

A large green circle is centered in the lower half of the image. Inside this circle is a white teardrop-shaped area. The text "WE'RE HERE TO HELP" is written in green, uppercase letters within this white area.

WE'RE HERE
TO HELP

WELCOME TO THE SJOG STRATEGIC DIRECTION



WE'RE HERE TO HELP

This strategy represents an evolution of SJOG.

We've been supporting people in the UK since 1880. As the world has changed, so the way we support people has changed, but our values have always remained constant.

This new strategy builds on what is good. We have great people working and volunteering for the charity to meet the need of the person standing in front of them.

We're a charity thriving on people supporting people and we are **#heretohelp**

Our purpose:

To meet need wherever we find it.

Our values:

Hospitality, Compassion, Justice, Respect and Trust.

Our aims:

A charity that is true to its values.

A charity that is ambitious to be of more help to more people.

A charity that is faithful to the inspiration of its founder.

Our method:

In the UK we approach this mission by delivering support through a number of targeted services to meet the needs of people with learning disabilities and physical disabilities, older religious communities, people with complex care needs, as well as social and health care needs of people who are homeless, and people who have been subjected to modern day slavery or trafficking.

We believe:

Every person has intrinsic worth and inherent dignity, and that with the right support each and every person can achieve their potential.

We want to offer services to more people in need, but we want to offer the right services so we asked people how can we help?

This strategy is the work of the 459 people who made their voices heard, and made it known what they wanted SJOG to be in the future.

Our 12 strategic messages:





our services will focus on making people's lives more worthwhile through the development of relationships, the identification and pursuit of what is important to an individual, and the promotion of health and well-being.

PEOPLE

We asked the people who use SJOG's services what was important to them, and loud and clear they said:

1. Relationships
2. Having a purpose
3. Being well

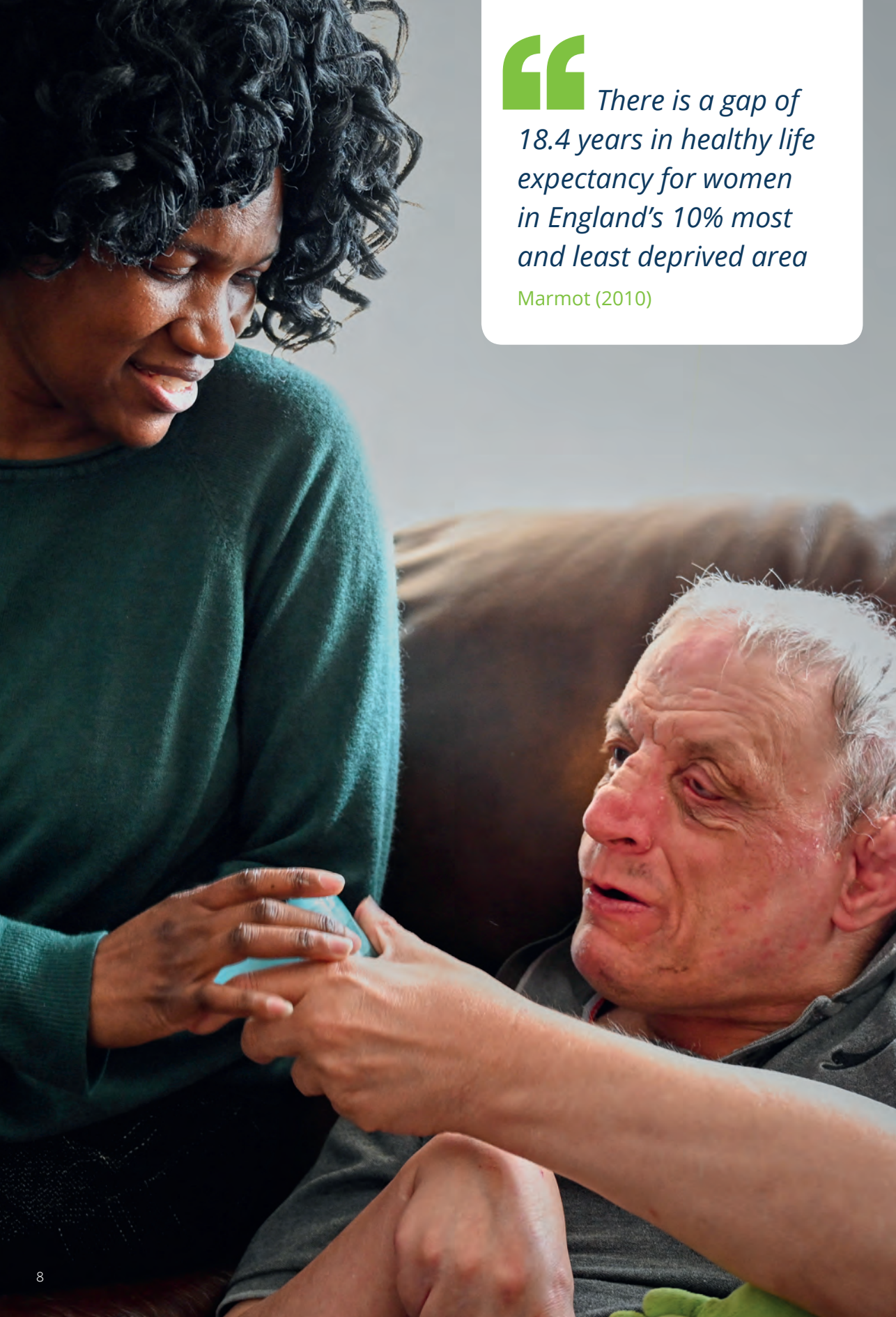
So, across the life of this strategy all of our services will focus on making people's lives more worthwhile through the development of relationships, the identification and pursuit of what is important to an individual, and the promotion of health and well-being, and we'll capture this worthwhileness.

