



National
Benevolent
Charity

Improving lives since 1812



OUR STRATEGY 2023-2025 & THEORY OF CHANGE

Our Purpose, Values & Theory of Change

Our Purpose

Our work is focussed on helping people to survive and thrive in a time of crisis by offering individual grants to people who are experiencing poverty and grants to organisations working to relieve poverty in the UK. We collaborate with other funders and referral agencies to offer the widest support possible and aim to be inclusive and equitable in our grant giving.

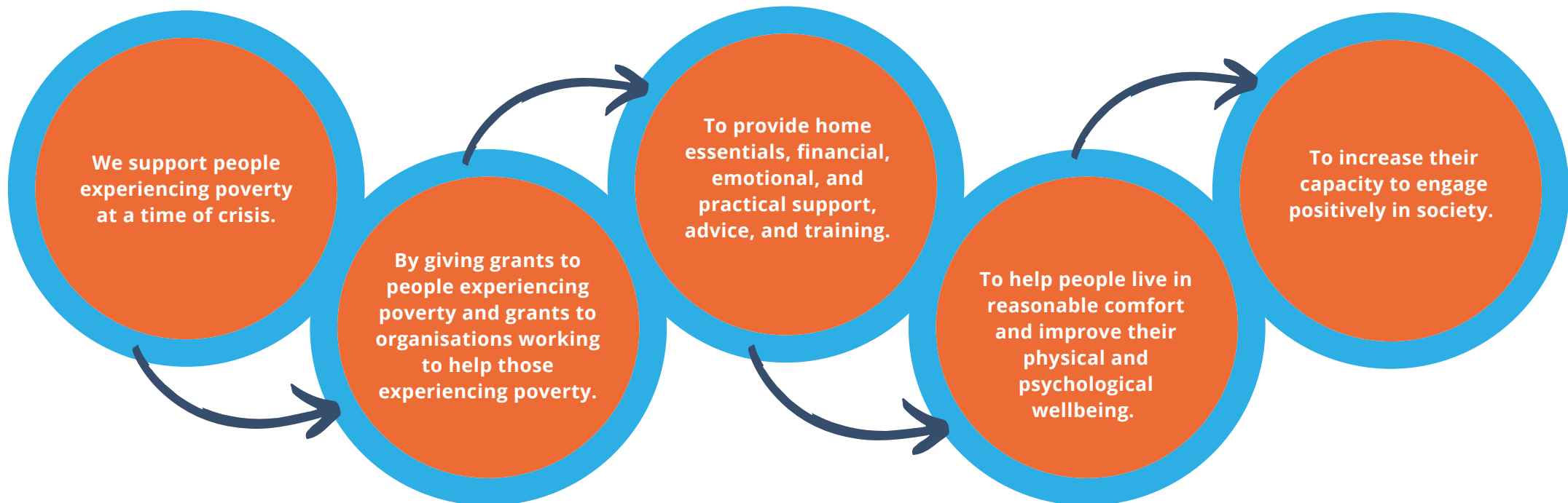
Our Values

We are Open. We respond to individual needs and circumstances.

We are Compassionate. We never forget that people are at the heart of what we do.

We are Collaborative. We know we can make a greater difference by working with others.

Our Theory of Change



Our Strategic Aims and how we deliver

Our Strategic Aims

Aim 1 - To deliver financial support to people experiencing poverty through a programme of individual and organisational grants with the aim of helping them become financially resilient.

Aim 2 - To deliver better impact for those experiencing poverty by collaborating with other organisations and co-producing with experts, including those with lived experience, continually evaluating, learning, and improving.

Aim 3 - To support organisations campaigning for change in policy, practice, and public opinion by amplifying the voice of those with lived experience.

Aim 4 - To strengthen our Governance and oversight by working within the Charity Governance Code.

Aim 5 - To deliver greater impact by maximising our existing assets and securing new income.

Aim 6 - To ensure the principles of diversity, equality and inclusion are at the core of everything we do.

How will we deliver on our Aims ?

We will address the needs and expectations of people and organisations which apply to us for support by responding in a timely and appropriate way, taking each case on its merits, and giving feedback where appropriate.

We will develop new strategic partnerships with organisations which share our objectives and values to develop new programmes and ways of working.

We will report on and evidence the consequences of living in poverty to organisations aiming to influence policy, practice, and public opinion.

We will identify areas for development, recruit board members with the requisite skills and experience to deliver the strategy, and review and refresh policies to ensure they remain relevant.

We will increase sustainable income by raising funds through legacies, trusts and foundations and ensuring our investments are being managed professionally and ethically.

We will agree and deliver a diversity, equity, and inclusion action plan.