

## Our TOC Vision & Impact

### What will the world be like when World Cancer Research Fund's work is done? How will the world change because of our work?

- ◆ People understand and are actively taking action to reduce their risk of getting cancer, and those with cancer are living increasingly well and longer.
- ◆ Based on our continuing research, evidence and awareness-raising, everyone in the UK has equal access to the latest information and can take action to reduce their risk of getting a preventable cancer. Those living with or beyond cancer are being supported to live healthier and longer lives.

## A Strong Identity

### We are the UK voice on nutrition and lifestyle research and recommendations for cancer

- ◆ We provide information, advice and recommendations on diet, weight and physical activity (along with any related emerging areas of research), with the aim of being the go-to UK resource in these areas.
- ◆ We relentlessly focus on innovation across all our programmes, seeking to support people with new and practical tools, training and outreach work.
- ◆ We seek to be a partner of choice for all commercial, charitable, policy and research organisations that are aligned to our mission.
- ◆ We continue to balance our primary UK focus with both network and global interests.

## An Informed Public

### We help more people realise that it is never too early or too late to make simple everyday lifestyle changes, so that fewer people get preventable cancers

- ◆ Our messaging reaches the general public via our media and campaign promotion work, and our targeted projects and programmes, thereby increasing understanding, profile and behaviour change.
- ◆ We are the first point of contact for diet and lifestyle media stories where cancer prevention and survivorship are concerned, and we seek to use influencers, ambassadors and trained internal spokespersons wherever we can.
- ◆ We deliver an impactful and diverse digital content offering, and are recognised as a key resource for the general public, the science community, health professionals, and cancer survivors.
- ◆ Our work contributes to government departments, health professionals, food retailers, schools, and other actors being increasingly focused on promoting good nutrition and healthy living where cancer prevention and other NCDs are concerned.

## A Developing Organisation

### We model best practice in governance and leadership, supported by staff empowerment

- ◆ Improved staff engagement and job satisfaction is supported by increasing skills and rewards, alongside the alignment of organisational values.
- ◆ The management team models best practice in governance and leadership.
- ◆ There is strong directional management of planning, monitoring and evaluation - which influences future outcomes and outputs.
- ◆ We continually strive to be innovative with our technology and use of data, supporting the needs of our staff, programmes, the organisation and external stakeholders.

## The Latest Research

### We fund and champion the latest and most authoritative scientific research from around the world on cancer prevention and survival through diet, weight and physical activity, and other emerging areas

- ◆ Our research aims are global in their outlook. We work as part of an international network of charities to help fund new and innovative research grants that will help to increase our understanding and tailor our messages.
- ◆ We deliver and champion cutting edge and high impact research, reports and projects, which benefit the UK population's understanding and overall health.
- ◆ We understand what people in the UK are most concerned about in relation to cancer (where diet, exercise, weight and other worries are concerned), and provide the answers they are looking for.
- ◆ We promote our core programmes (e.g. grants, CUP Global etc.), whilst also deepening relationships with UK science institutions and researchers.

## Widely Used Health Information

### We provide widely used information, guides, tools and programmes for the general public, health professionals, supporters, cancer survivors, schools and families alike

- ◆ We have a large Health Professional following in the UK who we actively work with and inform, and who use our guides, online content and e-learning courses on a daily basis, receive regular updates via our Informed newsletter and attend our HP workshops and webinars.
- ◆ We provide the wider public with cancer prevention information as directly as possible, helping them to identify the links between cancer and their own individual risk.
- ◆ We are providing cancer survivors with information where we can regarding areas within our remit.
- ◆ We influence the health environments for children, families and communities through general awareness raising of our messages, resources and information - to a scale we can sensibly achieve.

## Engaged Supporters & Partners

### We will direct our energies to ensure our supporters and stakeholders are engaged in a dynamic two-way relationship

- ◆ We are robustly growing our income year on year with the goal of generating £15+ million per year, alongside our messages and brand recognition growth.
- ◆ We focus on the areas which traditionally bring in the most income, whilst adding new and innovative areas to our existing portfolio of diversified fundraising streams including restricted and unrestricted income.
- ◆ We direct a major part of our fundraising income directly to our research and grants programmes, using both unrestricted and restricted funding.
- ◆ We always provide information and carry out our work in a way that respects why our supporters donated to us.

### We are an active and engaged member of the WCRF Network, ensuring our mutual continued success and growth.

- ◆ We embrace, understand, and work in a way that underscores that we achieve more together than we could on our own.
- ◆ We maximise our contribution to the network direction and its activities with key strategic support, programme development and service provision.
- ◆ We maximise our benefits from the network's shared services, international reach and relationships, and strategic support.
- ◆ We influence the work of WCRF International to help deliver our own UK impact.

## A Strong Network Partner