

Back Up strategy

2021 - 2025

Vision

A world where people with a spinal cord injury can realise their full potential.

Mission

Deliver services that build confidence, independence and inspire people affected by spinal cord injury to transform their lives.

Values

Embrace challenge
Have fun
Build inclusive communities
Ambitious for each other

Living confidently

All people with a spinal cord injury have the confidence and practical skills to live a full independent life.

Thriving at any age

All people with spinal cord injury are able to reach their full potential.

Staying connected

Everyone affected by spinal cord injury is connected with someone in a similar situation helping them achieve goals that matter to them.

Components of success

- Being peer driven
- Growing fundraising to meet our ambition
- Developing and empowering our people
- Being inclusive
- Harnessing technology
- Driving efficiency and effectiveness
- Volunteers at our heart
- Compelling communications
- Committed to collaboration
- Open and accountable

