



CASE STUDY

Striving for success with strategic transformation

SRUK



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About SRUK

Scleroderma and Raynaud's UK (SRUK) is the only UK charity solely dedicated to improving awareness, understanding and support for people affected by these conditions, while also working towards the ultimate goal of finding a cure.

With a small team of just 12 full-time employees and an annual income of £1.5-£2.5 million, SRUK faced significant challenges in scaling their operations to increase impact in an increasingly complex and competitive environment.

Challenge

In 2023, SRUK embarked on an ambitious transformation journey to strengthen their capacity across communications, partnerships and digital and data workstreams. The overarching goal was to establish a scalable framework to sustain long-term growth, while increasing awareness and income.

SRUK's transformation objectives included:

1. **Improving digital and data capabilities** to make informed, impactful decisions
2. **Enhancing supporter engagement** through targeted communication strategies
3. **Building internal capacity** to support long-term growth and sustainability
4. **Developing a scalable framework** aligned with their mission to increase awareness and fundraising impact

To achieve this, SRUK partnered with Wood for Trees for our expertise in delivering actionable, data-led strategies, tailored to charities.

Approach

To begin tailoring a strategy that met SRUK's unique challenges, resources and goals, we embedded ourselves within their team, co-creating a roadmap that empowered them to take ownership of their transformation journey.

We conducted a thorough 'as-is' assessment – this included workshops and interviews with key stakeholders to gather qualitative insights, combined with quantitative data analysis, to assess data quality, accessibility and governance.

We also reviewed SRUK's digital infrastructure and existing strategies, policies and procedures to benchmark their current state against industry best practices.

Using personas and empathy mapping, we developed aspirational supporter journeys for key groups, such as healthcare professionals and fundraisers. We then conducted a feasibility study to ensure these journeys were realistic, assessing how current and future technologies could support SRUK's goals.

A detailed gap analysis identified discrepancies between SRUK's current capabilities and desired outcomes. From this, we crafted a 'target state design', with actionable plans to close these gaps, and provided a phased implementation roadmap, featuring quick wins and long-term solutions.

By forming a small, focused team of experts, we avoided over-engineering solutions, enabling us to quickly adapt to SRUK's dynamics. This agile approach ensured the delivery of tangible, immediate benefits, while maintaining focus on long-term strategic objectives.



Results

- **Enhanced digital and data capabilities** – improved data quality and accessibility have enabled SRUK to make data-driven decisions, improving the effectiveness of their fundraising and supporter engagement initiatives.
- **Streamlined operations** – new digital tools and strategies have helped SRUK operate more efficiently and engage with their supporters more effectively.
- **Targeted communications** – an integrated communications approach has resulted in increased awareness and engagement, even in a challenging economic environment.
- **Immediate quick wins** – early implementation of quick wins provided immediate value, boosting team confidence and momentum for the longer-term transformation journey.



CIOF Insight in Fundraising award winner – Most powerful demonstration of strategic insight



When we embarked on our digital and data transformation work, we were looking for an agency that we could work in partnership with and which would understand the challenges of a small charity. Wood for Trees has been the perfect fit for us and brought a wide range of knowledge from both the charity and corporate sectors, with an enthusiastic and flexible approach.

The Wood for Trees team has really got under the skin of the organisation and given everyone at SRUK the confidence to be open about what they don't know, be ambitious about what we could achieve and trust the process!

Understanding our limited resources both in terms of staff and budget, Wood for Trees has been able to suggest a range of different options, from quick wins to longer-term solutions, and given us a phased roadmap to success. As we continue our work with them, we're confident it'll deliver a huge transformation for SRUK.



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