

Research. Prevention. Impact.

Strategic Plan
2025-2029



A photograph of a woman with a shaved head, likely a breast cancer survivor, being embraced from behind by a younger woman with long blonde hair. They are both smiling and looking towards the camera. The background is softly blurred, showing what appears to be a home interior with a lamp and curtains.

Over €34.5million
raised since 2012
– all funded entirely
by people like you

Foreword

Breast cancer changes lives. But together, so do we.

Every discovery we fund, every conversation we spark, and every life we help save happens because people like you choose to stand with us. You are part of a community determined not only to fight breast cancer but to outpace it – to push science forward, to bring hope faster, and to make sure no one faces this disease alone.

At Breast Cancer Ireland, we've always believed in leading from the front. We are innovators, collaborators, and fierce advocates for progress. We're driven by a single purpose: to transform breast cancer from a life-changing diagnosis into a survivable, manageable disease – and ultimately, to prevent it entirely.

This Strategic Plan, *'Research. Prevention. Impact.'* sets out a bold vision for the next five years. It's ambitious because it has to be. The stakes are too high for anything less. We're investing in cutting-edge research, expanding education and awareness, strengthening patient support, and ensuring we remain lean, transparent, and ready for the future.

But none of this happens without you. Your donations, your energy, and your belief fuel our mission. Together, we're not just reacting to breast cancer – we're changing the story.

Thirteen years ago, Breast Cancer Ireland was founded on the belief that progress was possible. Since then, we've proven that vision right – but we're far from finished. The progress we've funded and the lives we've touched are just the beginning. Together, we can achieve so much more.

Aisling Hurley
Chief Executive Officer
Breast Cancer Ireland

Who we are & why we exist





Our Vision:
Be the generation that
ends breast cancer

Our Mission:
Accelerating world-class
research and prevention to end
breast cancer and save lives

**Breast Cancer Ireland
is unlike any other charity.
We exist for one powerful
reason: to end breast cancer.**

Every year, 3,700 people in Ireland hear the words “you have breast cancer.” 1 in seven women, and 1 in 738 men, will face this disease in their lifetime – increasingly at younger ages. We’re here to change that story.

We focus relentlessly on two things that save lives: funding world-class breast cancer research and driving prevention through education and awareness across every community in Ireland.

Our team is small but determined, working with brilliant scientists, clinicians and supporters to fund cutting-edge projects, run clinical trials, and uncover life-changing discoveries.

We won’t stop until no life hangs in the balance because of breast cancer – and until we become the generation that ends it for good.



Dara, breast cancer survivor

Our journey so far

Since Breast Cancer Ireland was founded in 2012, we've been driven by one goal: to change the future of breast cancer. In just over a decade, we've turned ambition into action, advancing research, raising awareness, and improving outcomes for thousands of people nationwide.

Here's a look at some of the milestones that have shaped our journey so far – and fuel our determination for what comes next.

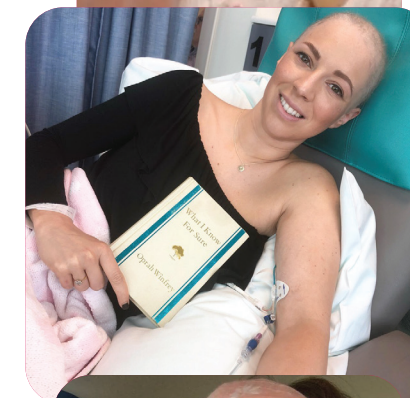




Georgie's Story: Finding hope beyond diagnosis

"Isolating... that's the word I'd use to describe my breast cancer experience. Not because of my friends or family – they were amazing – but because it felt like the whole world was moving on while I was stuck in time."

At just 32, Georgie discovered a lump in her breast, only seven months after giving birth to her first child. Her diagnosis shattered the normal rhythms of young motherhood.



"Being so young, a lot of my friends ran away from me because they didn't know what to say. We were all in our early thirties – nothing bad had ever really happened to us until now."

Five days after her diagnosis, Georgie met Breast Cancer Ireland. It was a turning point.

"To just sit with people who understand – when you don't even have the words – means everything. It's a look, an understanding that says a thousand words."

Georgie underwent surgery, five months of chemotherapy, and four weeks of radiotherapy. Because she found her lump early, treatment was successful. Today, she is cancer-free and has since welcomed a second child into her family.

"I still have my wobbles. But I'm lucky to be here, and that's partly down to the incredible work of Breast Cancer Ireland. They gave me hope – and that's something we all cling to. But we need to make sure there's hope for the next generation, too. We have to keep pushing for new developments, new treatments, and pass on that hope."




