



Felix Fund – The Bomb Disposal Charity

<p>VISION <i>Long term aspiration of what we want to become</i></p>		<p>By 2025 Felix Fund will be a national level charity fully resourced to administer the well-being needs of the UK’s Explosive Ordnance Disposal (EOD) & Search communities, past, present, and future.</p>	
<p>MISSION <i>Next 12 months, our reason and purpose for being</i></p>		<p>To help personnel from any military squadron, regiment or SO15 who have conducted or assisted with Explosive Ordnance Disposal (EOD) and Search duties by providing welfare support and financial assistance in times of need.</p>	
<p>OBJECTIVES Next 12 months, tangible targets, that if achieved contribute to our mission and vision</p>		<ul style="list-style-type: none"> • To be in a position of ‘business as usual’ both during and following the Coronavirus Pandemic. • By Dec 20 ensure 80% of currently serving EOD&S personnel are aware of Felix Fund and its work <ul style="list-style-type: none"> • To continue to increase support from the public nationally. • To review the existing Dashboard programme format and consider the next steps for the course or alternatives. <ul style="list-style-type: none"> • By End Apr 21 to bring in £250,000 from across all income streams. <ul style="list-style-type: none"> • To mark the 10th Anniversary of Felix Fund 	
<p>STRATEGIES Direction we will take to achieve the mission & objectives</p>		<p>Increase awareness of Felix Fund amongst both donor and beneficiary community</p>	<p>Improve Income to Cost ratio against the COVID19 backdrop</p>
<p>TACTICS Specific action to enable the above (high level)</p>		<ul style="list-style-type: none"> • Continued growth of social media activity, increased use of the new website and wider distribution of the quarterly E-newsletter. • To run a survey of both those already known to Felix Fund and those we have not yet reached to ascertain what the EOD & Search communities need from Felix Fund. • A targeted marketing campaign in key locations around the UK aimed predominantly at veterans. • To plan a series of events and activities to celebrate the 10th Anniversary of Felix Fund <ul style="list-style-type: none"> • Trustees to identify potential supporters through their personal and professional networks. • Engaging with these new potential supporters as highlighted by the trustees. • Exploit a “digital by default” approach to business 	