



PHARMACIST  
SUPPORT

# Continuing our journey

Pharmacist Support  
2020-2025 Strategy

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An **empowered** and **resilient** pharmacy workforce – that's our **aspiration!**

A time when **no one** in our **pharmacy family** has to face challenging times **alone.**

We want to make **good things happen**, and we'll do this by **putting people first**, by **listening without judgement** and **encouraging** and **empowering** people to create **positive change.**



An independent, trusted charity, we provide a wide variety of support services to pharmacists and their families, former pharmacists and pharmacy students.

Our connection to the profession is deep. Established by the Royal Pharmaceutical Society of Great Britain (RPSGB) in 1841, the organisation has grown from its Benevolent Fund roots into an independent modern-day charity.

## Our vision

No one in our pharmacy family will face challenging times without us by their side.

## Our mission

To champion the wellbeing of our pharmacy family.

## Our values



### People first

We are compassionate. We listen. We are empathetic. We bring people together.



### Empowerment

We make good things happen. We encourage and build resilience. We create positive impact.



### Positivity

We believe in better. We champion our pharmacy family. We never give up.



### Fairness

We are non-judgemental. We are independent. We work with integrity.



“There are no other organisations that focus on the wellbeing and welfare of pharmacists.”

## Our journey

In the last **10 years** the charity has provided **26,898 acts of support.**

Dealing with **7,681 enquiries**

Making **2,734 calls** to individuals struggling with a range of stressful situations through our Listening Friends scheme

Providing **1,840** individuals with specialist advice in debt, benefits and employment law that secured **£10,992,103** in gains

Providing grants totalling **£2,121,059** to **1,408 individuals**

Supporting **228 individuals** with addiction issues

Making **135 home visits** to elderly, retired and isolated individuals

Delivering **12,391 acts of wellbeing support** through our Wardley wellbeing service

Providing **£157,500** in bursaries to **56 MPharm students** entering their final year of study

# Developing our strategy



Reviewing our activity over the last ten years, speaking to our stakeholders and carrying out market research with the profession has provided invaluable insight and we have used this information to inform the future direction of the charity. We now have a greater understanding of the issues facing those in the profession; the needs of our service users and supporters; and awareness levels of the charity and its services.

The findings also revealed that we're operating in clear white space. There's a lot of professional support for pharmacists but we are unique in our offer of personal support for pharmacists focused on an individual's wellbeing.

We have also gained an understanding of the possible partnerships and fundraising opportunities as well as barriers to engagement. During delivery of our strategy we are keen to keep these communication channels open and continue to develop the profession's charity to ensure we remain relevant and useful.

Professionals from across the sector and at various stages of their career shared with us their core challenges and support needs. From the responses we received 97% of potential service users said they need some kind of support from the charity.

