



## Aurora 10 Year Strategy and Implementation Plan - 2023-2033

### Introduction

Aurora has been operating for 5 years and officially became a charity in August 2023. This document will set the strategic direction of Aurora for the next 10 years and will be under annual review.

Aurora is a compassionate breast cancer charity dedicated to empowering and supporting young pre-menopausal women affected by breast cancer. The charity has set the foundation of a strong, professional and nurturing approach to providing support to the Aurora women it serves. Aurora unites together to ensure a positive network of women can overcome the adversity of a breast cancer diagnosis and the challenging recovery journey beyond. Aurora builds local networks for young women that have suffered from the life-changing diagnosis of breast cancer, in order to ensure they have the knowledge, friendship and support to together shine a positive light on the future.

### Vision to 2033

To increase the Aurora catchment area of support across Wiltshire and Gloucestershire to ensure accessibility to Aurora support for all.

### Strategic Themes

- **Create** a model that can be replicated in all districts within the supported county's.
- **Generate** a secure income stream to allow increased support and growth.
- **Enhance** the provision and support to aurora women.

### Corporate Objectives

- **Invest** in staff, volunteers and aurora women to ensure we continue to deliver the highest level of support.
- **Lead** a diverse programme of events to support the needs of all aurora women.
- **Build** open and honest relationships with partners and members to ensure a powerful and collaborative approach to the delivery of our mission.

### Mission

Aurora's mission is to build safe, inclusive and informative spaces for our young women to unite and share experiences in order to support each other through the challenges of breast cancer.

The mission defines Aurora's purpose as an organisation. It contributes directly to the Aurora vision and outlines how Aurora will organise and prioritise activity to bring it to life. It recognises the women of Aurora are the top priority ensuring they are supported throughout their breast cancer journey.



This mission will be delivered through timely, effective and robust governance and relevant legal practices and management processes. Aurora is a small organisation with substantial responsibility – we will ensure that our programmes and operational practices are sustainable, and the governance and philosophy of the organisation is both appropriate, supportive and inspirational.

### Our Core Values

Aurora's approach is 'women centred'. It makes decisions and concentrates effort and resources to positively impact the mission and the delivery of the vision. Its commitment is reflected in the organisations working practices and the people, through demonstrating a selfless desire to serve the interests of the women it supports. The core values are intrinsic to the Aurora approach and we seek partnership with those that align to these values. Aurora is;

- **Supportive.** Committed to providing emotional support through a breast cancer journey.
- **Uniting.** Together we re-build our new normal. Together we are stronger.
- **Nurturing.** Creating environments of understanding, kindness, respect and compassion.

### The Operating Model

The operating model exists to translate the Aurora vision into reality by converting strategic direction into outcomes and objectives.

### Short Term Strategic Objectives 2023-2025

#### Delivery

- **Strengthen The Support Network:** Aurora will focus on building a stronger support network for young women going through breast cancer. This will involve increasing the number of local networks and support groups, organising webinars, weekly walk and talk sessions, coffee mornings, and well-being events. These activities will provide emotional and practical support to help women navigate their breast cancer journey and connect with others who have shared experiences.
- **Education and Empowerment:** Aurora aims to provide comprehensive information and educational resources. The charity will focus on increasing its knowledge base to provide up-to-date information on breast cancer options and offer signposting to resources. This will empower women to make informed decisions about their treatment and recovery.



### Communication and Partnership

- Raise the profile and awareness of Aurora within Wiltshire and Gloucestershire through media channels and targeted campaigns.
- Develop this positive 10-year strategy to build a valuable package that supporters understand and can see tangible benefits from investment.
- Build enduring relationships with key organisations to enhance ability to deliver all aspects of the Strategy. Aurora will actively seek partnerships and collaborations with other organisations, medical professionals, and community groups to enhance its services and support network. This will include collaborating with healthcare providers to ensure seamless coordination and access to resources for women undergoing treatment.
- Fundraising and Sustainability: To support Aurora's initiatives and maintain its operations, Aurora will focus on implementing a robust fundraising and sustainability plan. This will involve diversifying funding sources, engaging with local businesses for support, and organising fundraising events. The charity will also explore grant opportunities and philanthropic partnerships to secure long-term financial stability.

### Governance

- Ensure policies and procedures support the overall Strategy
- Implement a streamlined structure that allows the organisation to remain agile and grow effectively.
- Create an ethos and culture that drives positive growth.

### **Medium Term Strategic Objectives 2025-2028**

#### Delivery

- Research and Innovation: Aurora will remain current in latest research and innovation to develop new and improved methods of support for young pre-menopausal women affected by breast cancer. The charity will explore technological advancements and digital platforms to expand its reach and provide remote support to women in rural areas.
- Advocacy and Policy Influence: Aurora aims to have a voice in influencing policies related to breast cancer support and healthcare within the county. The charity will actively engage with policymakers and stakeholders to advocate for improved access to treatment options, support services, and research funding.
- Impact Measurement and Reporting: Aurora will establish a comprehensive impact measurement and reporting system to assess the effectiveness of its programs and initiatives. By tracking key metrics and sharing impact stories, the charity can demonstrate the positive outcomes it has achieved and attract further support from donors and philanthropists.



### Governance

- Review the 10-year strategy to ensure it remains current, realistic and inline with Aurora's aspirations.
- Ensure Staffing levels are adequate and sustainable throughout to continue to deliver on the strategy.

### **Long-Term Strategic Objectives 2028-2033**

- To have create a complete package on assets and information to extend the catchment across the county.
- To have 4-8 active support communities across Wiltshire and Gloucestershire that unite at an annual conference.
- To have secure a sustainable income stream to allow an annual commitment of events.

### **Summary**

This document set out Aurora's direction over the next 10 years and by implementing this 10-year strategy, Aurora aims to create a stronger support network for young pre-menopausal women affected by breast cancer, increase awareness and reach, empower women through education, and foster a compassionate and understanding community across Wiltshire and Gloucestershire.

**'Aurora Together We Are Stronger'**