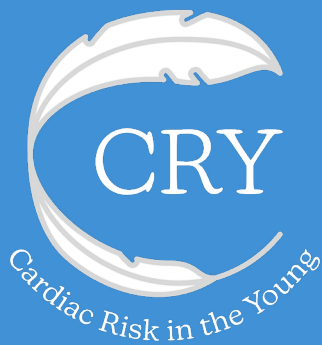


# CRY Ireland

## Our Strategy 2025–2030



Compassionate. Confidential.  
Here for you.

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# Foreword

CRY Ireland is a charity committed to supporting families impacted by the sudden cardiac death of a young person and those living with inherited cardiac conditions. Founded in 2002, CRY Ireland takes immense pride in all that we have accomplished since our inception.

Our journey has been marked by significant milestones and impactful initiatives that we believe have positively affected our community.

Our many achievements include supporting the establishment of the CRYP Centre, the launch of our Family Support Programme, direct support for key medical professionals through the sponsorship of clinical nursing roles, clinical fellowship roles and partnerships with leading researchers.

These accomplishments were made possible through the tireless efforts of our volunteers and the generous support of our donors. We are deeply grateful for these contributions, which demonstrate the incredible outcomes that collective effort can achieve.



We are delighted to unveil our “2025 – 2030 strategy.” This plan builds on our past successes and outlines our vision for CRY Ireland over the next five years. It is not just a roadmap; it is a testament to our enduring commitment to expanding our services, supporting research, ensuring good governance, and maintaining a sustainable funding base.

Our strategy is centred around five pillars: Family Support Programme, Awareness, Fundraising, Research, and Governance.

I am excited about the opportunities that lie ahead and I am confident that with the continued support of our Trustees, volunteers, and our community, we will achieve our goals and further our mission together.

As always, at the heart of everything we do are the people and families who need our help and services most.

Thank you for your continued support and dedication to CRY Ireland as we embark on our “Road to 2030”.

A handwritten signature in black ink that reads "Noelle Condon". The signature is written in a cursive, flowing style.

**Noelle Condon**  
Chair

# Fundraising Events



# CRY Ireland Key Milestones



2002

**2002**

CRY Ireland is established by Michael & Marie Greene following the death of their son Peter Greene in 1996. The charity is dedicated to helping affected families through a helpline from a home base.

**2007**

The CRYP medical centre, with associated services to support families impacted by Sudden Cardiac death through inherited cardiac conditions, is launched with the support of CRY Ireland.

**2008**

The CRYP Centre is opened by An Taoiseach Garret Fitzgerald on Monday 10th November 2008.

**2018**

A delegation from CRY Ireland met with the then Minister for Health, which ultimately leads to a commitment to fully fund the staffing of the service at the CRYP Centre.



**2019**

CRY Ireland raises over €1m in funding for fit out of new CRYP Centre that opened in November 2019.

**2021**

CRY Ireland launches an appeal on the Late Late Show to support a new helpline - €150k is raised. An all-island Freephone Helpline is launched with 30+ volunteers supporting the Helpline.

**2022**

The CRY Family Support Programme expands with professional support family days and workshops. The Charity has supported over 350 families.

**2023**

The inaugural “Friends of CRY” event brings together experts in the area of cardiology, research and bereavement, our families, donors & supporters. In the same year, the Inaugural Michael Greene Summer Studentship is announced in conjunction with Trinity College.

**2024**

CRY Ireland commits to directly funding medical staff at the CRYP Centre and CHI Crumlin for 1 year.

# Our Vision

Our Vision is focused on supporting people who have or may be impacted by sudden cardiac death.

# Our Mission

Our Mission is to provide free emotional support services, and facilitate access to free screening, supporting research, and awareness initiatives for people across the island of Ireland affected by an inherited cardiac condition or the loss of a young person to sudden cardiac death.

# Our Values

CRY is committed to providing services on a free basis in a compassionate, welcoming, and confidential manner ensuring respect, accountability and transparency in our interactions.





# Family Support Programme

**We support well-being through peer-led volunteer assistance and professional therapeutic services, available both online and in person. Our Family Support Programme initiatives are provided free of charge.**



Starting from humble beginnings with our co-founder, Marie Greene, providing phone support, CRY Ireland has grown to offer a comprehensive Family Support Programme dedicated to assisting families across the island of Ireland.

Our services cater to individuals living with inherited cardiac conditions and those grieving the loss of a loved one to sudden cardiac death.

The CRY Ireland Family Support Programme now provides a wide range of services, including emotional support, educational

resources, and community events such as our Family Day, Workshops, on-line support meetings, therapeutic and holistic supports and our very own CRY Ireland Choir.

We aspire to stand as a beacon of hope and solidarity, reaching countless individuals and families and ensuring that no one faces these challenges alone.

Through our continued commitment and due to the generous financial support of our community and donors, we strive to make a meaningful impact to the lives of those we serve.

