

About Stoke Mandeville Spinal Research

Founded in 2006, Stoke Mandeville Spinal Research (SMSR) is a national charity that promotes excellence and sustainability in applied clinical research into spinal cord injury. Their vision is to enable people with spinal cord injury to have life after paralysis without the setbacks of debilitating health complications.

Stoke Mandeville Spinal Research brings together the spinally injured, carers, healthcare professionals and researchers to alleviate chronic complications, develop the latest assistive technologies and to enable people with spinal cord injuries to realise their full potential in life.



The challenge

Fundraising manager Charlotte Minoprio was told about new futures at a Community Impact Bucks funding advice surgery. Her initial requirement was support in launching a new fundraising campaign, followed by the need to look at the resource implications of the charity's strategic direction in light of its rapid growth.

Support from new futures buckinghamshire

- Marketing
- HR and people

Before launching the new fundraising campaign, Wheels at Work, the new futures consultant looked more broadly at SMSR's overall strategy, objectives and brand which resulted in a far more strategic approach. The support provided the SMSR team with new understanding about brands, communications messaging allowing them to be more targeted in their approach to supporters and able to speak more confidently and effectively.

The second new futures package helped with HR, particularly around recruitment and selection and employment contracts. The new futures package helped SMSR review and evaluate the work done by the fundraising team to identify where resource was required. Support on writing the job description, advertising, interviewing and candidate selection was also provided.

The impact

"The support has been invaluable to our team. I found the process very affirming; it was great having someone provide reassurance and add their expertise to make our campaign, and our overall communications, more effective." *Charlotte Minoprio, fundraising manager Stoke Mandeville Spinal Research.*

