

TEENS UNITE FIVE YEAR PLAN – AMBITION TWENTY TWENTY-TWO (2022)

<b>Mission</b>	Uniting young people and rebuilding lives from diagnosis, through treatment and beyond. Cancer doesn't stop when the treatment stops.
<b>Vision</b>	To give all young people, aged 13-24, with a cancer diagnosis, the opportunity to meet with others, gain strength from the relationships they form, and rebuild their lives. We will see them take positive, life-affirming action to help them meet their aspirations and encourage them to see that there is life beyond their illness.
<b>Values</b>	Through all our work we have a <b>family feel</b> , and it's important that as we grow, we maintain this, and the Teens are always welcome. We show <b>sensitivity</b> and <b>respect</b> to all and we <b>support</b> each other in all we do. We are <b>resilient</b> and <b>determined</b> . We deliver on what we say we will, taking <b>personal responsibility</b> to achieve. We are <b>ambitious</b> , always looking to share ideas and find better ways of doing things, driving improvements to benefit the Teens and our supporters. We are <b>flexible</b> , adapting to individual's needs, and always deliver an outstanding experience.

**Strategic Goals**

Attract & Engage	Develop the organisation needed for success	Life beyond Illness	Building a legacy	Significantly grow income
<p>Increase the reach of our involvement with young people by working with more hospitals and healthcare professionals.</p> <p>Increase our collaborative working with other charities.</p> <p>Maintain Teens Unite inclusive, engaging and welcoming approach, ensuring we deliver against our values.</p> <p>Create a strong consistent, professional and identifiable brand, increasing external and digital awareness.</p>	<p>Ensure that we recruit, upskill and retain staff and volunteers.</p> <p>Develop a culture that ensures we are relentless in our pursuit of success, working collaboratively with drive, energy and passion to exceed.</p> <p>Maintain a strategic review of business processes ensuring that regulatory requirements are met.</p>	<p>Maintain the existing Positive Steps programme with a minimum number of three each month.</p> <p>Maintain flagship events such as Discover You and the Teens party with at least 100 beneficiaries at each.</p> <p>Maintain two Residential stays for a minimum of 40 beneficiaries each year.</p> <p>Introduce siblings and family support programmes.</p>	<p>Raise £4m to enable us to build the UK Mainland's first purpose- built Retreat for young people aged 13-24 with a cancer diagnosis.</p> <p>Move to residential programs of workshops packaged for leaving the ward, mission for remission and reunion.</p> <p>Be rigorous in our assessment of our performance, and ambitious in identifying new opportunities.</p>	<p>Using existing and implemented new fundraising mechanisms, achieve stretching targets to ensure that we raise in excess £5m.</p> <p>Develop robust programs of Legacy Giving and Corporate Partnerships. Implement an engaging regular donors' campaign to create additional revenue.</p>