

STRATEGIC FRAMEWORK DECK



ABOUT US

The Sophie Reid Neurological Association has been established to support individuals and families in Jersey affected by neurological illness.

The Association operates as a conduit association, working to complement and collaborate with existing charities, healthcare services, and the Health Department, rather than duplicate existing provision.

Where gaps in support are identified, the Association aims to raise awareness of unmet need and, where possible, support solutions through partnership working.

MISSION STATEMENT

Our mission is to empower individuals and communities by providing compassionate support, clear signposting to essential services, and strong advocacy for their rights and wellbeing.

Provide relief and support to individuals in Jersey affected by neurological conditions, and to their families and carers, through the provision of emotional, practical and other appropriate assistance.

Advance public awareness and understanding of neurological conditions, including their impact on individuals and their families, and to promote greater understanding of the challenges associated with diagnosis, treatment and long-term recovery.

OBJECTIVES

The Association shall be to:

1. Provide relief and support to individuals in Jersey affected by neurological conditions, and to their families and carers, through the provision of emotional, practical and other appropriate assistance.
2. Advance public awareness and understanding of neurological conditions, including their impact on individuals and their families, and to promote greater understanding of the challenges associated with diagnosis, treatment and long-term recovery.

CORE VALUES

We listen. We support. We stand with you.

These are the principles that guide the charity's actions, tone and decision-making.



COMPASSION

We treat every person with empathy, understanding, and respect.



EMPOWERMENT

We help people build confidence, access tools, and make informed decisions.



COLLABORATION

We work with community partners, service providers, and local organisations to maximise impact.



INTEGRITY

We act with transparency, honesty, and accountability at all times.



INCLUSIVITY

We welcome and support people from all backgrounds, without discrimination.



ADVOCACY

We stand up for those whose voices are too often unheard.

WHO WE ARE

SOPHIE - CHAIR

Sophie Reid is the Chair of The Sophie Reid Neurological Association and the driving force behind its creation. In September 2024, Sophie experienced a seizure that led to the diagnosis of a brain tumour.

Since then, she has undergone brain surgery, radiotherapy, chemotherapy, and continues to live with the long-term neurological and physical impacts of her diagnosis.

This journey has profoundly shaped her understanding of both the personal and systemic challenges faced by people living with neurological illness.



WHO WE ARE

FIONA – VICE CHAIR

Fiona is committed to amplifying the voices of those not always heard. She was previously chair of Jersey Brain Tumour Charity, and has first-hand experience of neuro issues , as she is a brain tumour survivor.



LINDA – TREASURER

Linda is the Treasurer of The Sophie Reid Neurological Association and brings extensive financial expertise and governance experience to the role.

Having supported Sophie throughout her diagnosis and treatment, she has seen first-hand the pressures that serious illness can place on families, not only emotionally but financially.



WHO WE ARE

TINA – TRUSTEE

Bringing over three decades of clinical experience alongside deep personal insight into living with neurological illness. Tina is a Chartered Physiotherapist who worked within the NHS and subsequently at Jersey General Hospital for a total of 31 years. She now runs her own independent practice, specialising predominantly in the care of children and young people, with a particular focus on highly specialist neurological assessment and treatment.

She was diagnosed with Multiple Sclerosis in 2012 and underwent Autologous Haematopoietic Stem Cell Transplantation (AHSCT)—commonly known as a bone marrow transplant—in 2019, which has successfully kept her in remission.

EMILY – TRUSTEE

Emily is a dedicated and community-focused individual with eight years of experience working in healthcare. She previously trained as both an Adult and Children’s nurse, completing over 1,300 hours of practical clinical placement across a range of hospital wards, including Neurology. Although she sadly had to withdraw from her nursing degree following her epilepsy diagnosis. Emily’s commitment to serving others has remained steadfast. She is now embarking on a Social Work degree to continue making a meaningful difference in people’s lives.

JORDAN – TRUSTEE

Jordan Reid is a Trustee of The Sophie Reid Neurological Association and has been closely involved in the charity since its earliest beginnings. Experiencing first-hand the emotional, practical, and financial impact that neurological illness can have on individuals and families gave Jordan a clear understanding of how vital timely support, clear communication, and compassionate care really are.



WHY US?

- The Sophie Reid Neurological Association has been established to support individuals and families in Jersey affected by neurological illness.
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- Where gaps in support are identified, the Association aims to raise awareness of unmet need and, where possible, support solutions through partnership working.

WHAT DO WE DO?

ADVOCACY

We stand up for those whose voices are too often unheard.

HOW?

Supporting access to counselling and emotional support for individuals and families living with neurological illness.

Providing information, signposting, and awareness to help individuals access appropriate support.

FUNDED BY

- Public donations
- Community fundraising activities
- Grant funding
- Business sponsorship and support

COLLABORATION

We work with community partners, service providers, and local organisations to maximise impact.

STATS

Neuro client numbers based
Client questionnaire information

QUOTES



The neuro impact goes far beyond the diagnosis, affecting cognition, personality, family life, and long-term independence. Being part of an organisation that supports patients and families while pushing for better research feels genuinely meaningful and purposeful.

Fiona Potts

NOTABLE ACHIEVEMENTS SINCE LAUNCH

Contacted by x people

Collaboration with

Headway, Oxygen Therapy, QT

Meeting with Tom Binet, Karen Wilson (role), Neuro team, Simon West

Supporting

Partners

Coop, LGL, Rhonas

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support@srna.org.je
srna.org.je

**SOPHIE
REID**
NEUROLOGICAL
ASSOCIATION