

CRUSE SCOTLAND STRATEGY 2022-2027

Our Vision

A compassionate Scotland in which the impact of bereavement and grief is properly understood and supported.

Our Values

Compassionate: We are respectful, warm, kind and here when people need us most. We offer people the time and space to talk when they are ready.

Professional: We are experienced, committed and operate to the highest standard throughout the organisation. Our services are based on best practice, research, and feedback.

Inclusive: We value and develop our diverse team and strive to understand and respond to the needs of all communities across Scotland to make sure no one goes through grief alone.

Collaborative: By working as a team and collaborating with others, we can help build a more empathetic, bereavement-friendly society in Scotland.

Dedicated: Our passion, knowledge and dedication help people live with their grief, one day at a time.

Our Strategic Goals

Sustainability: to enable sustainability by diversifying our income stream & resource model; to assess and reduce the environmental impact of the organisation

Bereavement support: to deliver more effective services to more bereaved people

Positive bereavement health: to promote bereavement support in communities through education & training

Diversity & Equalities: to better understand and address inequalities & diversity issues affecting Cruse Scotland and our clients

Influencing: to ensure the experiences of bereaved people influence policy & practice in Scotland

Our Key Enablers

People
Strategy

External Training
Development Plan

Comms &
Marketing Plan

Environmental
Audit & Policy

Diversity & Equality
Audit and Plan

Service User
Engagement Strategy