

Our 5-year plan from 2026

We're a charity helping people and businesses give with purpose - funding hundreds of community groups across North and East Yorkshire every year.



Our **vision** is simple: communities where everyone can flourish - today, and for generations to come.

Our **mission** is to inspire giving that brings people together, strengthens community, and makes life better for everyone in North & East Yorkshire.



We focus on what matters most to people

 **Tackling poverty**

 **Improving health and wellbeing**

 **Building stronger communities**

 **Championing equity and belonging**

 **Climate action**

Everything we do is shaped by three priorities

- ✔ **Inspire and grow giving**
- ✔ **Fund and nurture community groups**
- ✔ **Champion community-led impact**

And our commitment to being fair and green in every aspect of our work.

We are guided by our values

Rooted

We stand alongside people strengthening community, in the places where they live.

Inclusive

We listen and work together, creating opportunities and reducing disadvantage.

Accountable

We're open, honest, and committed to excellence.

