



Cruse  
Bereavement  
Support Isle of Man  
strategy

2025-2028

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## Vision

Our vision is that we live in a world where everyone grieving is supported, respected and understood.



## Mission

Our mission is that we support people through one of the most painful times in life – with bereavement support, information and campaigning.

## We are:

**Kind** – as with grief, we have no idea what another person's journey is or what they are dealing with, so we always approach and respond with kindness.

## Inclusive

Grief doesn't discriminate and neither do we. Everyone's experience of a bereavement is different. We embrace diversity.

**Genuine** – we're honest, open to real conversations, tackling difficult subjects. We respect the courage it takes to be vulnerable when seeking support and speaking up. We learn from our mistakes and feel safe to be challenged. We bring our whole selves to our roles.

## Ambitious

We encourage, energise and stretch each other. We are a passionate, professional and determined team. The more we succeed in our ambitions, the more we can support bereaved people.



# Chair's Overview



Thank you for taking the time to read through our strategy.

Our main aims are to be sustainable and to evolve our services to meet the needs of people that are grieving and going through one of the most difficult times in their lives.

I joined the board in 2024, but have been involved with Cruse since 2016 when my family accessed support; this means I have first-hand experience in understanding the positive difference Cruse can make.

I am always open to chatting further and am available on [johnw@cruse.org.im](mailto:johnw@cruse.org.im).

*John Whitehouse*

*Chair*

# Chief Executive's Comment



I know Cruse makes a huge difference to those that use our support, whether through our Children & Young People's Bereavement Service or our adult team.

We are small but have a mighty impact on people developing resilience to deal with one of the most painful and difficult experiences of their lives.

You are not alone is our strapline but we need to be nimble and secure in our funding so we can be there for those that need our help.

*Mary Doyle*  
*Chief Executive*

# Who we are

Cruse Bereavement Support Isle of Man is a trusted and long-standing charity dedicated to supporting individuals through the profound challenges of bereavement.

Our strategic plan outlines our goals and aspirations for the next three years, focusing on enhancing services, strengthening our team, securing sustainable funding, and achieving excellence in governance.

Our mission is to ensure that no one on the Isle of Man faces grief alone.

The Isle of Man has over 700 charities and trying to stand out in this busy arena is very difficult.

Our work is only possible through the generosity of donors and funders. Sustainability is at the heart of our mission, and we strive to maintain and grow our services to meet increasing demand. The true cost of delivering our support equates to just under £150 per hour support provided – a figure that reflects the depth of care, expertise, and resources involved. Every contribution helps us ensure that no one on the Isle of Man has to face bereavement alone.

# What we do

Cruse Bereavement Support Isle of Man provides vital one-to-one bereavement support to adults, children, and young people.

Our services are delivered by trained volunteers and specialists, offering a range of therapeutic options including mindfulness, equine therapy, art, and music therapy.

We invest in high-quality training and supervision to ensure our team is equipped with the skills and compassion needed to support those facing grief.

All our adult services are delivered by volunteers.



# Strategic goals

**Our strategic goals, priorities and aspirations for the next three years are:**

## Services

- Provide services to meet community needs, identifying new ways of delivering and adapting services to meet evolving demands.
- Continue to increase public awareness of Cruse within the Island's community.
- Enhance existing services by introducing group support and diverse therapeutic services.
- Embrace the diverse culture of the Isle of Man ensuring our bereavement volunteers and specialists are aware of cultural differences around death.
- Develop a helpline where triaging of all clients may mean accessing one-to-one support, closed group support, online (Zoom or Teams) or via a phone call.

