



Strategic Plan

2014 to 2018

Reviewed November 2016

Our vision

Our vision is that anyone affected by multiple sclerosis can access the information and support they need to ensure they have independence, choice and control.

Our mission

Our mission is to provide high quality, accessible and relevant information and support to anyone affected by multiple sclerosis.

Our values

- We put people affected by MS at the heart of our work
- We act in the best interests of our clients at all times
- We listen to people affected by MS, and ensure their voices inform our work
- We ensure all of our services and communications are accessible
- We respect individual's rights to make informed decisions for themselves
- To remain unbiased, impartial and non-judgemental
- To treat everyone with care, compassion, respect and dignity
- To remain professional and transparent at all times

Our aims this period

This strategic plan sets out the direction of MS-UK for the next five years ensuring that the charity's objectives and activities are clear so that the trustees are confident that we are working towards achieving the Charity's vision. Our aims are:

1. To provide high quality, relevant and responsive services to support more people affected by MS
2. To be widely recognised as a high quality provider of choice for all people affected by MS
3. To be recognised as an excellent employer and volunteer manager
4. To be financially robust
5. To have a strong, diverse and committed board
6. To have effective and efficient infrastructure

Aim 1: To provide high quality, relevant and responsive services to support more people affected by MS

We need to:

- increase the reach and content of the MS-UK Helpline and through all channels – phone, email, post, social media, website and web chat
- develop New Pathways and increase our readership
- develop new services offered at Josephs Court
- utilise Josephs Court to contribute toward all our services and contribute to dialogue in the wider MS community nationally
- Launch a national counselling service
- continuously improve all our services to demonstrate quality and credibility, including the achievement of external accreditation
- develop new relevant and responsive services

Aim 2: To be widely recognised as a high quality provider of choice for all people affected by MS

We want to:

- raise awareness of MS so people better understand the condition and its impact
- raise awareness of MS-UK and better promote our services so more people learn they can turn to us for support

Aim 3: To be recognised as an excellent employer and volunteer manager

We shall:

- ensure employee engagement in the strategic direction of the charity
- maintain our Investors in People standard
- ensure we have a strong workforce with the requisite skills
- retain and invest in our staff
- increase volunteer engagement across all departments

Aim 4: To be financially robust

We will:

- increase and diversify our income streams
- increase revenue from New Pathways
- ensure effective fundraising activities across all departments
- continue our high quality donor stewardship
- comply with the Fundraising regulator, Institute of Fundraising, and Fundraising Preference Service

Aim 5: To have a strong, diverse and committed board

We must:

- continue to adopt best practice the governance of the charity
- maintain the financial health of the charity
- make informed and sound decisions
- have a patron with the right fit for the charity

Aim 6: To have effective and efficient infrastructure

We intend to:

- ensure value for money and timely support from all contractors
- ensure all IT is effective and efficient
- ensure our website is user friendly and remains relevant and responsive to our audience's needs and preferences

By fulfilling our aims we will have achieved a step-change in our ability to deliver high quality, relevant and responsive services to more people affected by MS; supported by an engaged team, an increased and diverse funding base and sound infrastructure; with a dynamic board to lead the way.