

OUR MISSION:

To provide support and up-to-date information to people with brain tumours, their family/ friends/ carers, as well as to medical and other relevant professionals. To raise awareness of and promote education about brain tumours and to support research being carried out.

The aim of the three-year strategy is to establish Brain Tumour Ireland as the leading provider of support to all people who are affected by Brain Tumours in Ireland, with a robust and sustainable leadership team in place making data driven decisions to promote awareness, lead support services and fund research, helping to shape an organisation that's future-ready.

1



Sustainable Fundraising

- New fundraiser in place by end of Q1
- Identify fundraising opportunities
- Strengthen donor care and establish 'Thank You' event

2



Stakeholder Engagement

- Establish a structured hospital engagement plan
- Increase BTI presence in clinical settings (leaflets/ info packs)
- Improve clinician awareness of BTI services

3



Support Services & Community Engagement

- Develop and deliver our updated support offerings
- Strengthen signposting so our community feels supported
- Run regular information sessions/ webinars

4



Research

- Build a clear research engagement framework to identify and manage opportunities
- Support patient-centred research & patient involvement
- Increase public awareness of brain tumour research

5



Operational Excellence

- Update required policies and risk register
- Deliver CMS and establish reporting rhythms & structure
- Clarify messaging about services and increase awareness of offerings