



**Hope for
Tomorrow**

Bringing cancer treatment closer to home

Strategy

2019-2024

**Changing
the way
cancer care
is delivered**







The Hope for Tomorrow Five Year Plan 2019-2024

Hope for Tomorrow designed and launched the world's first Mobile Cancer Care Unit in 2007. At the start of 2019, we have a fleet of 12 Mobile Cancer Care Units, 10 allocated to NHS Trusts and 2 reserve units which ensure continuity of service.

There have been significant improvements in the survival rates of cancer over the last 25 years, reflecting the huge investment in the development of treatments. With an increasing number of patients being treated for cancer due to the ageing population and survivorship rates, the demand on the NHS continues to rise. We want to support the patient throughout their cancer journey and improve their whole person care.

As 828 new cancer cases are diagnosed each day, an increasing number of individuals are facing that frightening and life changing diagnosis. But the impact of cancer is not felt by the patient alone; it affects their family, as well as friends and colleagues. Additionally, the practical and financial impact of treatment is not often considered. Our aim is to alleviate

some of these pressures in a simple, practical way by expanding our fleet and working with our NHS partners to find new, innovative treatments that respond to evolving and increasing patient needs.

We are proud to support patients as they face cancer. Our impact figures prove we are directly helping those in their time of need. This level of impact, given our size, means we offer excellent value for money for our supporters.

This strategy document is our opportunity to share our ambitions for the next 5 years. We aim to make a real difference to cancer patients by changing the way their cancer care is delivered.

Tina Seymour
Chief Executive, Hope for Tomorrow

828
new cases
are diagnosed
each day

Our Purpose

To change the way
cancer care is delivered

1420
visits in
34
locations

over
14,000
patient
treatments
administered
in 2018

12
Mobile
Cancer Care
Units

12
Nurses
Support
Vehicles

Our Mission

To provide convenient, professional,
person centred care for people on
their cancer journey



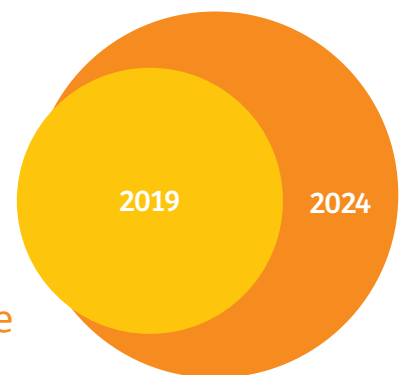
Changing the way cancer care is delivered

We listen to our patients and their support network about their needs throughout their challenging cancer treatment journey, and we are determined that more patients should be able to benefit from our services. Having worked collaboratively with the NHS since 2003, we also understand the demands on the nations' busy oncology departments.

Our combined understanding of the needs of patients and the NHS places Hope for Tomorrow in a unique position and enables us to embrace new ideas in cancer care delivery. We will develop these ideas into viable solutions in a sustainable manner, which will be flexible enough to accommodate the different needs of each NHS Trust.

We will achieve this by growing our fleet and their usage. We will also continue to evolve, learn and find alternative methods of service delivery.

By **2024** we want to have increased our treatment numbers by **40%** allowing more patients access to their cancer care closer to work or home



Our strategic objectives by 2024 are:

- 1 Grow the number of Mobile Cancer Care Units sustainably and maximise their usage to serve more patients in more convenient locations
- 2 Develop our services further using innovative approaches to ensure we are relevant to meet the needs of our partners and patients
- 3 Manage our charity as effectively and efficiently as possible

Strategic Objective 1



Grow the number of Mobile Cancer Care Units sustainably and maximise their usage to serve more patients in more convenient locations

We will work with NHS partners who share our vision to deliver cancer care in the local communities. Our collaboration with the NHS will respond to new opportunities to enhance the service provided and report on the success of each unit.

- Support partners through difficult times and act as a broker for sharing and learning between the different Trusts.
- Only launch units in areas where funding can be found to support the lifetime of the unit's contract and collaborate with partners to provide a solution which is right for them.

To achieve this objective we will:

- Continue to seek potential partners who want to put patient care at the heart of their service and who have a passion for changing the way cancer care is delivered.
- Collaborate with those who demonstrate their commitment to ensuring that the units serve as many patients as possible throughout its operational lifetime.
- Work with partners who will fully staff their unit to ensure high quality service delivery so it becomes integral to their cancer service department.
- Work with partners who are innovative about the use of units to ensure as many patients as possible have access to care in their local community.
- Work with partners who report on the impact and explain clearly if there are issues and problems.



