

Strategic Plan 2020-22

Vision

A world in which the development of 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



Reach more children and young people, including underserved groups, through evidence-informed programmes

- Repurpose and/or create tailored programme content and delivery models for early years, vulnerable groups and adults that support them
- Incorporate digital technology into all aspects of our programmes
- Invest in research and evaluation of our programmes
- Increase reach and depth of engagement with our Licensed Partners



Enhance partnerships to increase reach and sustainability

- Develop and disseminate an evaluation framework/guidelines, for Licensed Partners to implement locally
- Share best practice in programme delivery, evaluation and funding, between Licensed Partners
- Facilitate joint bids to strategic funders with an international remit
- Increase our reach and depth in resource poor settings
- Engage leading Licensed Partners, and other strategically-aligned practitioners, researchers and funders, to incubate innovation, co-create programmes/content, and amplify our impact



Grow our funding to resource our ambitions for new programmes and partnerships

- Increase core funding to enable the development of new programmes, tailored content and a cycle of continuous evidence-informed improvement
- Restructure our earned income model to fund and incentivise collaboration in our partnerships



Optimise the structure and capacity of Partnership for Children to deliver our strategic goals

- Review and align staffing levels and roles, to fulfil our strategic ambitions and operate efficiently
- Identify and implement the most suitable model for programmes marketing and delivery in the UK
- Form bi-lateral partnerships with organisations with complementary expertise, to fill our expertise gaps for tailored programme content and to digitise our operation and programmes where appropriate