

TURN UP THE DIAL

WINSTON'S WISH STRATEGY 2025-29

TURN UP
THE DIAL 


WINSTON'S
WISH 

Giving hope to grieving children



WHY WE'RE TURNING UP THE DIAL

FROM BEREAVED
YOUNG PEOPLE,
IN THEIR WORDS:

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“


I lost my mum when I was four. **Grief at that age is hard to put into words; you just feel the absence in a hundred little ways:** moments that should have been shared, questions you don't know how to ask, a silence you don't know how to fill. It lingers in birthdays, school events and the quiet moments when you realise what's missing.”

Meher



For many children and young people, grief is a reality - **one day we will be living a relatively normal life and the next our whole world will be ripped apart**, with little guidance and direction on how to rebuild the pieces left behind. Winston's Wish is positioned to support children and young people through these challenging times. **While the truth is that the process of grief never truly ends, hope and positivity can persist with the right community of support.**

The Winston's Wish Youth Forum was established in 2022 with the intention of aiding the charity's goal of becoming authentically driven by the voices and views of bereaved children and young people. What that means in practice has developed over time but, given Winston's Wish's mission is to support young people through grief, **we wanted to ensure that their voice is not only heard but drives how the charity operates.**

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My dad died due to alcoholism when I was 12 years old. **I wanted to be part of the Youth Forum because I wanted to talk about how we can make Winston's Wish an even better community than it already is**, and help loads of other children like me. I loved everything about it, working with other people who have lost someone special to them makes it so much easier and comfortable to talk about and makes Winston's Wish a fabulous support system. The Youth Forum was such a good opportunity to share my ideas and make change happen."

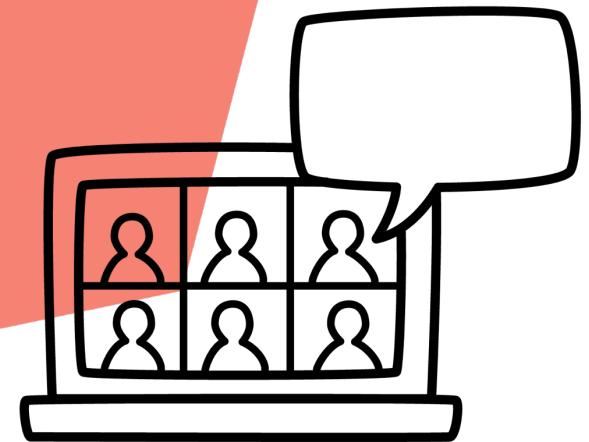
DAISY





Since the start, Winston's Wish has been driven by the idea that no child or young person should grieve alone. We wanted this to be at the centre of the new strategy, and that's exactly what community represents here. Being surrounded by a community who understand what you are going through, helps people to realise that whilst their experiences may be different, they are not as alone as they once thought they were. Not only this but having a sense of community with those around you helps to build trust.

**WE BELIEVE IN THE POWER OF HAVING
SPACE TO SHARE AND HEAR FROM OTHERS
TO HELP YOU GROW THROUGH YOUR GRIEF.**





The big motivation for the forum is to ensure that our impact goes wider, to ensure we are able to have a presence in policy and make changes to attitudes in society. We are incredibly proud of the work we have done to move some important pieces of legislation forward. From petitioning to ensure systems are in place to officially register the current numbers of bereaved children in the UK, to strengthening provisional support in schools for those who need it most.

We are dedicated to creating real and lasting change and we are all incredibly excited to see the future of these provisional ideas unfold.

We are confident these can make the lives of bereaved children and young people better because of our work.



“

Looking back, I know how much it would have meant to have people who understood how to support a grieving child, especially when those around me were grieving too. That's why this work matters. It's about making sure no child feels lost in their grief, that they have people around them who can offer the right kind of support, helping them express what feels impossible to say. Because no one should have to navigate loss alone...”

MEHER


Suffering a bereavement at a young age is something that turns your world upside down and only adds to the struggles that are already prevalent for children and young people. **We believe this strategy is a demonstration of the incredible support that Winston's Wish can provide in an increasingly digital world.**

The following strategy not only strives to benefit children and young people but has been informed by children and young people. It was an amazing opportunity for us on the Youth Forum to help build and shape the future of Winston's Wish and the future of children and young people's grief support services.