Strategic Objective 2



Develop our services further using innovative approaches to ensure we are relevant to meet the needs of our partners and patients

We will listen and actively seek information which will enable us to improve and evolve. This will build an environment which embraces change. We were born out of innovation, and we intend to continue to be at the forefront of delivering the latest available cancer treatments.

To achieve this objective we will:

- Set up a panel of experts to keep up to date with changes in cancer treatments.
- Work with cancer specialists to understand how we can change or develop our model to offer a relevant service for partners in the future.
- Seek the views of our patients and partners to find new ideas and understand how we can improve.
- Learn more from patients' experiences and use the information to inform future unit builds and upgrades.
- Use national studies to look for areas where we can be innovative.
- Pilot new ideas to ensure they are viable before rolling out, as ensuring quality and efficiency is integral.
- Encourage new and supportive treatments on the units and the usage of the support cars.
- Develop new ways of delivering cancer care in a way that minimises patients' anxieties.



“In partnership with health care providers we will trial new models of cancer care”

Strategic Objective 3



Manage our charity as effectively and efficiently as possible

It is important that we respect the support we receive and fundraise in line with our values. We will repay supporter trust by ensuring that donations to the charity are well spent to deliver the greatest impact for the greatest number of people, keeping our work simple, efficient and innovative.

To achieve this objective we will

- Ensure financial stability and sustainability by investing in our capacity to raise funds and meet our reserves policy.
- Ensure we have a proportionate and transparent governance environment which encourages good decision-making.
- Ensure that donations are spent well, while delivering high quality service to our beneficiaries.

- Ensure we have the right technology and processes in place to enable our staff to undertake their roles confidently.
- Invest in 3 key areas:

Our people – we value our people and will support them in doing their job well. Our charity is built on the passion, expertise and innovation of our staff and volunteers. We will ensure that they are involved in embedding our values throughout the organisation.

Our fundraising – we will operate our fundraising approach across multiple channels, focusing on those that maximise return on investment and ensure efficiency throughout. Our resources must match our goals.

Our brand and communications – we will invest in expertise, equipment and technology so we are communicating effectively. Our brand will reflect our purpose, mission and values – as well as the service delivery we provide. Our patients will recognise us as a supportive partner throughout their cancer journey.



“We will ensure donations are spent well, while delivering high quality service to our beneficiaries”



“We will invest in our staff and brand values”

Why does Hope for Tomorrow want to achieve these outcomes?

Quite simply, it is our values: **WE CARE**

Compassion

We understand the breadth and depth of challenges experienced by cancer patients and their families. They are at the heart of everything we do.

Action

Our actions reflect our passion. We feel a strong drive to assist cancer patients, by providing a convenient and stress free environment to receive treatment during their cancer journey.

Respect

We appreciate and value all of our contributors and their diversity in whatever role they carry out. We do what we do for the patients, but would not be able to do it without our staff, volunteers and our NHS partners.

Evolution

We continually look for ways to evolve beyond today's cancer care delivery model. Tomorrow's opportunities offer hope.



"I don't feel so tired because it's not such a big long journey, so it makes life so much easier for me. And it's literally just down the road. And I can actually do that small journey myself, so it gives me my independence."

Pauline, MCCU Patient

"The unit is a very different environment in which we give treatments to patients. I find that we can give best quality care and one to one with patients."

Ann, MCCU Nurse



We are ready to face
our **new era** as a
charity, to **grow** from
a small regionalised
organisation into a
forward thinking
and relevant charity
meeting the needs
of **both patients** and
the **NHS and health**
care providers

To donate

Online:

www.hopefortomorrow.org.uk

By text:

Text HOPE to 70660 to donate £5

Text costs £5 plus your network charge. Please obtain bill payer's permission. We will receive 100% of your donation. This service is provided by Instagiv for a monthly subscription fee.

By phone:

Call us on 01666 505055 to make **donations**.

All major credit cards accepted except Diners. Please telephone us on 01666 505055 to make a donation.

By post:

Make cheques payable to Hope for Tomorrow and send to our office address below.

Customer care: 01666 505055

Charity No 1094677

To get in touch

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