Georgie's story is a powerful reminder of why Breast Cancer Ireland's work is essential – not just for treatment and research, but for the community, support, and hope that every person facing breast cancer deserves.

The World we're in

Breast cancer research is moving faster than ever before. New technologies – from genomics and immunotherapies to AI-driven diagnostics – are transforming how we detect, understand and treat this disease. Around the world, survival rates are improving, and more women are living longer, fuller lives after a diagnosis.

But the challenge remains urgent. **1 in seven women and 1 in 738 men in Ireland will face breast cancer in their lifetime.** Each year, more than **3,700 people are diagnosed** – including growing numbers of younger women. For too many, breast cancer is still life-altering, or life-threatening.

The world we work in is also more complex. Economic pressures, the rising cost of living, and competition for charitable giving make it harder for charities to raise funds, while research itself has become more sophisticated – and more expensive. Yet amid these challenges lie extraordinary opportunities.

-  **Science is accelerating.** Advancements in precision medicine, early detection and targeted therapies hold real promise to save lives.
-  **Data is unlocking insights.** Biobanks and patient data are enabling research tailored to individual patients' cancers.
-  **Awareness is rising.** People are more proactive about their health and more willing to seek help earlier.
-  **Collaboration is growing.** Researchers, clinicians, charities, and industry partners are working together in new, powerful ways.

Breast Cancer Ireland stands ready to seize these opportunities.

We are not just thought leaders; we are action leaders.

For thirteen years, we've combined scientific vision with practical determination, investing in world-class research and driving national awareness that saves lives.

While others spread their focus, we are single-minded. Breast cancer is our mission. **We exist to be the generation that ends it.**

We know discoveries don't happen by chance. They happen when brilliant minds are funded, when partnerships are forged, and when people come together with urgency and purpose. Our track record proves that when we set our sights on progress, we make it happen.

That's what sets Breast Cancer Ireland apart. And with this new Strategic Plan, we're ready to go further and faster than ever before.

Together, we can change the story of breast cancer – for good.



Our Strategic Focus: Four Pillars Driving Change

Our four strategic pillars define where we're going and how we'll get there.

They reflect the heart of our mission: accelerating research, raising awareness, and supporting everyone affected by breast cancer. Each pillar is focused, measurable and built to deliver real-world impact. Together, they guide how we invest your support, how we grow, and how we hold ourselves accountable.

They are our promise: to be bold, transparent, and relentlessly focused on saving lives and improving outcomes until breast cancer no longer changes the course of a single life.



Pillar 1: Powering Game-Changing Research

Driving scientific progress through smart investment and impactful partnerships.



Strategic Objective

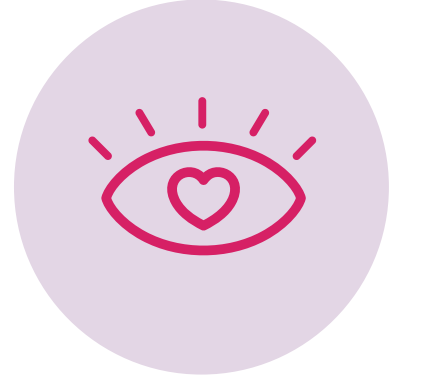
Accelerate progress towards a future free from breast cancer by expanding fundraising, diversifying income, and strengthening collaborations with leading researchers and innovation partners.

By 2029, we aim to:

- Grow annual fundraising income by 5% year-on-year
- Fund at least 4 new high-potential research projects annually
- Expand Education & Awareness programmes to reach at least 150,000 more people
- Formalise at least 2 new strategic partnerships with measurable outputs
- Launch a blended funding pilot to support hospital-based equipment purchases
- Establish a future-facing funding model where no single source accounts for more than 30% of income
- Grow our recurring donor base by 50%
- Secure 3 new multi-year strategic funding partnerships

Pillar 2: Raising Awareness, Saving Lives

Turning knowledge into early action through education, advocacy and powerful public campaigns.



Strategic Objective

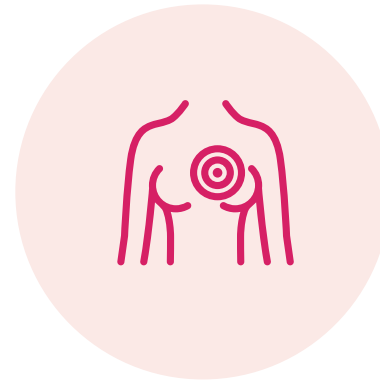
Lead national efforts to educate and empower people to detect breast cancer earlier, seek help faster, and reduce their risk through increased knowledge and confidence.

