

Strategic Plan 2023-25

Vision



A world in which good mental health and emotional resilience is part of life for every child – at home, at school and in the community

Mission



To help children and young people, throughout the world, develop skills which will enhance their present and future emotional well-being



Goals	How will we reach our goals?	What does success look like?
<p>Develop and promote a range of mental health promotion programmes that enhance the mental health and emotional resilience of children, teachers and parents</p>	<ul style="list-style-type: none"> • We will enhance our <i>Skills for Life</i> programmes to reach and support teachers, parents, pre-school children and groups of vulnerable children • We will ensure the quality and effectiveness of our programmes through independent research 	<ul style="list-style-type: none"> • We will reach more children and young people globally through our evidence informed programmes • Our programmes (digital and print) are relevant and continue to evolve to meet the changing needs of our beneficiaries • Our programmes will have an up-to-date evidence base • Vulnerable children (who are most at risk of mental health difficulties) will have access to our programmes
<p>Develop mutually beneficial and sustainable partnerships with organisations around the world to increase our reach</p>	<ul style="list-style-type: none"> • Amplify our reach through sustainable partnerships with a range of organisations who share our mission and vision 	<ul style="list-style-type: none"> • A range of strategic alliances and collaborative partnerships
<p>Build a healthy and sustainable organisation</p>	<ul style="list-style-type: none"> • Maintain a flexible organisation structure and invest and nurture talent to be able to respond effectively to a changing environment • Ensure diversity of income streams (earned and voluntary) and long term funding partnerships 	<ul style="list-style-type: none"> • We will have a diverse and engaged team of staff, Trustees and volunteers working towards a common mission and vision • <i>Partnership for Children</i> will be financially healthy with sufficient reserves to survive difficult times and a diverse income stream to limit risk