

PAPYRUS

HERE FOR LIFE.



Preventing young suicide. Promoting hope.
HERE SINCE 1997

OUR STRATEGY 2026-2029

HERE FOR LIFE 2026 – 2029

30 years. An age, sadly, some did not reach. Their stories drive us.

We are rightly proud of what we have achieved since 1997. We want to build on all that. We honour the past not by living in it but by learning from it.

Our vision and mission have been updated, and our values have been refreshed. Our focus is and always has been **young people**. They will increasingly shape *who we are* and *what we do*.

Our work has never just been about preventing death. It is about safeguarding young people as they struggle in life. Many young people think about suicide. We want to give them every chance to hold on to **life**.

Life is messy. And when we're young, we're experiencing so much of it for the first time – the confusion, the pressure, the emotions that feel too big to carry. Those feelings are real. They matter. Don't let anyone tell you otherwise.

We don't believe in simply responding when things go wrong. We want to help you to build the strength to face what comes your way. Your story is your power. You're wise, curious and brave.

Youth isn't a rehearsal – it's where **resilience** is born.

Young people must know how and where to find help and everyone else must know what to say and do when it matters most.

Raising awareness of young suicide has been a vital part of our mission so far.

But now we need to do more – and we are already doing some things differently.

We'll keep speaking honestly about suicide – and balance this with what young people asked for – they want messages of hope and **life**.

It's not about us. It's about you – the young people who shaped us.

We also need to focus on those who do not yet see suicide prevention as their business. That will take us to places we haven't been before.

And above all else – we're here for life, now and for the long term.

We're always here. That's how we save young lives.

Papyrus.

HERE FOR LIFE



GED FLYNN (He/him)
Papyrus Chief Executive

OUR VISION

**More young lives lived.
Fewer ended.**

OUR MISSION

**To prevent suicide with
support, education,
campaigns and conversations
that keep young people safe
– and hope alive.**

OUR VALUES

COLLABORATION

We are more effective when we work with each other. Our different teams work together to achieve the best outcomes. We work with partners and communities to help prevent suicide.

CURIOSITY

We want to learn, understand, and continue to enable others.


INTEGRITY

We are honest, do the right thing and fulfil what we commit to do even when nobody else is watching.

RESPECT

Everyone matters. So does our environment. We take responsibility for our actions, communication, behaviours, and attitude.

WHAT DO WE MEAN BY YOUNG PEOPLE?

 Papyrus classes a young person as anyone up to the age of 35. This is because suicide is the biggest killer of this age group. It's also a nod to our founding bereaved parents, who each lost a child up to the age of 35.

WHO IS Papyrus HERE FOR?

We are a go-to for young people and those worried about them. We are here for everyone.



HERE FOR CHILDREN AND YOUNG PEOPLE

Every child, every young person, matters. Each has a unique story.

HERE FOR FAMILY, FRIENDS, NEIGHBOURS

Family, friends, and neighbours often know their children and young people best. Working collaboratively, we help each other to save young lives.



HERE FOR THOSE WHO EDUCATE AND CARE FOR CHILDREN AND YOUNG PEOPLE

These professionals often spend most time with our children and young people.

We want to help them be confident around suicide prevention.

HERE FOR PROFESSIONALS, BUSINESSES AND THE WORKPLACE

Every profession can bring life to our work. Working with professionals and businesses, we build a confident workforce.

OUR STRATEGIC DIRECTION

Between 2026 and 2029, Papyrus will focus on three priorities: leadership, innovation and sustainability.

LEADERSHIP

- We lead boldly: **enabling** whenever we can, **speaking out** where we must.
- We ensure **children and young people's stories** inform our decisions.
- We build on our **pioneering work in schools and universities**.
- We explore new ways of working, testing ideas, and **building evidence**.
- We prioritise **Equity, Diversity, Inclusion and Belonging** in all that we do.
- We will **not follow popular trends** or be disruptive for the sake of it.
- We will use our voice to **hold to account those who enable harm**.

INNOVATION

- We are piloting education and training across the **Republic of Ireland**.
- We will travel more *upstream*, providing **early intervention, emotional literacy, and grief education** through the **Seasons for Growth** programme.
- We will use **Artificial Intelligence** thoughtfully, in ways that strengthen our proudly human first approach.
- We bring **experience, evidence and expertise** together to guide our work.
- We value **personal experience** as a gift to our mission, and we will create ways for people to contribute safely, and appropriately.
- We will continue to use our **social media** as an effective means of engaging children and young people.
- We recognise that children and young people have various needs at **different stages**, and we will respond with flexible, thoughtful approaches.

SUSTAINABILITY

- We will **reduce reliance on voluntary income** through **diversification**.
- We will **steward and use our funds** to create optimal **impact**.
- We will **grow our donor base** and encourage people to *give for life*.
- We will engage in **partnerships and collaborations** that aid impact.
- We will continue to be a **leaner and greener** charity.
- **All our decisions** should result in the most sustainable solutions.
- We will **streamline costly processes** to save money.
- We will **pipeline meaningful opportunities**. Our one off interactions can become pathways to belonging and connection.

OUR CULTURE



BUILDING BELONGING AND CONNECTEDNESS

- We take wellbeing seriously, supporting one another to work sustainably, safely and with care.
- We practise internally what we advocate externally, recognising that connection and belonging are protective factors for everyone.
- We work intentionally across teams, recognising that shared goals demand collaboration, not silos.
- We aim to be a place where people genuinely enjoy working – where they feel valued, supported and suitably challenged.
- We celebrate difference and create space for diverse voices, experiences and perspectives to be heard, valued and respected.



MAKING MINDFUL DECISIONS



- We are thoughtful and considered when making decisions.
- We ensure that decisions reflect our values and strategic priorities.
- We will learn from what we get wrong and try to apply our learning.
- We consider our actions and their impact before acting.
- We will embrace and share feedback throughout the charity.

BEING THE BEST WE CAN BE

- We embody our values.
- We deliver quality and professional services.
- We do what we say we will do.
- We continue to learn and build the evidence-base for our work.
- We consider our impact and reflect on what more we can be and do.



0300 102 2470

HopeLine24/7

If you are thinking about suicide or are concerned about a young person who may be, you can contact HopeLine24/7 for confidential support and practical advice.



CALL
0300 102 2470

TEXT HOPE to
88247



EMAIL
pat@papyrus-uk.org

**Suicide is the biggest killer of children and young people
under 35 in the UK**

We believe many young suicides can be prevented.

papyrus-uk.org