Changing childhoods.
Changing lives.

STRATEGY 2024-2027

OUR PURPOSE

CHANGING CHILDHOODS. CHANGING LIVES.

Working with children and young people to be safe, happy, healthy and hopeful.

For over 150 years, Barnardo's has been here for children and young people who need us most – bringing love, care and hope into their lives and giving them a place where they feel they belong.

Barnardo's is here because too many children and young people across the UK are missing out on a good childhood, and on the opportunity to thrive when they become adults.

Some children, families and communities face more challenges on top of this because of structural inequalities and discrimination in society. This can mean they're more likely to have poor health and fewer chances in life.

We simply don't think that's fair.

And in one of the largest economies in the world, we know we can do better and we're committed to driving positive change.

And as a charity we'll continue to be here for as long as we're needed – working with children and young people to be **safe, happy, healthy and hopeful.**

We will never, ever give up on the things that matter to them - and we'll do everything we can to give them a place where they feel like they belong.

OUR STRATEGY 2024-2027

How we shaped our new strategy

Throughout 2023, we spoke to thousands of members of the Barnardo's community. We spoke to children, young people and families we support; our colleagues, including volunteers; supporters, donors and businesses; and our partners in national and local government, and the NHS.

Our new Strategy belongs to everyone with a stake in Barnardo's future. We developed it together and we will deliver it together.

Where we're starting from

Children and young people today are forging their futures against a background of huge uncertainty and disruption.

We want to make sure this legacy does not define the future of the next generation.

The Covid pandemic disrupted everything, from school and college, to play and making friends and it deepened existing inequalities. Then, hard on the heels of Covid, the soaring price of food and bills has added another layer of hardship – with more children struggling with anxiety and poor mental health; and many more families facing deepening poverty.

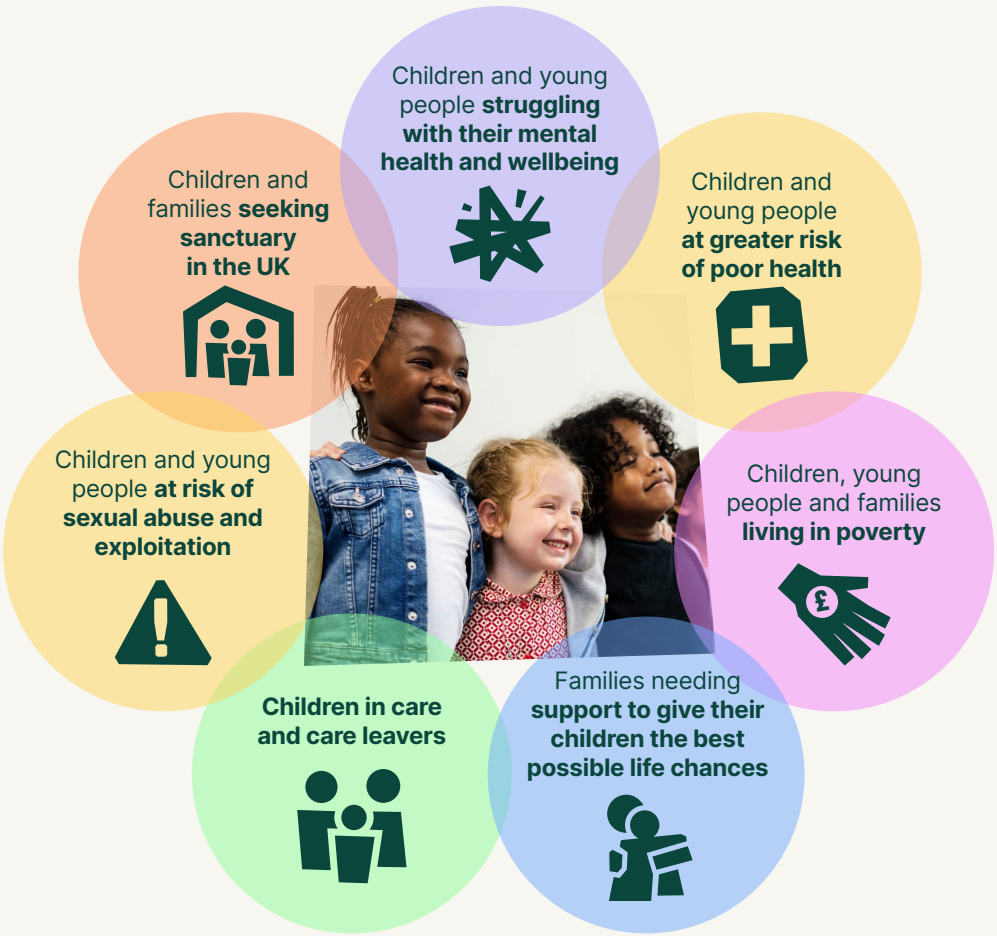
WHAT WILL WE DO?