We're proud to be part of an organisation that really does prioritise children and young people and truly takes their opinions, thoughts and feelings into consideration, to make the pain of grief just that tiny bit lighter. Thank you.

*Jard, Dom, Ghislaine,
Nell, Alex, Oyinkan,
Sophie, Meher and Daisy*

WINSTON'S WISH
YOUTH FORUM

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VISION

Our vision for grieving children and young people across the UK has three core elements: Core Values, Core Focus and 10-Year Target. By living by these core elements, every day, in everything we do, we will realise our goals and ambitions.



OUR CORE VALUES

We put children and young people at our heart

We are positive and have fun

We never stop learning

We embrace differences

We strive for better

OUR CORE FOCUS

No child or young person should face their grief alone.

OUR NICHE

Accessible digital grief support for U25s across the UK.

OUR 10-YEAR TARGET

To reach 1 million children and young people by 2035.

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OUR CORE COMMUNITY

Children and young people up to 25 across the UK who are affected by grief;

Adults supporting grieving children and young people up to 25;

Current and potential supporters of the work of Winston's Wish.

OUR THREE UNIQUES

WE SET THE STANDARD

We set the standard for children and young people's grief support in the UK, pioneering innovative and accessible digital bereavement information and support services without barriers.


WE'RE LED BY THE VOICES AND OPINIONS OF CHILDREN AND YOUNG PEOPLE

The voices and opinions of bereaved children and young people guide every decision and action we take.

WE BRING OUR SUPPORTERS ON THE JOURNEY

We bring those who make our important work possible on the journey, communicating how each penny moves us closer to our vision of a society where no child or young person has to face their grief alone.

