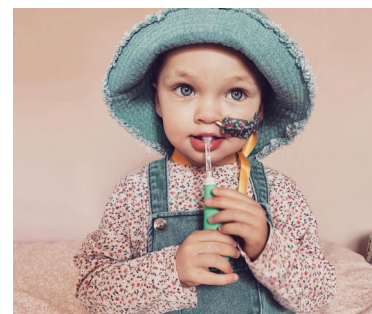




**Solving  
Kids'  
Cancer  
UK**

We are fighting for a future where no child dies of the childhood cancer neuroblastoma or suffers due to the treatment they receive.



## Our strategy

To underpin the delivery of our five-year strategy, our work will be guided by an internal implementation plan centred around three key enablers and a clear focus on our vision and values.

### Sustainable

We will ensure our charity remains financially robust to deliver against our strategic objectives, securing the funds required.

### Good governance

We will continue to build a strong culture of compliance, transparency and continuous improvement at all levels of the organisation.

### Impact

We will measure and showcase the impact of our work and demonstrate return on investment to our supporters.

## Our work is driven by three key pillars

### Research

#### Accelerate clinical trial development

We will focus on the development of new treatments by investing in clinical research and working with valued partners for maximum impact.

#### Prioritise the needs of children

We will engage with families to identify areas of unmet need, challenging experts to find solutions and work together to deliver maximum impact through the research we fund.

#### Foster collaboration

We will build and strengthen international partnerships to share expertise, best practice and resource, whilst building knowledge.

### Support

#### Reach ALL families

Every family of a child diagnosed with neuroblastoma in the UK will have access to our support service from the point of diagnosis.

#### Broaden range of support

We will develop and expand our support offer in line with what families tell us they need.

#### Inform and support decision making

We will ensure families have access to the most current and scientifically robust data from around the world and support their decision to access the best treatment possible.

### Awareness

#### Research advocacy

We will amplify the voice of the children and parents, seeking to advance science and understanding of the disease alongside patient-centric research.

#### Patient advocacy

We will champion the needs of individual children and their families, providing parent-led support around decision-making to improve treatment outcomes.

#### Awareness and campaigning

We will raise the profile and support the treatment needs of children with neuroblastoma and other childhood cancers with the general public, government and public bodies.

## Our values

**Caring**  
**Transparent**  
**Collaborative**  
**Inclusive**  
**Determined**  
**Hopeful**