Children and young people tell us they're ambitious for their futures. It's our job to be ambitious for them too. We believe in them so they can believe in themselves.

That's why, right now, we're focused on **changing childhoods and changing lives.**

A huge amount of change is needed, but as a charity we know we can't do everything, and we need to focus our efforts and energies where we can make the biggest difference for children. We have set out specific areas of work in our Theory of Change [to follow].

During this period we'll be focused on driving change for...



In everything we do, SAFER HAPPIER

we'll be working with children and young people to be safer, happier, healthier and more hopeful.

So children at risk of harm are better protected.

So children struggling with their wellbeing can access support and feel they belong.

HEALTHIER

So children growing up with disadvantage can experience good physical and mental health.

MORE HOPEFUL

So children experiencing challenges can move into adulthood with hope and confidence.

We're determined to make this happen.

Here's what we'll do:

Run excellent, inclusive services that improve the lives of children and young people

Improve practice, policy-making and systems so that they really work for all children and young people

Drive change in attitudes towards childhood, working closely with partners and supporters

HOW WE WILL ACHIEVE CHANGE FOR CHILDREN

Striving for excellence

We are proud to be the UK's largest children's charity – reaching over 350,000 children, young people, parents and carers every year.

In the next three years we will focus on developing the best possible models of support, based in evidence and responding to the lived experience of children and families.

Evidence-first

We know our work transforms young lives in communities right across the UK. Demonstrating our impact is extremely important – for our commissioners, our donors, our supporters, and above all to

Our services must be inclusive, accessible, targeted where necessary, and delivered by people who understand the needs of children and young people from all backgrounds and communities, including those who are Black, Minoritised Ethnic, LGBT+ and/or disabled.

We will make sure our services reach children when and where they need us – stepping in early, preventing crisis, addressing barriers, and making use of digital technology alongside traditional in-person support.

As part of our commitment to being evidence-led, we will not shy away from changing or stopping areas of work if we don't believe they are delivering the right level of positive impact for children.

the children and families who need our help.

In the next three years we will develop a new Outcomes Framework that demonstrates how we are supporting children to be safer, happier, healthier and more hopeful right across the UK.

This will help us demonstrate our overall impact as a charity; learn and improve the quality of our support; and assist our partners and decision makers to understand more about what works and why.

Alongside the facts and figures, we will focus on working with children and young people to tell their stories, and amplify their voices.

Bold, brave and ambitious alongside children

As well as providing direct support to children and young people across the UK, we are committed to making sure they have a say in the issues that affect their future.

Too often their voices and the reality of their lives are missing from public debate. It's our job to help change that.

In the next three years we will call on decision makers to champion change for children. We will provide platforms for children and young people to make their views heard. And we will speak out as a charity where children's rights are on the line. We will work closely with partners to help drive long term, transformational change that will benefit children today and into the future.

What we say will always be based on evidence and the experiences of the children and young people in our services. And where we identify a problem, we will look for a solution that will help to achieve the change children need.

A community of passionate supporters

As a charity we can only achieve the change we need for children if we can inspire supporters across the UK to join us.

You can support in many different ways:

- Volunteer
- Donate
- Fundraise
- Partner
- Collaborate
- Campaign
- Shop in our stores

Over the next three years, we want to grow the network of people and organisations who share our passion, so that together we can achieve even more lasting change for children and young people across the UK.

Our local stores and online shop

Our local stores and online shop exist to generate vital income to invest in our services. We are so grateful to everyone who shops, donates and volunteers with Barnardo's. Thank you.

Our stores are at the very heart of our communities across the UK. And throughout your retail journey with us you'll be learning more about our work with children and young people – and the difference your support can make.

Our story

We're proud of our history. We've learnt a lot in 150 years and we have deep roots in communities across the UK.

We're really proud to be leading the way on sustainability, and we'll be working even harder to reduce our carbon footprint.

We know the environment is one of the biggest concerns for children and young people, and as a charity we must play our part in driving progress.

Over the next three years, we'll be going even further in all these areas to help us become the nation's favourite pre-loved charity retailer.

We'll stay close to people who've been part of the Barnardo's community over many years. We will also make sure the way we look, feel and speak works for everyone, and on digital platforms as well as out in communities across the UK.

And during the next three years, we'll also be expanding our community to include more people from diverse communities and younger generations.

Collaborating with partners

As a charity, we know we can't solve all the challenges facing children and young on our own. We are proud to work with other charities, with governments, local agencies, businesses and individuals who share our values and our passion for changing childhoods and changing lives.

Over the next three years we will go even further to build partnerships, bring like-minded organisations together, and harness our collective knowledge, voice and determination to help achieve the change children need.

A charity where everyone can belong, grow and thrive

Our colleagues and volunteers are the beating heart of Barnardo's. We know they do the very best they can for children, young people and families.