By 2029, we aim to:

- Reach at least 150,000 additional people through our Education and Awareness Programme
- Deliver one significant national campaign per year with strong engagement and reach
- Secure at least one high-profile strategic partnership per year (e.g. media, health or corporate)
- Increase media coverage and national recognition through thought leadership
- Track and improve brand awareness using regular surveys or tracking tools

Pillar 3: Putting Patients First

Investing in people, services, and spaces for better outcomes and compassionate care for everyone affected by breast cancer.



Strategic Objective

To improve outcomes and experiences for people diagnosed with breast cancer by investing in compassionate patient support, innovative services, and stronger diagnostic capacity.

By 2029, we aim to:

- Launch the Radiographer Bursary Fund, training at least 20 nurses to reduce ultrasound wait times nationally
- Open the BCI Healing Hub in Beaumont by Autumn 2025 – a dedicated support space for newly diagnosed patients serving 400+ patients annually
- Help patients navigate their diagnosis confidently with tailored supports e.g. wig providers, mastectomy suppliers, psychologists, children supported spaces
- Strengthen early diagnosis and patient outcomes

Pillar 4: Championing Excellence & Trust

Building a transparent, accountable organisation that earns confidence, empowers people, and stays ready for the future.



Strategic Objective

Uphold the highest standards in governance, accountability, and compliance to strengthen trust and ensure BCI remains lean, effective, and future-focused.

By 2029, we aim to:

- Maintain full compliance with all governance and regulatory codes
- Implement an Organisational Development Plan by 2026
- Increase staff engagement scores by 20%
- Recruit 1-2 new key staff positions
- Add 2 new Board members with complementary skills



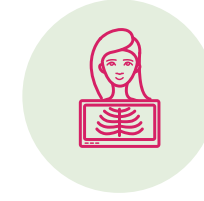
Making it happen

At Breast Cancer Ireland, we've always believed that progress doesn't happen by accident – it happens through deliberate action, discipline, and collaboration. Our strategic pillars set out what we're determined to achieve. Here's how we'll turn those ambitions into reality over the next five years:



Targeting investment where it matters most

We'll fund the research, education and awareness initiatives that offer the highest return – in lives saved, outcomes improved, and knowledge advanced.



Accelerating research from bench to bedside

By supporting the brightest scientific minds and cutting-edge projects, we'll help bring the next wave of treatments and diagnostic tools to patients faster.



Building powerful partnerships

We'll strengthen collaborations with researchers, clinicians, healthcare providers, and international networks to drive innovation and expand reach.



Diversifying and growing income streams

We'll explore blended finance, new funding models and partnerships that allow us to scale our impact while maintaining independence and agility.



Staying lean, accountable and purpose-built

We'll remain low in overhead but high in impact, ensuring that every euro is spent wisely and transparently – always delivering maximum value.



Putting people at the centre of everything

Whether in the lab, the clinic or the community, we'll continue to act with urgency, empathy, and a clear focus on what matters most: saving and improving lives.

This is how we've driven change since 2012. It's how we'll go further, faster – and deliver on our promise: **to be the generation that ends breast cancer.**



"The quality of our science is world-class. With the right support, the scale of our impact can be too."

**Prof. Leonie Young, PhD,
Professor, Scientific Director
Beaumont RCSI Cancer
Centre**

Our Commitment

We know that life-saving discoveries don't happen by chance.

They happen when brilliant minds are funded, when partnerships are forged, and when people come together with urgency and purpose. Progress relies on determination and on all of us working as one.

At Breast Cancer Ireland, we promise to keep pushing boundaries, to invest in world-class research, and to expand awareness so fewer lives are lost.

We promise to use every euro donated to us with care and integrity, always focused on impact.

And we promise to stay relentless until breast cancer becomes a disease that no longer takes lives, nor steals futures.

Together, we will be the generation that ends breast cancer.

We can't do it without you...

Breast cancer doesn't wait – and neither can we.

The progress we've made in just over a decade is proof that determination, science, and partnership change lives. But the work is far from done. Too many people still face breast cancer's uncertainty, its fear, and its life-altering impact.

With your support, we can transform that reality.

Every discovery, every education session, every life-saving treatment starts because people choose to stand with us.

Together, we can ensure that the next five years bring faster discoveries, earlier diagnoses, and hope for every person facing breast cancer.

Join us. Stand with us. Help us be the generation that ends breast cancer – for good.



"Every discovery, every life saved, starts because people choose to stand with us."
Aisling Hurley, CEO

