



**Tackling
disadvantage;
changing lives**
2025-30 Strategy





Starting as a small charity in Salford in 1989, we've grown and diversified, helping tens of thousands of people over the past 35 years. As society and our communities have changed, we've also learnt, innovated and adapted to meet evolving needs and respond to new opportunities.

Unfortunately, our work is not finished. Injustice, inequality and disadvantage still prevent many from overcoming challenges and reaching their full potential. So, we're determined to help more people and make an even bigger impact across Greater Manchester by 2030. We're ambitious, passionate and determined to play our part in tackling disadvantage and changing lives.



Our Approach

What will set us apart



In the next 5 years, we will:

- Improve our reach & impact in GM – help more people tackle disadvantage and change their lives
- Be the partner of choice for delivering quality services, strengthening our networks & partnerships
- Influence change (not just deliver services)
- Take calculated risks to create a bigger and better impact
- Improve how we tell the story of our beneficiaries and our charity
- Stay true to our vision, mission and values



We learn, innovate, and adapt.

We're an agile charity, built to
serve a changing society.



Our priorities



Best start in life



We want to ensure children and young people have the best start in life and enter adulthood with great life chances.

We will prioritise issues that enable this, such as good education for all; parenting; healthy relationships; wellbeing; and life skills.



Working futures



We want everyone to have the opportunity to fulfil their potential and contribute to society. We want young people to be inspired and informed for their future careers.

We want adults to gain skills and receive support to work for a living wage. We will promote volunteering and alternative forms of ‘meaningful employment.’

We want everyone to secure a future that works for them.



Strong & safe communities



We want everyone to live in inclusive, supportive and well-resourced communities. We believe society should be built on shared values and a commitment to collective wellbeing.

We want everyone to feel safe and protected. We want to tackle domestic abuse and coercive relationships. We want to prevent people being drawn into a life of crime and help those in the criminal justice system rebuild positive, productive lives.





In five years time

Our story of success



We've helped more than twice as many people as we did 5 years ago, delivering projects and services across Greater Manchester. We've tackled disadvantage and changed lives at scale. We've made a significant contribution helping children have the best start in life; enabling people to build futures that works for them; and creating strong & safe communities.

We've amassed a strong evidence base of internal and external impact and evaluation. Under each of our three priorities we've developed one project that is GM-leading and of national significance. We've also continued to adapt and innovate, with new projects and solutions that have launched under each of our priorities since 2025. This has enabled us to grow and to develop our reputation as the partner of choice for organisations in the public, private and voluntary sectors.

We're most proud of our success in helping people facing complex disadvantage to change their lives.

We've also influenced transformation to systems and processes with policy-makers and commissioners, ensuring these changes are sustainable and scalable.

We have a strong foundation and a clear direction of travel from which to build the next 10 years of our charity.

