

Breast Cancer Voices KPI report: 2024-25 Quarter 2

Voices signups

- Louder Voices: 83
- standard Voices: 26

Total of 128 signups.

Voices membership at the end of January 2025 was 1529 people.

Voices demographics (as of 1 May 2025)

Opportunities shared

- Bulletin: 22
- Louder Voices mailout: 9
- Warm approaches: 7

Total of 39 opportunities shared.

Number of internal teams: 9

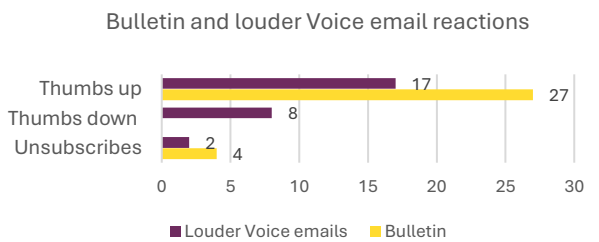
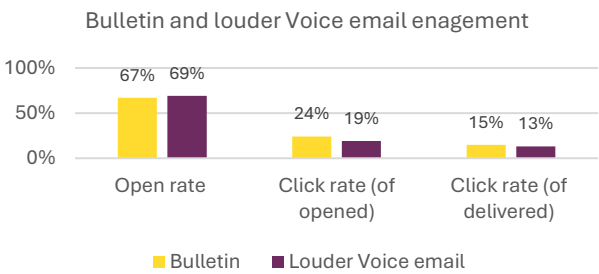
Types of opportunities:

External	19
Research study	7
Research PPI	3
Speaker	2
Survey	1
Focus group	2
Patient representative	2
Event	2
Internal	19
Document review	5
Product testing	1
Written case study	5
Speaker	2
Survey	2
Focus group	1
Workshop	1
Other	2

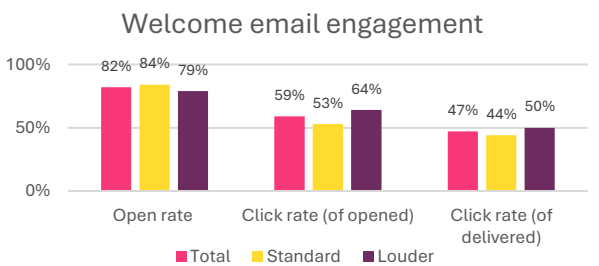
Opportunities by directorate:

Directorate	Opps	Teams
Fundraising, comms and engagement	7	4
Research, support and influencing	12	5

Adestra engagement



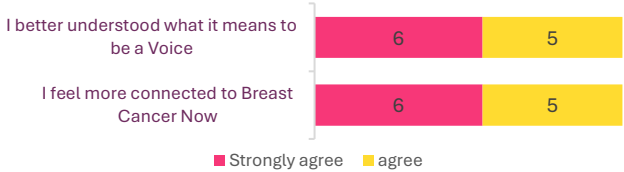
Welcome journey



Welcome webinar sign-ups: 24

Welcome webinar attendees: 14

Webinar feedback



Qualitative feedback

“It was most beneficial to meet other voices and hear their stories.”

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“It was good to hear everyone's stories and motivations and it was inspiring to hear the opportunities other people have had. I look forward to getting involved.”

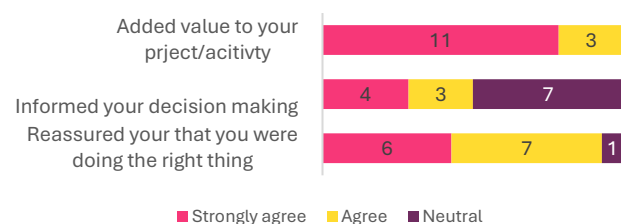
Feedback

Project leads feedback

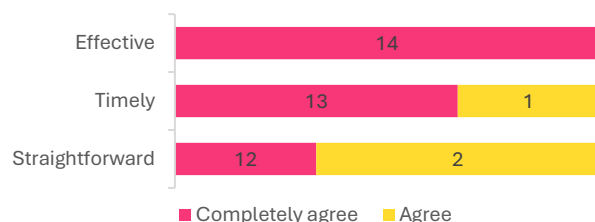
- Feedback forms sent out: 25
10 internal; 15 external
- Feedback forms returned: 13
7 internal; 6 external

100% would recommend using Voices to others.

The Voices' involvement



The process of involving Voices was



Qualitative feedback

“[The Voice] was an incredible speaker at the conference. We had feedback that employees were more engaged with the charity, and it showed their fundraising is making a difference.”

Emma Banks, BCN, Asda Community Champion Conference

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“Involving Voices throughout every stage of the project has been invaluable and their involvement has led to a stronger, more robust piece of research that will inform our new strategy and support teams in their work”

Zoe Harris, BCN, Big Breast Cancer Survey

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“We’re grateful to the Voices for taking part in this study. The process of connecting with the Voices was quick, easy and extremely valuable.”

Anna Cartwright, King’s College London, Online resource for fears about recurrence

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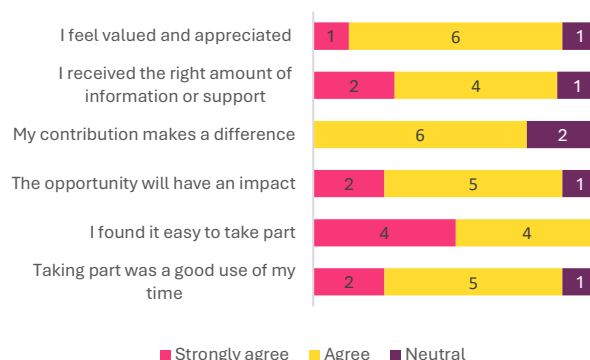
“The Voices helped us understand the needs and barriers for this group and make some changes to our approach. The support from the team to engage those Voices was great along the journey.”

Darren Lander, BCN, Her Spirit focus group

Voices' feedback

Feedback forms filled in: 8

- Breast Cancer Now projects: 6
- Research studies: 1
- Other external projects: 1



Qualitative feedback:

“It was good to trial something that will really make a difference to people during and after treatment, as well as helping them recover. I benefited by using the app myself whilst being part of the trial of it.”

Breast Cancer Now – We Are Undefeatable app trial

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“I enjoyed making a connection with other women affected by the similar issues who understood the challenges. Doing something positive that benefits others on their journey is empowering.”

Breast Cancer Now, Her Spirit focus group

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“It was good to meet others in similar position and talk about something that interests me. It would be good to know more about what happens next with the information we gave.”

Breast Cancer Now, Her Spirit focus group

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Staff support

Consultations with staff: 6

Communications

iNow posts: 1

Personal stories: 3

Updates about projects: 2