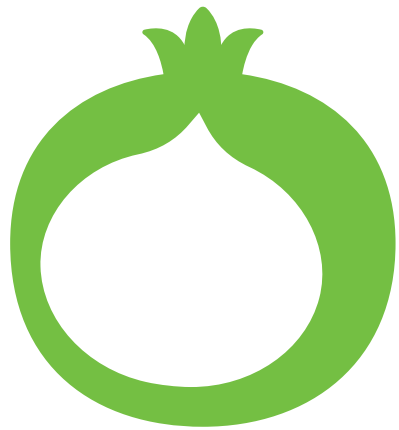


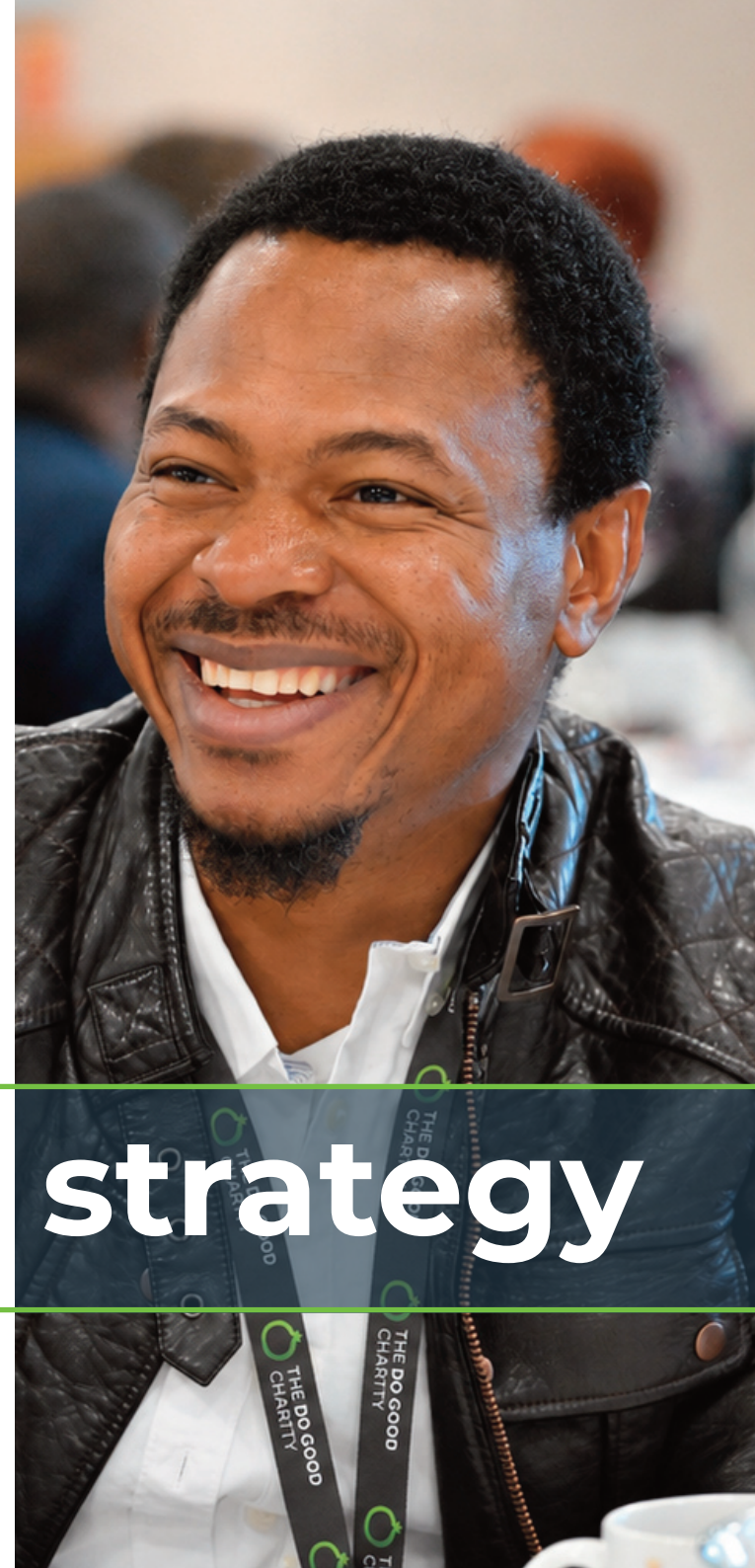


THE
DO GOOD
CHARITY

making **change** happen

our **strategy**

to 2030





Introduction

We are The Do Good Charity, and this strategy is an important point in our journey.

It reflects who we are today and how we will build on our heritage to create positive, lasting change -strengthening communities, supporting people and shaping a future where more people can live well, with dignity and opportunity.

We have had a consistency of purpose for over 450 years, but the way we express that continues to evolve in response to a changing world. This is the latest evolution.

HOSPITALITY sits at the heart of everything we do. It starts with a simple welcome – **a smile, a welcome, and a 'how can we help?'**.





Making a **positive
difference** where it
is needed most



Our values

Serving as guiding principles that influence all our actions and decisions.



Our values are central to who we are and how we work. They shape our culture, inform our choices, and ensure we remain consistent in how we support people and communities, both now and in the future.

HOSPITALITY

sits at the heart of everything we do.

It starts with a simple welcome – a smile and an open invitation to come in.





Shaping a future where more people can live well, with dignity and opportunity.

The **DO GOOD** strategy on a page



- Focus on **people** with the **greatest level of need**.
- Build strong **place-based** and **community-based approaches**.
- Help our colleagues **flourish**.



- Grow **impact**, not just size.
- Try new things, explore **new models, partnerships** and ways of working.
- Work in partnership to engage **new communities** and build long-term **sustainable change**.



- Deliver **exceptional, high-quality** services.
- Underpin all we do with **governance, trust** and **legitimacy**.
- Free our colleagues to **focus** on **relationships** by using data, systems and technology better.

Our strategy in practice



Build inclusive communities

We will deepen our reach with communities.

We will focus on delivering more housing and support for disabled people and people with complex needs.

We will deliver more services that focus on ageing, particularly for ageing religious communities.

We will better demonstrate the impact of our own work.

We will ensure our colleagues are well trained, skilled and knowledgeable so that they can flourish.



do more good

Sustainable growth and impact

We will increase the training we offer to third sector organisations.

We will provide access to shared working spaces for organisations doing good work.

We will establish a targeted consultancy to help organisations demonstrate impact using the Goodness Metric.

We will work with others to establish partnerships that deliver better outcomes for communities.

We will secure joint funding with partners to deliver more impact.

We will use the strength of our networks to amplify the voices of the people we support.



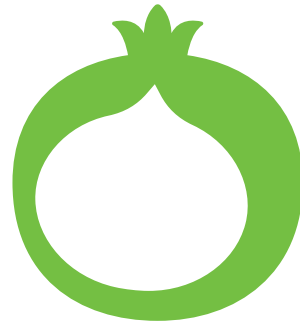
Be a well-run, trusted organisation

We will use research to improve what we do and share learning with others.

We will continue to demonstrate that we are an exceptional organisation through evidence and impact, and underpinned by good governance.

We will continue to find ways to be as efficient and effective as possible through data, automation and sound use of resources.





making **change** happen