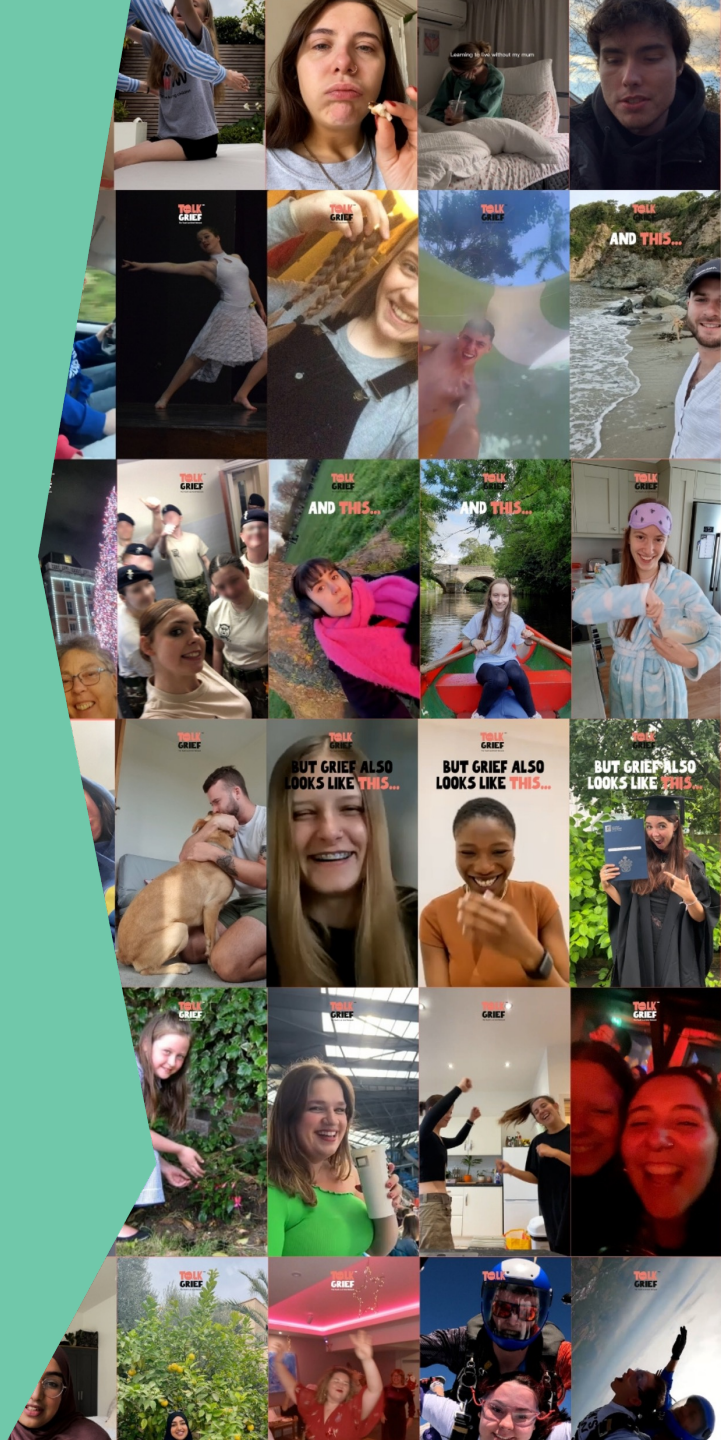


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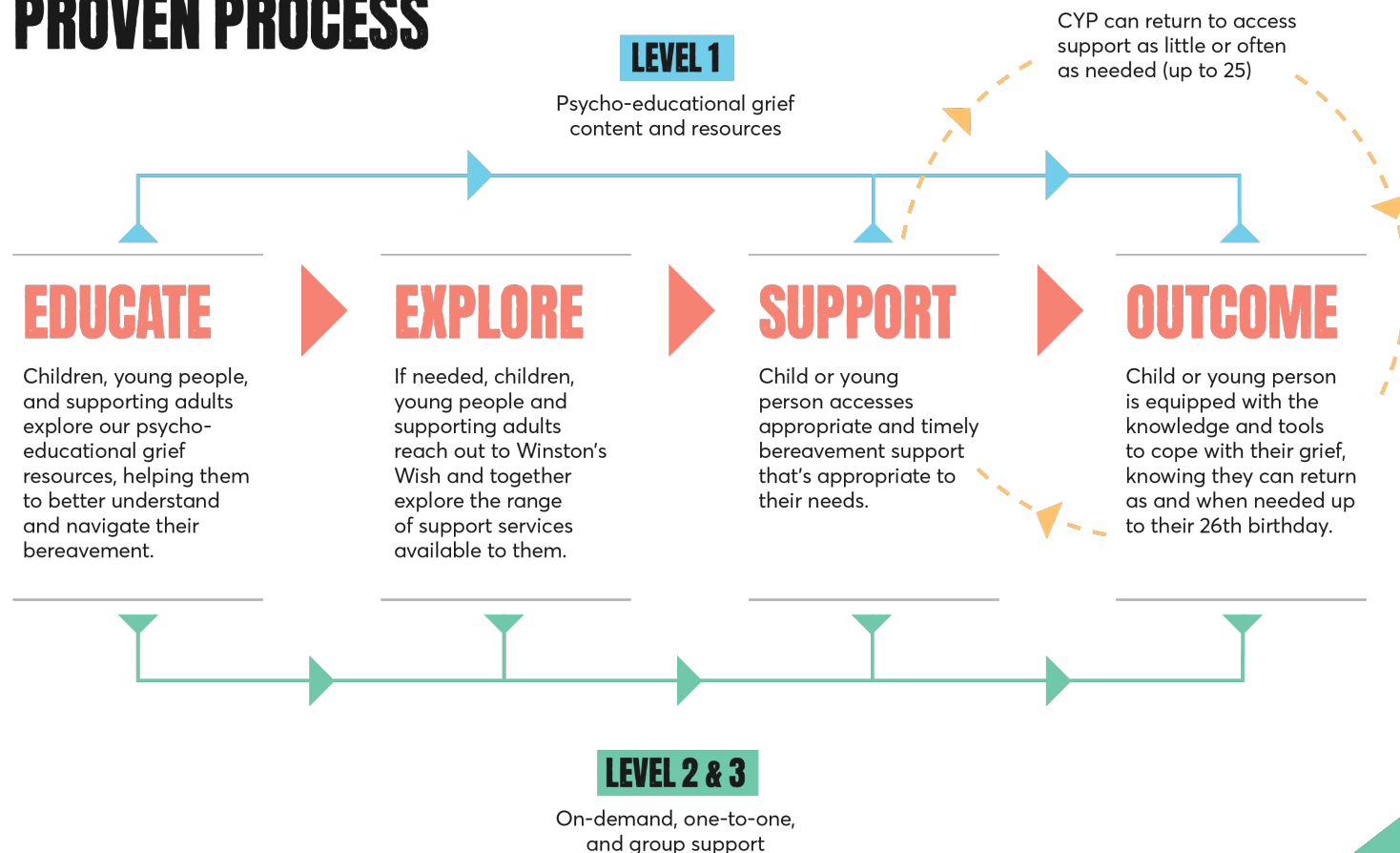
OUR PROMISE

