

Back Up Strategy 2025-2030

Vision

A world where people with spinal cord injury can reach their full potential.

Mission

Deliver services that build confidence, independence and inspire people affected by spinal cord injury to transform their lives.

Values and Behaviours

Embrace challenge

Bold, Adaptable

Have fun

Positive, Motivational

Build inclusive communities

Open, Friendly

Ambitious for each other

Expert, Strive for Better

Living Confidently:

empowering people with a spinal cord injury with the confidence, knowledge and practical skills to live a full and independent life.

Everyone Thriving:

ensuring all individuals affected by spinal cord injury can reach their full potential.

Meaningful Connections:

creating opportunities for people affected by spinal cord injury to connect with others in similar situations to achieve their goals.

Our Foundations

- Lived Understanding
- Growing Income to Meet our Ambition
- Being Data-led
- Driving Efficiency and Effectiveness
- Developing and Empowering our People
- Powered by Volunteers
- Being Inclusive
- Compelling Communications
- Committed to Collaboration
- Well-run, Sustainable Organisation