## Key Priorities

1. **Enhance Visibility:** Promote awareness of the Family Support Services offered by CRY Ireland.
2. **Expand Support Services:** Continuously develop and enhance support services to address the evolving needs of individuals and families.
3. **Increase Accessibility:** Ensure that resources and services are accessible to all affected individuals and families across the Island of Ireland, regardless of location.
4. **Strengthen Partnerships:** Collaborate with relevant organisations to provide comprehensive care and support for affected families and individuals.
5. **Foster Charity Engagement:** Build a strong, supportive charity network to offer emotional and practical support for affected families and individuals.

## CRY Ireland Family Support Initiatives

- Freephone all-island Helpline
- Online Support Meetings
- Annual Family Day
- Creative Ladies Workshops
- CRY Ireland Choir
- Men's Support Group / organised walks
- Mentoring Programme
- Family Therapy
- Play Therapy
- Personal Professional Counselling and Psychotherapy Support for Children, Adolescents and Adults

# Awareness

**Our goal is to raise awareness of CRY Ireland and our work, establishing CRY Ireland as the go-to organisation across the Island of Ireland for supporting families impacted by Sudden Cardiac Death or those living with an Inherited Cardiac Condition.**

In recent years, CRY Ireland has worked hard to raise awareness of our work so that we can be there whenever people need our services. Through our efforts in local and national media, the expansion of the Family Support Programme, and the successful 'Friends of CRY' day where all our key stakeholders came together to share their views, we have significantly increased awareness across the island of Ireland of what we do. We are confident that with continued efforts, CRY Ireland will be recognized as the go to organisation across the island of Ireland.

Our goal is to increase awareness of CRY Ireland's mission, vision, and values among key stakeholders, including donors, volunteers, healthcare professionals, and the general public. We will do this primarily through a multi-disciplinary communications plan.

As part of our plan, we will use regular surveys and focus groups to gather insights into stakeholder perceptions and feedback on our programmes.

Strengthening relationships with donors, volunteers, partner organisations, and government agencies, particularly medical professionals, will further amplify our message. Reaching out to schools, community groups, and businesses will expand CRY Ireland's reach.

Positioning CRY Ireland as a thought leader through participation in conferences, seminars, and media opportunities will support advocacy for policies and initiatives that improve access to cardiac health services.

Additionally, we will establish key performance indicators (KPIs) to monitor the effectiveness of our awareness efforts, including website traffic, social media engagement, media coverage, and stakeholder feedback. Regular evaluations will allow us to adjust strategies to optimise outcomes and maximise return to those affected by sudden cardiac death and inherited cardiac conditions across the island of Ireland.

## Key Priorities

- 1. Further development** of CRY Ireland’s communications plan to ensure our message to all stakeholders is consistent and impactful.
- 2. Establish** a mechanism for regular feedback on our programmes to ensure we continue to listen to our stakeholders.
- 3. Form** a dedicated CRY Ireland Awareness Sub-Committee to ensure that we continue to raise awareness of CRY Ireland and our work and to assisting in establishing CRY Ireland as the “go-to” resource.



# Fundraising

**Enhancement of our fundraising strategy to ensure we can continue to achieve our objectives and support our community.**



As a self-funded charity, CRY Ireland depends solely on generous donations from individuals, communities, and organisations. Currently, we do not receive any government funding. These donations are crucial to allow us to continue assisting our communities.

Our goal is to increase our annual income and establish a robust, sustainable fundraising platform that supports both our current activities and future initiatives. We seek to enhance the awareness of what we do and build on our reputation as a leading voice for families affected by sudden cardiac death and those living with inherited cardiac condition

Growth in our services is contingent upon raising additional funding. To achieve this, we will enhance our fundraising strategy to outline methods for diversifying our fundraising efforts, with a focus on enhancing corporate and philanthropic support. Additionally, we will explore new sustainable fundraising opportunities, including regular donor development and potential funding from the government and other EU sources.

We are dedicated to maintaining transparent financial accountability, regularly updating our donors on our progress, and demonstrating the impact of their generous support.

# Key Priorities

- 1. Fundraising Strategy:** through the CRY Ireland Fundraising Committee we will implement a comprehensive plan. The fundraising plan will include a strategy to attract corporate sponsors and build a sustainable income base to support our community.
- 2. Diversified Funding:** identify and build a diversified funding base to maintain financial security – e.g. a Legacy giving Programme.
- 3. Donor Accessibility:** We will strive to make donating as easy as possible for donors and ensure that they are informed about the impact of their contributions.



# Research

## Support research activities relevant to Sudden Cardiac Death and Inherited Cardiac Conditions.

CRY Ireland is committed to supporting research into the causes and prevention of sudden cardiac death, collaborating with like-minded organisations. We believe that research is crucial for developing new treatments, screening methods, and a cure for conditions leading to sudden cardiac death.