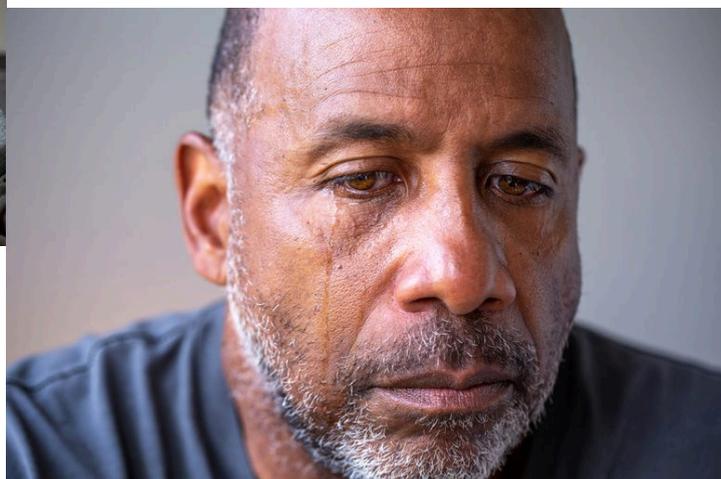


# Strategic goals continued

**Our strategic goals, priorities and aspirations for the next three years are:**

## People

- Ensure a well-trained and diverse volunteer and specialist workforce who align to Cruse's core values.
- Look to widen the people who get involved with Cruse to deliver different types of support.
- Foster relationships with key stakeholder groups and community groups.
- Ensure our bereavement volunteers feel valued and connected.
- Put in place CPD pathways including counselling qualifications.



# Strategic goals continued

Our strategic goals, priorities and aspirations for the next three years are:

## Funding

- Develop and diversify income streams.
- Maintain transparent and responsible financial stewardship of donor contributions.
- Ensure general donations are maintained.

## Leadership and Governance

- Strive for gold standard governance practices.
- Ensure the long-term sustainability of services for the Island's community.



## Why we matter and why you matter

Cruse matters to the children, young people and adults on the Isle of Man as it can make a huge difference to their long-term mental health if they access the right support at the right time. Research proves that with the right support people may not struggle with prolonged or unresolved grief.

Not everyone will need our support – there are many factors that may affect this but knowing that our charity is here for you to build resilience, by talking and listening we aim to make that difference.

You matter because we want to live on an island where everyone that needs support can access it. All deaths can be sad and traumatic for their loved ones. We are here for every type of death – we have been involved in supporting those affected by unexpected or traumatic death and those bereavement by suicide.



# CONCLUSION:

**In 2025:** We launched our Donate10ToCruse campaign to help raise donations to ensure our charity is sustainable - go to [www.cruse.org.im](http://www.cruse.org.im)

## **Aims and Aspirations:**

**2026:** Expand bereavement volunteer training programmes and develop a triage helpline plus continue to train more volunteers, ensuring that they are trained to the highest possible level.

**2027:** Launch a transition service for bereavement support for young people between 18-25 years of age.

**2028:** Celebrate 40 years of delivering bereavement support on the Isle of Man.



# 2024 in numbers



We received  
**204**  
self-referrals  
for one-to-one  
support from  
adults

We received  
**68**  
referrals for  
children and  
young people



We held  
**15**  
events that were  
attended by over  
**80**  
children and young  
people

We delivered workshops  
around traumatic  
or unexpected  
death to over  
**70**  
people at  
**5**  
organisations



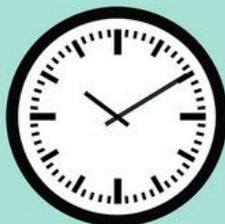
**31**  
of our  
bereavement volunteers had  
one-to-one sessions with clients



**14**  
new volunteers  
completed our  
**3**  
month-long training  
course to work with  
bereaved adults



Our volunteers  
gave over  
**1,500**  
hours of their  
time to support  
bereaved children,  
young people and adults



We organised  
**8** fundraising events  
that raised over  
**£33,000**  
which was **14%** of  
our income for the year

# TESTIMONIALS

Having a place to talk

'The openness of the sessions and being listened too'

To put my father's behaviour into perspective and looking at my relationship with my mum

Knowing that someone is truly listening and considering everything they know about you to provide guidance and support in the right direction which will have the most positive impact. Also mindfulness techniques at the right level which worked for me'.

Having a safe space to feel sad, without feeling burden of staying positive for everyone in my life

'Being able to talk, being understood, and having a safe space in which to speak i.e. where the time was mine, with no interruptions, or having to consider anyone else. Mainly, the opportunity to talk about my mum, about the person she was, and how much I missed her - I understand that friends and family move on after the funeral and I didn't expect them to keep asking how I was or want to talk about Mum, because they have their own lives to live, so having that space to do just that was a huge help'.

having someone listen and not be judged