTIVE TWO Client Services & Development: *Improving the client experience*

In three years' time we will have...

- Established a clear evidence base, demonstrating the current, future and aspirational needs of the communities we work within
- Used client feedback to improve and develop current and future services
- Set up and supported an effective client user group
- Implemented further phases of our IMS system and maintained & developed partnerships with CCG Commissioner's

OBJECTIVE THREE Supporting Children & Young People: *Securing a Caring Future*

In three years' time we will have:

- Reviewed and modernised our current services
- Agreed and implemented a development plan and secured additional funding to support new identified services
- Delivered outreach and education in local schools

OBJECTIVE FOUR A Centre of Excellence: *Sharing Innovation and Good Practice*

In three years' time we will have:

- Established a learning and information portal for Therapists and Counsellors
- A generic training programme for volunteers that we can market to other organisations
- Completed research projects to help identify best practice & influence priorities
- Re-established an annual best practice open day event open to external partners