

ROYAL FREE CHARITY

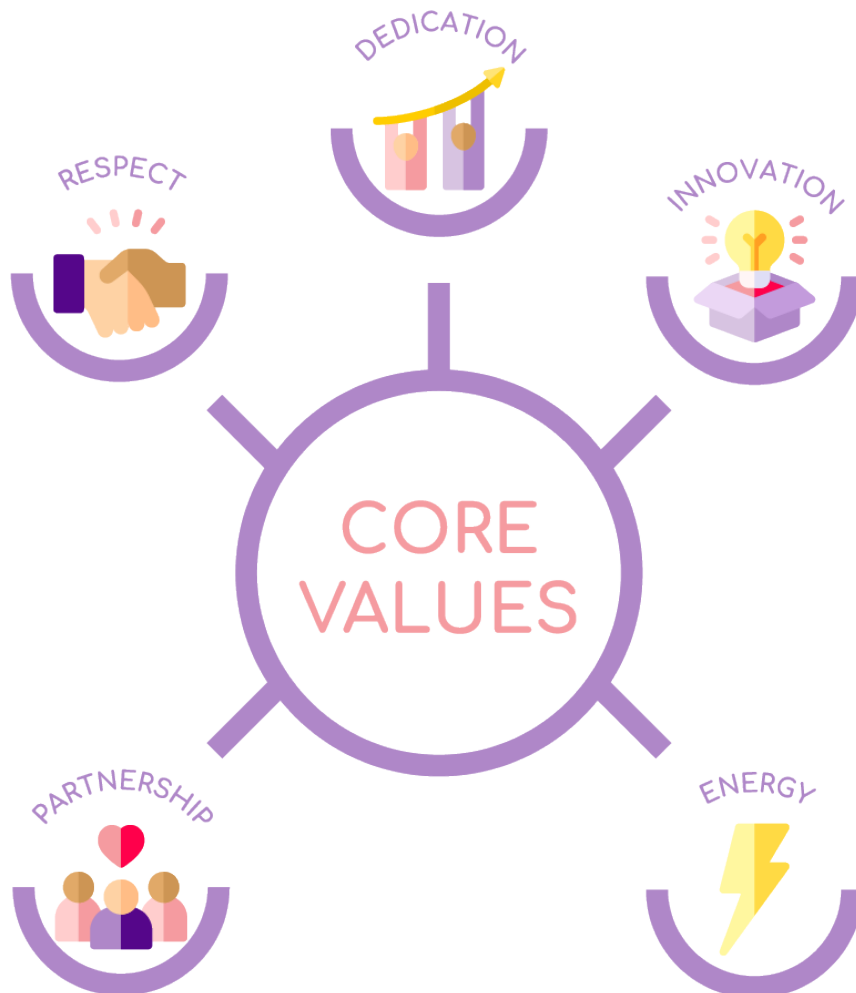
Strategic Plan 2024-2029



FURTHER, FASTER, FOR ALL.

Vision

For everyone served by the Royal Free London to have access to world-leading healthcare, delivered by a thriving workforce and driven by medical research that has a global impact.



Mission

The Royal Free Charity supports our hospitals, our NHS colleagues, our patients and our researchers.

From small acts of kindness to huge investments in discovery and innovation, everything we do changes lives for the better.

Our extraordinary volunteers enrich the experience of patients and the support they provide to NHS staff is transformational.

We're there when patients need us, thanks to the services we provide. And the grants that we make help our hospitals to accelerate vital medical research and invest in innovations to help patients and staff.

All this is made possible by the generosity of our supporters who help our hospitals go further and faster than the NHS could do alone.

Our strategic objectives

1. Improve cancer services at RFL by working with trust colleagues on the development of their cancer priorities and the wider clinical strategy;
2. Grow and enrich our relationships with grateful patients and our other communities to generate increased fundraising income, with a strong focus on unrestricted funds;
3. Pursue new partnership opportunities within NCL, with a particular focus on North Middlesex and a wider focus on population health initiatives and Place-based partnerships;
4. Deliver best in class volunteering and services for our patients and staff while awarding grants to high quality innovative health solutions across the trust.

Supporting strategies to enable delivery of our strategic objectives:

1. Deliver robust financial controls.
2. Improve internal capabilities and capacity while investing more in people.

Our strategic priorities

1. Launch of cancer campaign
2. Merger with North Middlesex Charity
3. Support for innovative health solutions



Lucia Lavelle is a RFC funded researcher, working in the UCL labs in RFH.