

♥ Raising awareness

♥ Providing support

♥ Improving care

♥ Shaping Research

Cardiomyopathy UK Five-Year Strategy 2024 - 2028

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Cardiomyopathy^{UK}
the heart muscle charity



Our Values



Caring

We're devoted to supporting people affected by cardiomyopathy.



Dedicated

We're committed to providing information, advice and support across the UK.



Responsive

We reach out to anyone who needs us.



Collaborative

We work with others to benefit those affected by cardiomyopathy.



Realistic

We're honest about cardiomyopathy and the impact it can have.



Ambitious

We are ambitious about the impact that we want to make and are not afraid to set challenging goals, try new ideas and think big.



Evidence based

We provide up-to-date specialist knowledge about cardiomyopathy and ensure that our policies, comments and decisions are underpinned by robust evidence.



Vision

Our vision is that everyone affected by cardiomyopathy should live a long and fulfilling life.



Mission

In pursuit of our vision, we raise awareness, provide support, improve care and treatment and shape research to provide hope for the future.

The change we want to make:



We want to improve the ability of people affected by cardiomyopathy to cope with the condition.



We want health and social care professionals to be better able to detect and treat cardiomyopathy.



We want there to be better treatment options and support services for people with cardiomyopathy.



We want it to be simpler and quicker to get appropriate support and treatment wherever you live.



We want more people who may have cardiomyopathy or who are at risk of developing the condition to seek medical help.

Our Goals



- 1 Supporting people with cardiomyopathy and their loved ones.**

We will be the most comprehensive and trusted provider of support and information for people living with cardiomyopathy. We will empower all our community so that everyone has the tools they need to live with the condition.
- 2 Working with health and social care professionals.**

We will be the most respected and accessible source of information for health and social care professionals regarding the diagnosis and treatment of cardiomyopathy. The charity will foster a knowledgeable and engaged health and social care community that is better able to serve people affected by cardiomyopathy.
- 3 Promoting and shaping the most impactful research.**

We will be a leading driver of the highest quality clinical and experience-based cardiomyopathy research that delivers real benefits to our community.
- 4 Shaping local and national policy throughout the UK.**

We will be a vocal and effective advocate for the cardiomyopathy community, playing a fundamental part in shaping statutory services so that they meet their needs throughout their life.
- 5 Raising awareness.**

We will take the lead in raising awareness of cardiomyopathy and be the first port of call for anyone who is concerned they may have or be at risk of cardiomyopathy and is looking for information or support.

Making change happen

There for everyone

To achieve our goals and bring about meaningful improvements for people living with cardiomyopathy, we need to reach out to more people that could contribute to and benefit from our work. This includes ensuring that we are visible, accessible and welcoming to everyone affected by cardiomyopathy.

During the next five years we will make ourselves more visible to a greater number of people affected by cardiomyopathy so that more people can use our services. We will commit ourselves to making it as easy as possible for anyone to access our information and support and we will remove barriers that could prevent individuals or communities from engaging with us.

Funding our work

We have ambitious plans for the next five years which will require us to double our annual income to £2million. To increase our income, we will need to be creative, collaborative and as cost-effective as possible.

Join us

Everything we've achieved to date has been made possible by the amazing contributions of those who support our work including our staff team, volunteers, fundraisers and partners. As we grow and develop over the next five years, your support will be more important than ever.

We hope that you will join us in creating a world where everyone with cardiomyopathy lives a long and full life.

