Understanding the Vision and Mission

Approved by the trustees: 13.09.20

Understanding the Vision

A society where everyone knows a sense of belonging,

This means a society where everyone can see a place for themselves and feel welcomed, involved and familiar with their community.

We work towards this by embracing and reflecting individual and collective identity, lived experience and difference; by making space for people, engaging people through relatable content, and designing projects that take differences into account.

We don't use stigmatising or marginalising language and actively work through misconceptions and prejudice that might influence our work or influence the perceptions of others.

has the sustenance they need,

We refer to sustenance in the broader sense of what a person needs to thrive within their own context. People have different needs, and sustenance could be in the form of clothes, housing, educational support, psychological support or many other things, in addition to nutritional needs.

We work towards this by designing projects that meet people's broader needs and working with, and connecting beneficiaries to, other relevant organisations.

and can fulfil their aspirations.

We recognise that everyone has a different ideal for success and will have different aspirations for their future, which are influenced by their current circumstances and personal context. We want everyone to have an equitable path towards reaching their goals.

We account for and work to reduce, where possible, any disadvantages, challenges and barriers that people experience, both within our own projects and by working towards broader structural change.

Understanding the Mission

To promote social inclusion

Social inclusion "is about enabling people or communities to fully participate in society"[1]. In practice this requires understanding factors that may result in social exclusion and developing ways to lessen their impact, both in reactionary and proactive, preventative ways. There may be multiple factors that contribute to exclusion, and their impact should be understood contextually, taking into account personal, environmental, historical and other factors.

by relieving hardship,

We refer to hardship as financial hardship. However, we recognise that a person facing financial hardship may also be experiencing other kinds of hardship, in relation to trauma, health or various other factors. In this way relieving hardship most often means meeting practical needs, such as providing food or clothes. Broader support for other contributing factors should also be considered, such as support with training or employment, or, for example, support around the circumstances of a crisis that has led a person to experience financial hardship.

developing skills,

Training and education provides opportunities for people to interact with others and engage with new areas of study, which can lead to connecting with new parts of society.

Up-skilling can also help people find meaningful volunteering or employment opportunities and become more part of their community. We consider potential barriers to accessing training or education and work to reduce and overcome them.

Developing skills, whether through formal education or otherwise, is also about developing a sense of self-worth and self-efficacy in an individual, promoting wider engagement within society by improving confidence and opening up new opportunities.

Education is widely understood to be critical in ending cycles of poverty. We do not underestimate this in our work, and recognise poverty as a key contributory factor to social exclusion.

facilitating social opportunities,

[1]The Promotion of Social Inclusion, Charities Commision (2001)

Meaningful social opportunities are an important way to encourage social interactions and engagement with the wider community. We promote access to our own and external activities by removing financial or other barriers. Opportunities should be free from, as far as reasonably possible, any factors that could result in the exclusion of a particular group. Social opportunities can be tailored to, or target, a particular group or sub-group of beneficiaries, but this focus should not overwhelm the entirety of our work.

and tackling stigma.

We refer to stigma as the undeserved, strong negative feelings toward a person or group because of a shared identity or experience. Tackling stigma means addressing misconceptions and prejudice by raising awareness of, and informing others about, beneficiary circumstances and experiences. This can be done through story-telling and knowledge building to alleviate stigma and the social exclusion that it causes. In the context of our key beneficiaries, this stigma could be against:

- people who are sleeping rough;
- people with a visible or nonvisible physical disability or illness;
- people with learning difficulties or learning disabilities;
- people with short or long-term, diagnosed or undiagnosed mental illness;
- people experiencing poverty and/or financial hardship;
- people who are refugees or asylum seekers;
- women and girls experiencing sexism;
- racialised and minoritised groups experiencing racism or intolerance due to actual or perceived racial, ethnic or religious group;
- people experiencing discrimination or prejudice due to their young or old age.