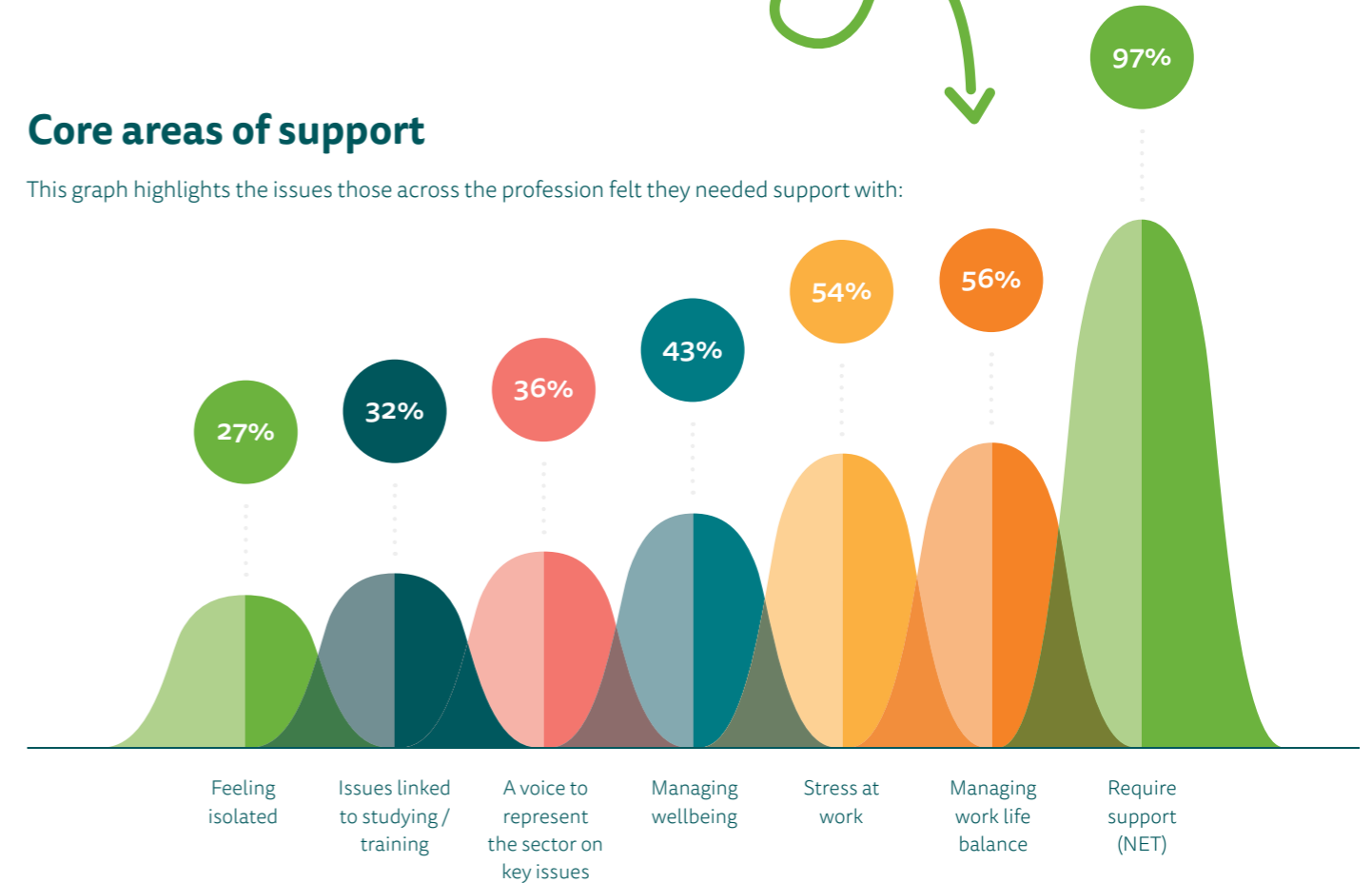
## Core challenges facing pharmacy profession today

Our market research revealed that our pharmacy family considered the following key concerns for the sector:



## Core areas of support

This graph highlights the issues those across the profession felt they needed support with:



To ensure we can meet these needs, we need to address the following key challenges as a charity:

- 🌀 **Awareness** – 6 in 10 of those in the profession said they hadn't heard of us
- 🌀 **Income** – currently our demand exceeds our income
- 🌀 **Increased demand** – in 2018 the charity provided 7,156 acts of support, an increase of 76% on 2015 figures
- 🌀 **Changing needs** – ensuring our support continues to reflect and respond to the issues facing our pharmacy family today
- 🌀 **Wellbeing issues** – 92% of survey respondents agreed that we need to do more to raise awareness of issues facing the pharmacy profession

To address these challenges and achieve our ambitions, we will need to ensure we remain efficient and effective as a charity, and to do this we commit to:

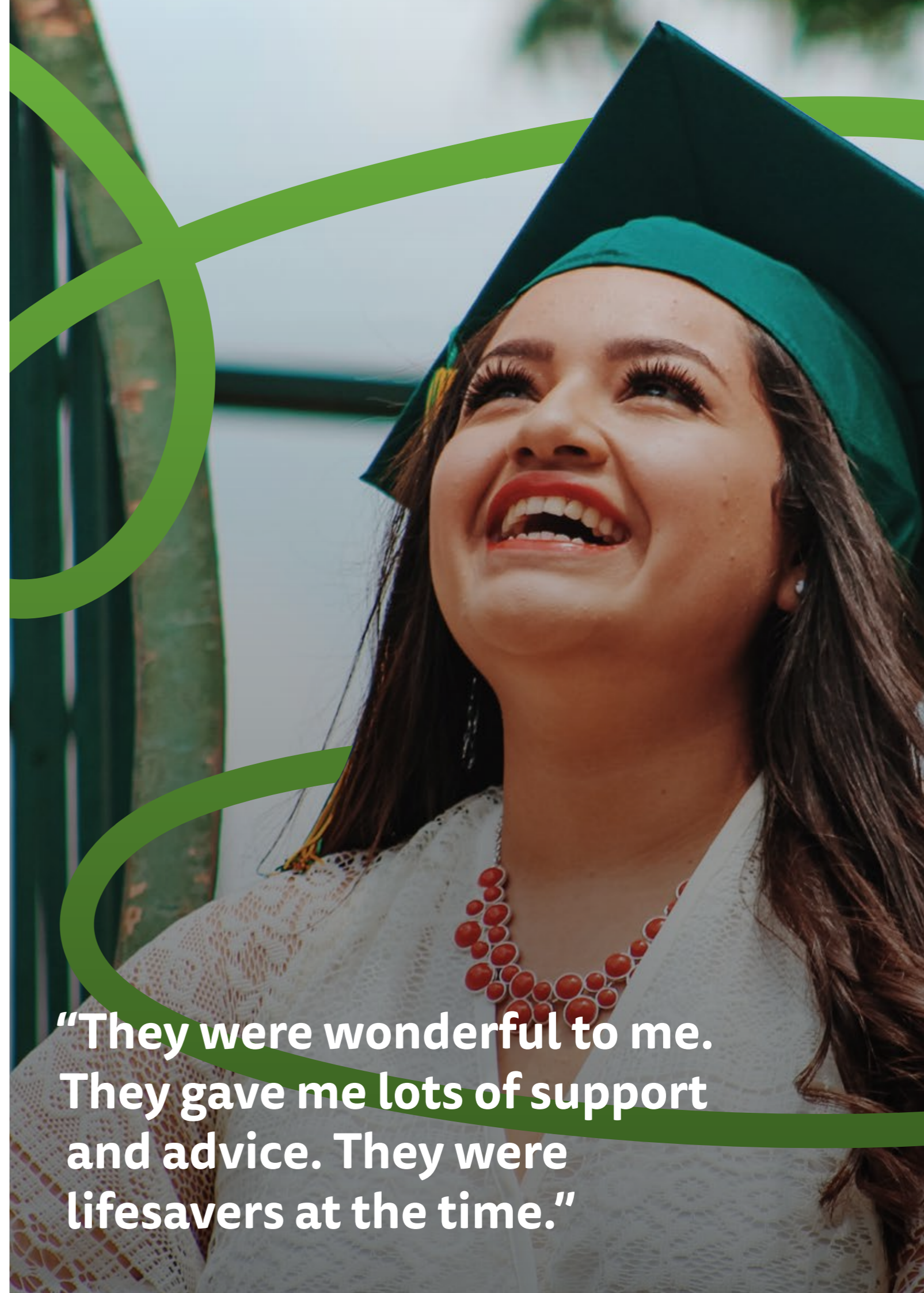
Developing and growing our strong connections with organisations and individuals within the sector.

Developing and strengthening our work with volunteers to build capacity.

Reviewing our funding model and focusing on long-term financial sustainability.

Effectively measuring and increasing our impact.