Research has the potential to create a significantly different future, reducing the impact of inherited cardiac conditions. CRY Ireland is dedicated to supporting and contributing to innovative research that addresses key questions and activities in this field, benefiting stakeholders affected by Inherited Cardiac Conditions and sudden cardiac death.

In partnership with Trinity College Dublin, CRY Ireland has been awarded research funding through the Irish Research Council's New Foundations Programme. CRY Ireland established the Michael Greene Summer Studentship Programme. We will continue to support and advance research activities in collaboration with clinical and academic partners.



## Key Priorities

1. **Continue to build on relationships** and collaborate with medical professionals, researchers and organisations who support our mission.
2. **Provide financial support** to research activities relevant to inherited cardiac conditions.
3. **With our partners, continue to explore research initiatives** that enhance our ability to offer expanded services to our communities.



## **CRY Ireland operates within a strong control environment and complies with the principles and practices of the Charities Governance Code.**

Since CRY Ireland was established in 2002, we have strived to ensure that we are operating in a strong control environment. Good governance involves putting in place systems and processes to ensure that CRY Ireland can meet its objectives with integrity in an effective, efficient, accountable and transparent way.

Our Board avails of training on best practices and we have carried out Board evaluations to ensure the Board is appropriately resourced to support the Charity. We will continue to strive to implement best practice in relation to Board governance.

CRY Ireland is on its journey to full compliance with the Charity Regulator code. In doing so we will continue to review and update our policies to reflect changes in legislation, regulation and industry best practices. Sub Committees have been established around Communications, Risk Management, Research, Fundraising and Nominations. The Board acknowledges the importance of good risk management and ensuring that good controls including policies and procedures are in place. A risk register has been established and a comprehensive plan will be implemented to improve our risk management including safe guarding against cyber-attacks. Where any gaps arise, we will put in place an action plan to immediately address these. We will

continue to build trust in CRY Ireland with our ongoing commitment to transparency and best practice in corporate governance.

CRY Ireland is guided by our Board, which provides strategic direction, leadership, governance, and oversight of the organisation's management.

## **Key Priorities**

### **1. Compliance**

Continue to ensure adherence to all relevant legal and regulatory requirements governing charitable organisations, including annual reporting obligations, tax laws, and governance standards.

### **2. Sub Committees**

Have been established with clear terms of reference and responsibilities. Ensure these subcommittees have appropriate representation and expertise to effectively oversee and support governance and operational functions.

### **3. Risk Management**

Implement robust risk management processes, including Cyber Risk, Data Protection, and Key Person Risk management.

# Volunteers

Our Family Support Programme volunteers play a crucial role in providing compassion and support to individuals affected by inherited cardiac conditions, as well as to those grieving the loss of a loved one due to sudden cardiac death.

Our volunteers play a vital role in offering compassion and support to individuals affected by inherited cardiac conditions or those grieving the loss of a loved one. They undergo professional training, with annual refresher courses, and receive emotional support to ensure their well-being and resilience. Their dedication offers emotional solace and practical assistance, creating a supportive community where families/individuals/groups can share their experiences and find strength.

By offering a listening ear, facilitating support groups, and connecting families with necessary resources, these volunteers help to alleviate the feelings of isolation and uncertainty that often accompany such challenging times. Their commitment not only enhances the well-being of those they assist but also fosters resilience and hope. Our volunteers offer support across the island of Ireland under the pillars of safety, solidarity, and support, ensuring that everyone feels supported and protected.



## TRUSTEES

Noelle Condon (Chair)  
Margaret Andrews  
Joe Browne  
Catherine Fegan  
David Greene  
Marie Greene  
Deirdre Hanley  
Liam Herlihy  
Jonathan Ireland  
Dr. Maria Morrissey  
Brendan Mulligan  
Don O'Brien  
Kevin O'Dwyer  
Dr. Deirdre Ward

## CHIEF EXECUTIVE OFFICER

Lucia Ebbs

## FAMILY SUPPORT PROGRAMME CO-ORDINATOR

Elaine Whelan

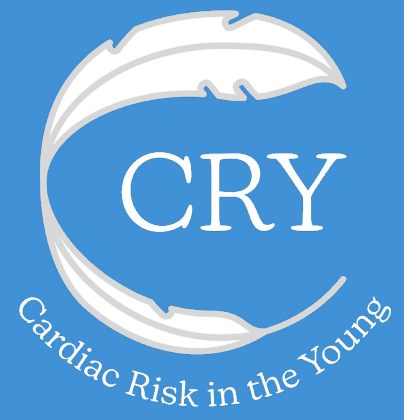
## PRESIDENT

Marie Greene

We are a self-funded Charity and all services are provide free of charge. Should you wish to donate to CRY Ireland, you can do so via the link below or by contacting [fundraising@cry.ie](mailto:fundraising@cry.ie)

All support received is greatly appreciated.








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