

Our Foundations

01 Lived Understanding

1) Lived Understanding

Lived experience shapes every service we offer and our approach. We will continue to be led by what matters most to people affected by spinal cord injury so that we can ensure that Back Up provides the right support at the right time.

02 Growing Income to Meet Our Ambition

2) Growing Income to Meet Our Ambition

Our strategy is ambitious. To achieve our goals, we will need to significantly increase our investment in our charitable objectives. To deliver our plans in full, we need to more than double our income over the course of the strategy a huge stretch! We will maintain a diversified income base whilst recognizing there are no guarantees in life, so our delivery plans have been developed in a responsible way which allows us to scale our approach. We will only commit to expenditure when we have identified income. We will focus on areas which are efficient, sustainable, scalable and ethical.

03 Being Data-led

3) Being Data-led

By making better use of our data, we will gain new insight, build an evidence base and become more responsive to both the people who use our services and our donors. We will invest not only in our digital infrastructure but also in being data-driven and embracing a digital approach, enabling us to increase our reach and impact. Our digital services will complement our face-to-face services, and increase our insight into the changing needs of people affected by spinal cord injury.

04 Driving Efficiency and Effectiveness in All That We Do

4) Driving Efficiency and Effectiveness in All That We Do

We will continuously look for ways to become more efficient so that we can reach more people and have an even greater impact. We will be clear about what we do not do. We will not be afraid to take decisions to stop doing things which don't deliver for people affected by spinal cord injury. We will improve the quality and understanding of our data to support our fundraising and to ensure we maximise the impact of our services.

05 Developing and Empowering Our People

5) Developing and Empowering Our People

We will embrace a learning culture to increase knowledge and performance. We will do this through peer-to-peer learning experiences, encouraging staff development through innovative working practices, and creative thinking. We will align our staff development plans with our strategy and business plans to ensure our staff have the skills and tools they need. We will be curious and learn openly from mistakes, celebrate success and apply these principles to our wider volunteer team and board of trustees. We will actively continue to ensure that wellbeing is central to how we work.

06 Powered by Volunteers

6) Powered by Volunteers

Back Up was founded by volunteers. Volunteering remains at the heart of everything we do. The contribution of our team of over 475 volunteers is felt throughout the whole organisation in all aspects of our work. We will grow the number of our volunteers, finding more ways for our volunteers to get involved across all departments, offering flexible ways for people to support us. We will recruit and retain a diverse mix of volunteers across all regions. We will strengthen the journey from service user to volunteer, ensuring volunteers are supported with the training and resources they need to succeed.

07 Being Inclusive

7) Being Inclusive

We want Back Up to be a place where everyone feels welcome. We will do more to reach a diverse range of people affected by spinal cord injury wherever they are in the UK and remove barriers to inclusion. We will ensure that we are more reflective of the population we serve. This will be reflected in the stories, images and video we use, as well as in our partnerships, volunteer, trustee and staff recruitment. Our board will continue to have at least 50% representation of people affected by spinal cord injury. We will continue to ensure our calendar of activities are inclusive for all those we serve.

08 Compelling Communications

8) Compelling Communications

Engaging and targeted communications tell the stories of those we support and help to raise national brand awareness. We will focus on our digital and social media presence, encourage user generated content and initiate high-profile PR campaigns which positively challenge the perceptions of all that is possible with a spinal cord injury.

09 Committed to Collaboration

9) Committed to Collaboration

We will learn from others and work with partners to develop our services. By working more closely with other charities, Spinal Cord Injury Centres, wheelchair services, the wider hospital network and other organisations that can help us achieve our mission we will reduce duplication of effort and target resources where needed.

10 Well-run, Sustainable Organisation

10) Well-run, Sustainable Organisation

We will be transparent, measurable and accountable in all that we do. We will take decisions for the longer term whilst taking an ethical and environmentally sustainable approach. We will always keep the needs of people affected by spinal cord injury central to all we do.

