

Our Strategy 2025-2027



We will focus on four key objectives to guide our efforts, each aimed at making the greatest possible impact on King's patients, their families, and staff.

Strategy principles:

- Rooted in local communities
- Leaving no-one behind
- Aligned with national, regional, local priorities
- Focused where we're uniquely placed to act

1 Enhancing patient and visitor experience

How we'll get there...

Help to enhance patients and visitors' journeys through hospital, reducing stress and creating a more comfortable and supportive environment.

Work with the Trust to enhance hospital facilities and services that support patients through their recovery pathway.

Invest in the best support and care for patients during their time in hospital and for their long-term health.

Help patients feel more connected, facilitating communication with their loved ones, hospital staff, and the outside world through volunteers, digital tools, and other supportive resources.

Invest in projects that prioritise the most vulnerable, disadvantaged, and frail patients, helping to ensure they have the very best support for a better hospital experience.

Support Trust staff with their wellbeing, helping them to have the best working environment and interaction with patients.



2 Advancing treatments and care through research and innovation

How we'll get there...

We'll enhance patient care by investing in technology-driven projects that lead to better results and treatment outcomes for patients.

We'll invest in research projects to help King's patients receive the best care, focusing on the most pressing needs in our local community and specialised care areas.

We'll prioritise inclusivity, supporting projects that provide accessible treatments for disadvantaged and the most vulnerable patients, shaped by their input.

We'll support King's staff to **develop new ways of delivering effective treatment** and access to care through encouraging grant applications and sponsoring training.

We'll invest in additional training and tools for staff to help them deliver the very best care for their patients.



3 Raising funds to support the best possible care

How we'll get there...

Aim to significantly grow our fundraising, enhancing support for patients and improving their care.

Grow our Philanthropy programme by focusing on major gifts, a Capital Appeal, and building strong clinician relationships to secure impactful donations and pledges.

Continue to work towards securing stable funding that we can use flexibly, providing greater opportunities for strategic decision-making and enhancing our impact for patients and the Trust.

Build awareness of our cause across our hospitals and beyond by developing clear and compelling stories and cases for support that engage and inspire our key audiences, demonstrating our impact.

4 Achieving our full potential to thrive

How we'll get there...

Build a strong foundation that drives excellence and growth within our team, empowering us to support King's staff and patients to the very best of our ability, while helping King's continue to excel in its areas of expertise.

Use technology and other tools such as AI to help the Charity deliver our core objectives.

Build a sustainable income base and strengthen our financial reserves, ensuring we can continue to support vital programmes that directly benefit our patients and communities and meet donor expectations.

Explore new revenue opportunities to support our core objectives and ensure long-term benefits for King's patients and staff.

Continue to uphold our values, fostering a culture that empowers our team. By increasing employee engagement by 3% annually, we will better serve our patients and community with excellence and compassion.

Continue to operate with honesty, accountability and transparency, striving to surpass charity governance standards through continuously refining our policies and maintaining strict compliance and regular audits.

Supporting the most vulnerable

The central theme of supporting the most vulnerable will guide our key objectives and all the work we do.

We will work closely with the Trust to create opportunities that address the needs of most vulnerable, with the goal of 'Leaving no one behind.'

In this context, 'the most vulnerable' refers to patients who are particularly frail or at risk due to the complexity of their needs, the severity of their illness, or other factors that hinder their access to necessary care.

Through our grants programme, we will prioritise projects that meet the needs of the most vulnerable, ensuring that equality, diversity and inclusion are embedded in every grant we award.

We will also support the most vulnerable members of Trust staff.

supportkings.org.uk/our-strategy