“They were wonderful to me. They gave me lots of support and advice. They were lifesavers at the time.”



# We believe in better!

## By 2025 we want:

More potential beneficiaries aware of who we are and what we do - enabling more people to seek support.

To see pharmacists empowered to improve their wellbeing, creating a more resilient pharmacy workforce.

A sector actively working together to improve the wellbeing of our pharmacy family.

To increase our impact as a charity whilst ensuring long term financial sustainability.

To achieve this, the charity has set the following priorities for the **next five years**. We will:



Raise awareness of Pharmacist Support



Enable pharmacists to manage their wellbeing



Increase awareness of the issues impacting our pharmacy family's wellbeing



Manage the charity effectively to ensure we meet current and future demand

# 1

## Strategic objective one:

### Raise awareness of Pharmacist Support

#### What are we working towards?

- Increased awareness and understanding of the charity across all beneficiary/ supporter groups
- More effective connections with partners in the sector
- A greater understanding of the impact of the charity within the profession

#### We will do this by:

- Developing a new targeted approach to marketing and communications, delivering clear, consistent messages built on our new vision and mission
- Developing new and existing partnerships, building stronger and more effective connections that enable us to reach as many beneficiaries as possible
- Actively promoting the contribution of the charity to pharmacists' wellbeing

# 2

## Strategic objective two:

### Enable pharmacists to manage their wellbeing

#### What are we working towards?

- A profession that feels better supported through wellbeing programmes tailored to their needs
- Greater access to services that support improved wellbeing
- More pharmacists supported to improve their wellbeing, increasing resilience in the profession

#### We will do this by:

- Refocusing our current service offering to bring it in line with our new vision and mission
- Developing and expanding our wellbeing offer, meeting the current needs of pharmacists and the different areas they work
- Developing new methods for engagement, enhancing opportunities for pharmacists to seek support
- Working in partnership with others to deliver improved wellbeing support



# 3

## Strategic objective three:

Increase awareness of the issues impacting our pharmacy family's wellbeing

### What are we working towards?

- Increased awareness and support for wellbeing within the sector
- A pharmacy workforce equipped to look after the wellbeing of its colleagues
- A resilient pharmacy student population, better prepared for their future roles as pharmacists
- A sector wide network of advocates working alongside the charity to raise awareness of the issues

### We will do this by:

- Providing a stronger voice for pharmacists in the sector, collating and using data the charity collects more effectively to raise awareness
- Developing and delivering communication campaigns to raise awareness of wellbeing
- Engaging with more students and pre-registration pharmacists on the topic of wellbeing
- Developing a professional ambassador network

# 4

## Strategic objective four:

Manage the charity effectively to ensure we meet current and future demand

### What are we working towards?

- Long-term financial sustainability to ensure we are able to meet the needs of our beneficiaries and any increases in demand as well as deliver new services
- An organisation, fit for purpose, with the appropriate skills and resources in place to deliver our vision and mission
- Efficient and effective use of charity resources via increased impact

### We will do this by:

- Focusing on impact, evaluating our activities and ensuring sustainability of the charity
- Developing a new volunteer strategy and the roles volunteers play within the charity
- Continually reviewing the skills and capacity within the organisation and investing in staff development
- Developing and implementing new internal systems and processes to improve delivery

## We bring people together.

We're proud to be able to support people from such a caring profession, and we'll never give up on what we like to call our **pharmacy 'family'**.


**BUT we can't do this alone.**



We recognise the value of partnership. To help more people in the profession we need support.

We are keen to work in partnership with other organisations who have the shared goal of creating an empowered and resilient pharmacy workforce. Our aim is to provide proactive, relevant support that meets the needs of a changing profession and ensures that no one in our pharmacy family has to face challenging times alone.

We hugely appreciate the support of individuals and are keen to increase our ever expanding army of volunteers and fundraisers.



**"I wish I had known about them sooner."**

# Get in touch.

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