

Housekeeping



Reflecting and looking forward together!

Stroke

Association

Juliet Bouverie OBE - Chief Executive, Stroke Association
Hannah Catchpool – Trustee, Stroke Association and
Partner, RSM UK Audit LLP

Julie Foster – Group Leader, Coalfields Life After Stroke







Rebuilding lives after stroke

Our strategy from October 2022



Our vision

For there to be fewer strokes, and for people affected by stroke to get the help they need to live the best life they can.

Our purpose

To be the trusted voice of stroke survivors and their families. We want to drive better outcomes in stroke prevention, treatment and lifelong support for everyone affected by stroke.

Our principles

- We are stroke to the core.
- · We are in the conversation.
- We know how to make an impact.
- We unleash potential.
- · We care for ourselves as for others.

Our goals



Goal A
Make stroke the priority
it needs to be.



Goal B
Ensure that everyone
affected by stroke
has access to the
rehabilitation and lifelong
support they need.

How we make a difference

- System influencing.
- · Service delivery.
- · Research.
- Community engagement.

Our step change areas



Thrombectomy is available 24/7 across the UK for all patients who could benefit.



We are reaching and adding value to the lives of every **newly diagnosed** stroke survivor.



More stroke connected adults have **stroke front of mind**, and more see the value of the Stroke Association.

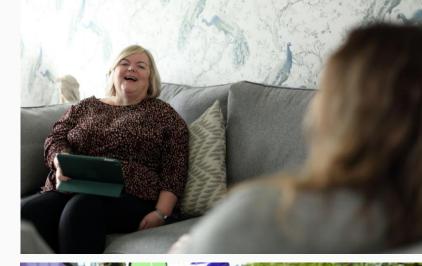


Create the vision and plan to motivate donors and achieve transformational **income growth**.

Our achievements

We supported more stroke survivors

 We scoped our plans to reach and support everyone as soon as possible after their stroke









- We influenced decisionmakers to make stroke more of a priority
- We campaigned for 24/7 access to thrombectomy for everyone who needs it

 We restored research funding to pre-Covid levels

- We raised awareness of aphasia with our documentary When The Words Away Went
- We extended our partnerships to benefit communities

 We continued to build connections through the Stroke Group Network





Our **finances are healthy** and we have a good surplus to invest in our strategy

	2020-21	2021-22	2022-23
Income	£34.6m	£41.1m	£40.7m
Expenditure	£34.1m	£31.6m	£38.4m
Surplus or deficit	£0.4m	£9.6m	£2.3m

Challenges

 NHS and social care system remains under enormous strain

 Political and economic instability across the UK nations

 Health inequalities impacting stroke care



Looking ahead

 PREMS – a hugely powerful tool for system influencing

- Support our life after stroke campaign to ensure every stroke survivor can thrive
- Removing barriers to accessibility and inclusion for all those affected by stroke





Rebuilding lives after stroke