**COMPASSIONATE AND
ACCESSIBLE DIGITAL GRIEF
SUPPORT FOR CHILDREN AND
YOUNG PEOPLE THAT MEETS
THEIR INDIVIDUAL NEEDS.**

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WINSTON'S WISH PROVEN PROCESS



HOW WE'LL

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OUR DNA

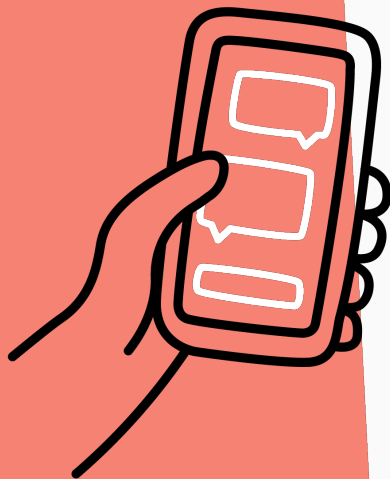
- We love impact and innovation
- We care
- We are a community
- We collaborate to get things done
- We value our culture



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BEREAVEMENT SERVICES

We will commit to:

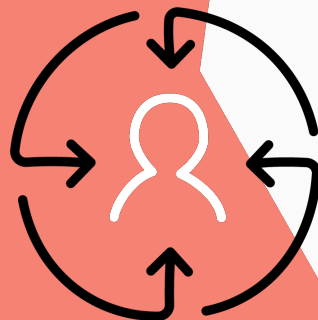
- Making our grief support services more available and accessible by expanding into new digital channels.
- Empowering bereaved children of all ages to share their stories and feelings, so we can understand what they truly need. We won't assume or deliver a 'one size fits all' approach, but we will make sure the child's voice leads the way in shaping their support. Because effective support starts by listening directly to bereaved children and young people.
- Deliver campaigns in production with our Youth Team that reframe grief support in schools and other education settings.
- Harness the power of community by connecting grieving people through stories, experiences and shared understanding.

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MARKETING & COMMUNICATIONS

We will commit to:

- Updating the way we talk about our work so more families know the benefits of digital support and can find us in the toughest of times.
- Listen even more closely and gather regular feedback from the communities we serve so we can better meet their real needs.
- Making ourselves easier to find, becoming the first place children and families turn to for support when they are grieving.
- Continue providing a platform for the real voices and experiences of bereaved children and young people to be heard.

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PEOPLE & CULTURE

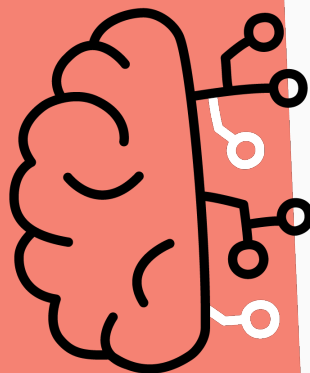
We will commit to:

- Continue prioritising and developing programmes that enhance staff understanding and awareness of equity, diversity and inclusion.
- Enhancing our digital remote workspace, ensuring staff feel supported, connected and equipped to perform their roles.
- Ensuring we have the right people, with the right skills, doing the right things to deliver our services and commitments.
- Ensuring our staff are rewarded and recognised for their commitment and dedication to Winston's Wish.
- Expanding and developing our successful health and wellbeing plan, ensuring staff have the tools, systems and support networks to thrive in and out of work.

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SUPPORT SERVICES

We will commit to:

- Expand our network of volunteers to enhance our services and operations so that Winston's Wish can reach and support more bereaved children and young people than ever before.
- Embrace the power of AI to enhance our operations and services.
- Enhance our internal systems, processes and governance to enable our staff to deliver nothing less than exceptional support to our various stakeholders.
- Ensure Winston's Wish has the financial means to ensure every bereaved child and young person that comes to us gets the support they need, when they need it.

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FUNDRAISING & INCOME GENERATION

We will commit to:

- Expand our fundraising efforts across the country so we can help more people, no matter where they live.
- Listen more to our supporters so we can fundraise in ways that matter most to them and their communities.
- Build and invest in a team that's focused, passionate, and ready to make a difference and every penny count.
- Find new ways for individuals to support our work, making every donation go even further.
- Work with and reach more people and partners to increase support for our cause and help make change happen.