



MND Scotland is the proud 2015 winner of the Scottish Charity of the Year and People's Choice Awards.

Strategy 2015-2018



Calum Ferguson, Dunblane

MND Scotland is the only Scottish charity providing funding for research as well as care, information and support for people with MND and their families.

Introduction

Our new strategy builds on the previous work of MND Scotland and continues the fundamental principles under which the organisation was established in 1981 by John MacLeod.

Over the last year there have been a number of significant events which have had a direct impact on the workings of MND Scotland.

The Ice Bucket Challenge was a worldwide phenomenon which saw awareness of MND increase substantially and £450,000 additional funds raised for our charity.

In January 2015, the First Minister of Scotland, Nicola Sturgeon, announced that £700,000 would be made available for nursing care and support for those with motor neurone disease. This commitment by the Scottish Government means that MND nurses, which were previously funded by MND Scotland, would now be paid from the public purse and their numbers doubled. Whilst great financial news for our charity, this has removed a large proportion of the direct contact that people affected by MND have and associate with MND Scotland. New ways of supporting those affected by the illness will be introduced.

MND has received increased publicity throughout the year, not only from the Ice Bucket Challenge but also from Gordon's Fightback campaign, the Fernando Ricksen tribute match, the film 'The Theory of Everything', as well as through publicity about other individuals such as Lucy Lintott and Calum Ferguson. Our campaigning on welfare reform, personal care charging and communications equipment also received significant media coverage.

We will now channel this increased awareness and funds to ensure that it translates to improved understanding of the condition and increases support that can be utilised for the benefit of those affected by MND.

The Process

Our starting process for the development of this new strategy was to ask people affected by MND about their experience, views on the services they have received, and what would make a difference to them. This information formed the basis of our new strategy.

In addition to this, findings from the MND Scotland commissioned Strathclyde Centre for Disability Research report *Living with MND*, also fed into our strategy development.

Finally, our staff and volunteers used their invaluable insight and experience of working with those affected by the illness to contribute to the development of our strategy.

MND Scotland's 2015-18 strategy is ambitious and aspirational. In order to achieve its key aims we will need significant support, both financial and tangible in the form of the time and talents of our dedicated supporters and the general public.





Gordon Aikman and party leaders

Provide hope for those affected by MND

Vision

MND Scotland aspires to a world without Motor Neurone Disease

Mission

To reduce the impact of MND on the lives of those affected today and provide hope for a world without MND tomorrow.

Principles

People affected by MND are at the heart of all that we do

We strive for all those affected by MND to have equal access to services

We work in partnership with others to further our aims

We support staff and volunteers to fulfil their roles

We aspire to excellence in all that we do

We always act with integrity and treat everyone with respect, dignity and fairness

We will fund, encourage and promote research that increases our understanding of MND and brings us closer to a time when a cure can be found. We will provide supporters with opportunities to contribute to the current and future work of MND Scotland.

- › We will stimulate clinical healthcare research into novel and innovative treatment, care and support
- › We will work with others to bring clinical trials to Scotland
- › We will fund and promote research which brings us closer to a cure
- › We will offer supporters a variety of opportunities which will maximise their contribution to MND Scotland
- › We will engage and communicate with stakeholders through increased use of technology and social media
- › We will develop relevant, evidence based impact measures to help supporters fully understand the value of their contribution to the charity
- › We will produce regular updates on worldwide research on MND

Improve the quality of life of those affected by MND

We will seek to improve the quality of life of those affected by MND through empowering them, reducing isolation and improving the support they receive.

- › We will improve our understanding of the challenges facing those affected by MND and develop strategies to minimise these
- › We will produce high quality, accurate and accessible information that meets the needs of those affected by MND and allows them to make informed decisions
- › We will support families and carers
- › We will seek to ensure everyone living with MND is aware of the support we can offer
- › We will seek to minimise the financial impact of MND
- › We will campaign and raise awareness so that the needs of people with MND and everyone who cares for them are recognised and addressed by society
- › We will work with others to ensure that those affected by MND have access to appropriate respite services



Gilbert Ronald and family

Lead the way in MND Care and Support

We will provide services directly, and in partnership with others, which conform to best practice and encourage other organisations to improve and develop their services to people with MND and their carers. We will prioritise service development based on what has the largest positive impact on those affected by MND which would not happen without our input.

- › We will facilitate access to knowledgeable clinicians and provide information and support to help people affected by MND make informed decisions
- › We will enhance local MND services through the development and delivery of specialist MND training
- › We will encourage additional cognitive and psychological support for people affected by MND
- › We will ensure that the interests of people affected by MND are fully recognised through maintaining and increasing MND Scotland's involvement on local and national advisory, guidance and standards groups
- › We will explore the potential for further developments of telehealth
- › We will seek to influence the Scottish Government, NHS, health and social care partnerships and others to support improvements in MND services
- › We will seek to develop a single point of contact for those affected by MND and establish MND Scotland as the 'come to' organisation for all things related to MND