

Children's Burns Trust Strategy

2023-2026



A Burn Injury is for Life

We are a national charity dedicated to providing rehabilitation support for burned and scald injured children and their families, as well as prevention and awareness campaigns for which there is little or no national funding.

Vision

We are the heart of a community working to reduce burn injuries to children and young people and offer support to children and families affected by a burn or scald injury.

Our aims

We make a positive difference in three ways:

- Raising awareness to reduce burns and scalds to children and young people with PREVENTION campaigns.
- Delivering DIRECT SUPPORT at the point of need following an injury.
- Working collaboratively to deliver access to REHABILITATION.

Our objectives

Our strategic objectives which will guide our activities in the British Isles over the next three years are:

- To be reaching over 1 million people online annually through burn prevention campaigns in three years' time.
- To provide direct family support by awarding 100% of eligible emergency grant requests each year.

- To deliver three face-to-face or online family weekends annually as part of our rehabilitation programme.
- To prioritise areas of social deprivation through our prevention campaigns, recognising that these are the areas where burns and scalds to children are more likely to occur, with 33% of our online audience coming from this demographic over the next 3 years.
- To ensure good leadership, management and governance of the charity.

Our values

- Trusted: We use charitable resources, campaigns and funds to reduce burns and scalds to children and young people through prevention campaigns and offer support and rehabilitation to burn survivors and their families.
- Collaborative: We work best when we work together, whether this is as a team, as a community, or in partnership with others.
- Considerate: We deal quickly with requests and enquiries and consider data and evidence in our decision-making.



Get in touch

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