

MORE Where it Matters MOST

Our Strategy
2026-31

Great healthcare starts with the NHS, but it doesn't end there. At **Imperial Health Charity**, we believe that **world-class medicine should always be matched by world-class patient experience, innovation, and kindness.**

Over the next five years, we are embarking on our most ambitious journey yet. We have aligned our goals directly with our Trust to ensure that every penny we spend and every hour our volunteers contribute goes exactly where it is needed most. Our work will go beyond supporting a hospital system; it will invest in the health, happiness and wellbeing of our community.

OUR VISION

To support the hospitals, NHS staff and patients in our communities to achieve the shared goals of exceptional care and experience of care, better health outcomes, and reduced health inequalities.

By 2031, we will be recognised by the public as a leader among NHS charities for delivering sustained positive impact for patients, NHS staff, and our communities, and making deep and long-lasting contributions to cancer care, women's health, children's health, frailty and NHS staff wellbeing at our Trust.



HELPING
OUR HOSPITALS
DO MORE

OUR MISSION

We will work with our Trust and partners to enhance the experience of care for patients, and support our hardworking NHS staff, driving better outcomes both within our hospitals and in the wider communities we serve.

OUR STRATEGIC PRIORITIES

How we will make a difference.

- 1 Supporting exceptional patient care in our hospitals.** We will go above and beyond the standard of care by funding life-saving technology, refurbishing hospital spaces into healing environments, and providing the vital extras that make a hospital stay feel human and dignified.
- 2 Supporting the health of the communities we serve.** We will take healthcare into the heart of our neighbourhoods. By focusing on prevention and working with local groups, we will work to close the health gap and ensure everyone has a fair chance at a healthy life.
- 3 Driving research and innovation.** We will act as a launchpad for discovery. By funding novel research and new and innovative ways of working, we help our hospitals turn today's big ideas into better, faster healthcare for patients tomorrow.



To achieve the greatest impact, we are focusing our resources on five key areas that mirror the Trust's own transformation plans. These are the frontlines where we will deliver our most significant work.

We'll support the wellbeing of our NHS staff while helping them deliver cutting-edge care across these four key clinical areas.

By the end of this strategy, we will have invested millions into our local NHS, empowered thousands of volunteers, and helped create a hospital environment where technology is cutting-edge and compassion is everywhere.