

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



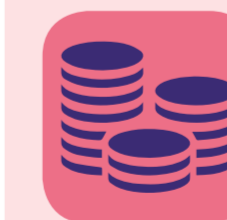
Thrombectomy is available 24/7 across the UK for all patients who could benefit.



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**.