Over the next three years we will continue to attract a diverse group of people from all communities of the UK who share our excitement, energy, and passion for achieving change for children.

We will also make sure Barnardo's is a place everyone can belong, grow and thrive.

We want our people to feel:

- Ambitious for children
- Proud of what we achieve together
- Confident we are making a difference

Our values are extremely important to everyone in the Barnardo's family, and we have worked with colleagues to identify the behaviours that amplify these values and create a culture that supports everyone to perform at their best to deliver impact for children.

Our values

INCLUSIVE
Respecting the unique worth of every person

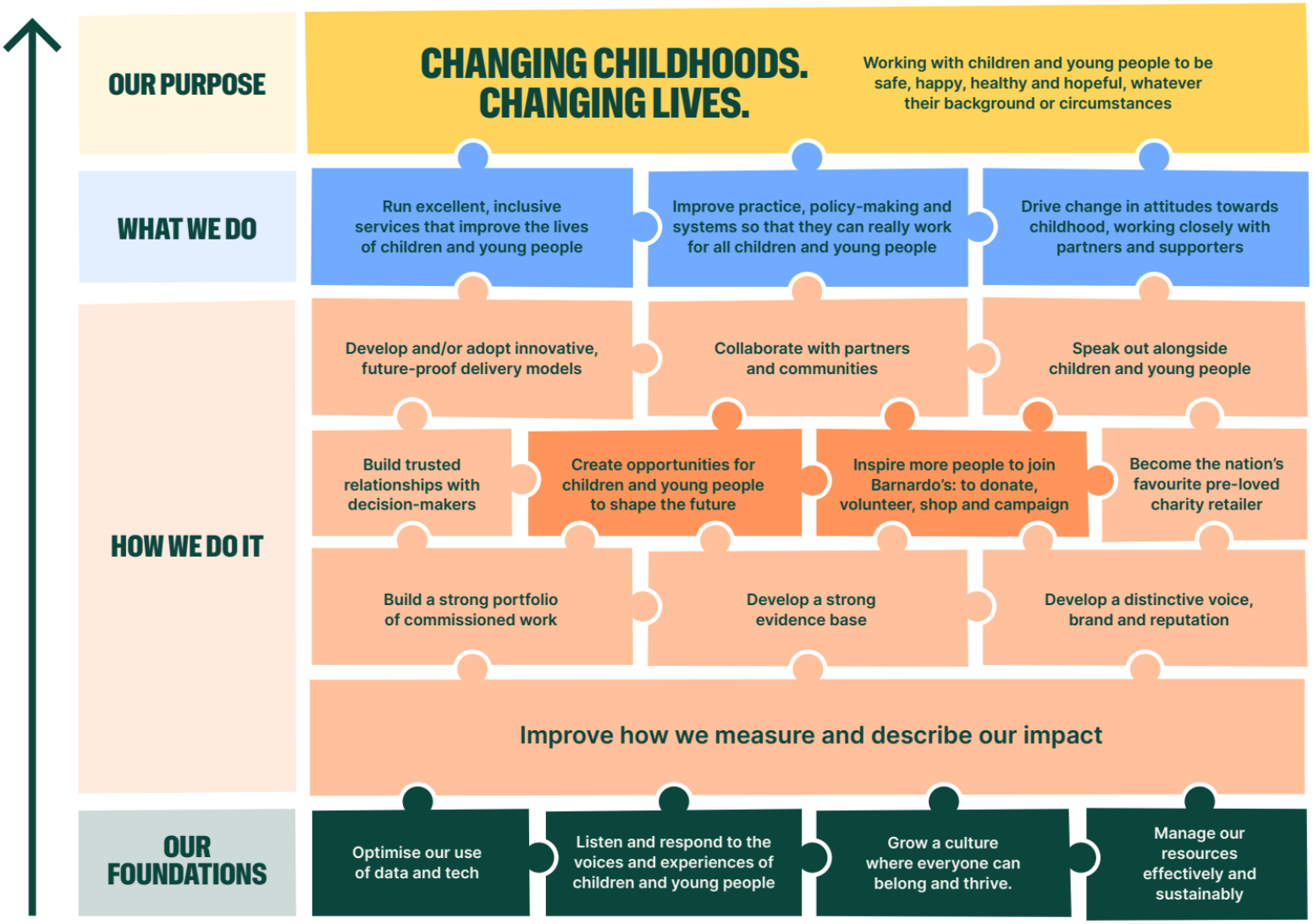
SUPPORTIVE
Encouraging people to fulfil their potential

ACCOUNTABLE
Encouraging responsible stewardship

POSITIVE
Working with hope

HOW THE DIFFERENT PARTS OF OUR CHARITY WORK TOGETHER

The Barnardo's jigsaw



Follow us on

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(61625 England – see the governing document).

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