



# POVERTY HURTS.... AND IT MATTERS TO US

## AN AMBITIOUS 3–YEAR STRATEGY TO HELP MEET GROWING NEED IN COUNTY DURHAM AND TEES VALLEY

**OUR MISSION** is to understand the hopes, needs and challenges of the communities we serve, whilst attracting and connecting with supporters who share our passion for fighting poverty and giving with maximum impact.

**OUR MISSION COMES FROM OUR VISION...** Together with our supporters, we want to create opportunities, reduce inequalities and renew optimism. We want to foster real, sustainable change and see communities stepping forward with a sense of purpose. We want to be the place supporters go when they want to make a difference.

### AND OUR AGREED VALUES...

- WE ARE TRUSTWORTHY
- WE ARE RESPECTFUL
- WE ARE PASSIONATE
- WE ARE ADAPTABLE
- WE ARE AMBITIOUS
- WE ARE VOCAL

Each word has a reasoning behind it, and is shorthand for where we are now, where we’re going and the way we do things.

### AND IS INFORMED BY...

the times we live in, by key issues including equity, diversity and inclusion and climate change, which we address internally through our values, and externally through strategic grant making and alignment with the United Nations Sustainable Development Goals (SDGs). People, place and planet matter. In understanding the lives of local people, we know that poverty is the priority problem we can make a difference to. When we fight poverty, in all its forms, we can enrich lives. By enriching lives, we ease the impact of poverty.

**BUT WE CAN ONLY ACHIEVE...** our mission by working intelligently, in partnership - with our local communities, our supporters and with like-minded stakeholders hungry to fight poverty and enrich lives long-term.

### STRONG STRUCTURE

**GOAL:** To be financially sustainable and have a passionate, knowledge-seeking team. We live our values every day, through our culture.

**LOOKS LIKE:** 50% of core costs covered by endowment drawdown and a fully utilised training budget against development plan.

We recruit, retain and develop team members - staff and trustees - with the relevant diversity and skills that help us to understand and work to meet local need.

#### OBJECTIVES:

1. Skilled team – staff and trustees - operating within a culture of trust and respect where all voices are valued
2. Robust and resilient management, strong governance
3. Diverse and growing income streams, seeking to reduce reliance on any single supporter
4. Invest in our team and technology to remain visible, relevant, fit for purpose and capable of delivering

### AMBITIOUS FUNDING

**GOAL:** To be a relevant, visible and vocal funder in County Durham and Tees Valley, fighting poverty as a priority and enriching lives.

**LOOKS LIKE:** presence in both County Durham and Tees Valley delivering community-based and themed grant-making programmes that clearly demonstrate our local knowledge and the global goals we are working towards, always with a local lens.

#### OBJECTIVES:

1. Approachable, impactful funder managing effective grants across a range of programmes in County Durham and Tees Valley
2. Strategic grant programmes that address local need, with fighting poverty and enriching lives front and centre
3. Strategic partnerships to support local grant making and shared learning with supporters and stakeholders about poverty and linked SDGs
4. Supporters engaged and motivated through grant making

### HEALTHY PIPELINE

**GOAL:** To be the ‘place to go’ to give and make a difference in County Durham and Tees Valley, building a strong pipeline to grow endowment funds and flow-through in parallel so we have the unrestricted income to meet local need, today and for future generations

**LOOKS LIKE:** Enthused and engaged supporters and a network of community-based professional advisors influencing others, a dogged pursuit of old charitable trusts and a thriving giving model providing entry points for supporters.

#### OBJECTIVES:

1. Grow endowment and flow-through monies
2. Strong supporter care - ambitious engagement that seeks new ways to connect and create opportunities to grow giving, including a robust legacy programme
3. Vocal, visible, solution-focused thought-leaders around key issues that inspires supporters and encourages giving
4. Impactful story-telling, under a modern brand and a new name after outgrowing original name, geography and need

# Your brand strategy, on a page

## Vision

A vision is a description of where you are headed.

Together with our supporters, we want to create opportunities, reduce inequalities and renew optimism. We want to foster real, sustainable change and see communities stepping forward with a sense of purpose. We want to be the place supporters go when they want to make a difference.

## Mission

A mission explains what it is you do day to day.

Our mission is to understand the hopes, needs and challenges of the communities we serve, whilst attracting and connecting with supporters who share our passion for fighting poverty and giving with maximum impact.

## Brand essence

The idea at the very heart of a brand.

Fighting poverty, enriching lives.

## Values

- We are trustworthy.
- We are respectful.
- We are passionate.
- We are adaptable.
- We are ambitious.
- We are vocal.

## Tone of voice

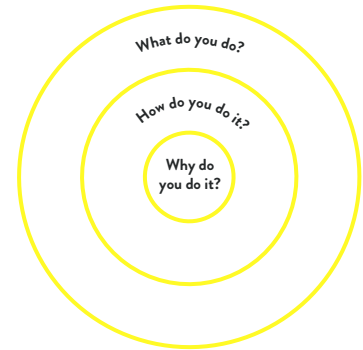
- wholesome
- warm
- honest
- personable
- optimistic
- people-centric
- sincere
- human
- understanding
- inclusive
- approachable
- helpful
- friendly
- down to earth
- heartfelt
- genuine
- caring
- diligent
- earnest
- purposeful
- hopeful
- humble
- vehement
- strong
- emotional

## Why you exist

**What do you do?** We make charitable giving go even further.

**How do you do it?** By fighting poverty in all its forms and using knowledge of our local communities to make sure funds are directed to the people most in need.

**Why do you do it?** So that we can enable healthier, happier and more enriched lives across County Durham and Tees Valley.



## Target audiences

### 1 Primary

- Businesses
- Professional advisors (financial advisors, accountants and solicitors)

### 2 Secondary

- The recipients (community)
- Individuals
- Durham County Council, the NHS, Durham Community Action, press and partners
- Our people (staff, board/trustees and patrons/ambassadors/volunteers)

## Archetypes

### Citizen

personal integrity / fairness and responsibility / sense of alignment / values the collective / trusts in the inherent good / contributes positively to society.

### Liberator

a voice for the greater good / strong convictions of right vs. wrong / secures the rights of others / equality / purposeful.

### Matchmaker

a strategic intermediary / identifies with the benefits of human connection / spots patterns and makes connections / facilitator.

## Your main USPs

- We are local in every way.
- We are a one stop shop.
- We maximise the impact of donations.

## Ideas, words + phrases

- worthwhile
- Local in every way
- worthy
- Giving that goes further
- enrich
- matters
- Careers for those with a conscience
- renew

## The missing link

For companies to use you, they have to already care more about where their donation goes (OR become convinced, by your brand, to care more).



Therefore, we need to tap into this with the messaging and reiterate the care and detail that goes into working out who is most in need.



But how? You therefore need to, as a brand, be able to demonstrate that you are in touch with the local area and intimately aware of the needs of its people. You need to show you understand them.



How? You need to position yourselves as an integral part of the community, as though you are part of its very DNA, woven into the fabric of life. You need to look local, sound local and be local.

