

Facing breast cancer together

Executive summary of strategic review 2014–20

Breast Cancer Care is the **only UK-wide charity** providing **specialist support and tailored information** for anyone affected by breast cancer.

Our clinical expertise and emotional support network help many thousands of people every day to **find a way to live with, through and beyond breast cancer**.

We're here so that no one has to face breast cancer alone. By bringing people together, exchanging experiences and sharing ideas, we help many thousands of people affected by breast cancer.

Sharing knowledge, information and personal experience gives people a greater sense of control and choice over how they face breast cancer. In harnessing the power of this shared knowledge we help people help themselves and those helping them.

When a woman or man is diagnosed with breast cancer the impact ripples outwards, affecting many people. Family, friends, employers, colleagues and acquaintances – the list goes on.

Facing breast cancer together is our new strategy to support and engage the 570,000 women and men who have had a diagnosis of breast cancer in the UK, their families, friends, healthcare professionals, employers and others.

It builds on our 2010 strategy **Vision 2020**, outlining our ambitious and dynamic new direction of travel while still delivering on our seven areas of impact.

There are many ways to face breast cancer. We're here to help people find theirs.

We are stronger together – join us



We are simply not doing enough. More than 55,000 women are diagnosed every year. We support many of them but many people still tell us they wish they'd heard about us earlier.

Unless we bring in more money and make sure the people who need us know how to find us then tens of thousands of women, men, their families and friends will miss out on our support. We help many but we need to help all.

Facing breast cancer together we will:

- provide information, and emotional and practical support to anyone affected by or concerned about breast cancer
- bring together people affected by or concerned about breast cancer
- empower people affected by breast cancer to be fully involved in decisions about their lives and the agencies that have an impact on their lives
- create opportunities for people to support others
- influence the future of healthcare policy for breast cancer.

We want to be the natural choice for people who need our support or want to do something for people affected by breast cancer. They can come from anywhere in the UK for free services, to fundraise and so that we can hear from people directly affected by the disease.

We combine personal experience of breast cancer with clinical expertise to deliver services, and we will bring together people with the passion and commitment to face this disease because we know we are stronger together.

We are stronger together and for people affected by breast cancer we commit to:

- being here for you when you need us
- being easy to find and local where possible
- offering you choice about how to use us
- listening and helping you to make your voice heard
- involving you in decisions that affect you
- speaking out for and with you, and raising all our voices together to influence care and treatment of breast cancer
- getting our facts right
- offering training and support to your breast care nurses
- working in partnership with others.

Our vision, mission and values

Our vision

Every person affected by breast cancer receives the best treatment, information and support.

Our mission

To help people find a way to live with, through and beyond breast cancer.

Our values

Caring, determined, personal, together, trustworthy.

Our areas of impact

We focus our work under seven areas of impact.

1. Early detection and breast awareness

Early detection of breast cancer contributes to the optimum success of treatment.

2. Diagnosis and treatment

Everyone should have access to the most effective treatment and care, provided with dignity and respect, and with all aspects of their health considered in the planning of their treatment.

3. Moving Forward

People need support and information to live more confidently with and beyond cancer once hospital treatment has finished.

4. Secondary breast cancer

People with secondary breast cancer should have the best treatment and care as they cope with disease that is currently incurable.

5. Younger women

Younger women with breast cancer have unique needs that must be met.

6. Family history and breast cancer

Information and support to people with a family history of breast cancer, whose needs are dynamic and increasingly complex.

7. Families and partners

Those closest to people with breast cancer are affected, and should have information and support services designed by and for them.

Our implementation plan

This centres on developing engagement with Breast Cancer Care, in particular by strengthening two main areas:

- Raising our profile and building our scale and reach – business growth and service development.
- Developing our strategic leadership.

Operational plans that build on our existing strengths and encompass new opportunities will be developed during the summer and autumn of 2014. With particular emphasis on the above areas, they will cover:

- fundraising
- communications
- service and campaigns development
- strategic leadership.

We will develop metrics for measuring and reporting on our impact so that we know precisely what we are aiming for and when we have succeeded.

Samia al Qadhi

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See also **Facing breast cancer together: how we help and why we need your support.**

www.breastcancercare.org.uk

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