This development of this strategy has been important because it is an indicator in a change in the way we do things. The charity has a long and successful history, and developed approaches that were of the time and we have been very good at delivering services, that we define, to people in need.

Now, we are on a journey to being a charity that works as an ally of the people that it exists to serve. We will still be delivering services but these will be individualised services that are defined by each person we work with. We are guests in people's lives, and we respect their decisions.

We are #heretohelp





There is a gap of 18.4 years in healthy life expectancy for women in England's 10% most and least deprived area

Marmot (2010)

COLLEAGUES

Our staff are drawn from the communities in which they work, which are primarily in the areas with the greatest need.

The Marmot Review (2010) found that those living in these areas had less years of life and less years of healthy life. The review also found that illness based on social inequality accounts for productivity losses in the UK of £31-33 billion. In short that people living in less affluent areas were less healthy.

As a compassionate employer we have a moral imperative and a financial imperative, to support good health outcomes for all of our colleagues and to strengthen their financial well-being.

SJOG is a great place to work, and we'll work on making it even better, so that we can continue to retain and attract the best people to support the people that we are here to serve.

We are #heretohelp our colleagues.





A place based agenda aims to meet the unique needs of people in one given location by working together to use the best available resources and collaborate to gain local knowledge and insight. It aims to build a picture of the system from a local perspective, taking an asset-based approach.

Munro (2015)



GROWTH

Currently SJOG works in 35 communities. Opportunities exist to have a greater presence in these communities, so that we can be of more benefit.

SJOG is a charity and a company. We have the ability and the skills to develop alternative business models that deliver an increased reach in the communities in which we work. Through these alternative models we can earn a greater proportion of our income.

As a charity, philanthropy will continue to be important, and the ability to attract donations will depend on the trust that donors have in the charity to do what it says. We will continue to build the evidence of our successes. Donations will grow but they are not expected to be more than 10% of the total income of the charity.

We are not big enough to be a prime contractor on government contracts. We do not currently have the scale of infrastructure needed, nor could we shoulder the risks of these contracts. However, we do already have partners like the Salvation Army, who are large enough to be the prime contractors, and these relationships continue to be of real importance to delivering more and better services to more people.

We are #heretohelp in partnership.



“ We will continue to promote the mantra ‘No margin, No mission’.



We will have a

to support people **NOW** and in the **FUTURE**

We will receive a **FAIR** price for the **CARE** we provide

£ CARE

We will **ADOPT** the UN

SUSTAINABLE DEVELOPMENT GOALS

as a framework for impact

SUSTAINABILITY

We want all of our services to be available for as long as there is a need for them.

As a charity we are a not for profit organisation. We can run services which break even, we can even choose to subsidise services where we are able to, but we will not run services unless we have an identified sources of funding the project in the longer term.

Sustainability though, is wider than being able to cover costs, and rather than identifying a series of arbitrary measures to measure the impact of the work of the charity we will adopt the UN's Sustainable Development Goals. These focus on

People: We will tackle poverty and hunger to ensure that all human beings can fulfil their potential in dignity, equality and in a healthy environment.

Planet: We will protect the planet from degradation, through sustainable consumption and production, so that it can support the needs of the present and future generations.

Prosperity: We will ensure that everyone enjoys prosperous and fulfilling lives.

Peace: We will foster peaceful, just and inclusive societies which are free from fear, violence and exploitation.

Partnership: We will mobilise the means to implement this Agenda through developing partnerships with purpose.

The Sustainable Development Goals are an interlinked, indivisible, international framework. SJOG is a part of an international network of Hospitaller services and adopting an international framework by which we organise the charity, is a sensible way forward to profoundly improve the lives of the people we are here to support.

We are #heretohelp in the long term.

We are clear about our purpose.

We are clear about the importance of growth, people, colleagues and sustainability in the continued development of SJOG.

This strategy lays out a direction for the future.

We are #heretohelp



S

J



G