

# People, Potential and Partnerships

from 2024



S J O G



# **There is a wish to be exceptional**

...not just any  
organisation, but  
an organisation  
that does cutting  
edge work.



# Our ambition

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Throughout the process of developing this strategy there was an ambition for the charity to be of more help.

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- **More help** to the person that we are working with through embracing their wisdom and lived experience.
- **More help** to our colleagues through providing the opportunities, skills and tools for them to flourish.
- **More help** to others through sharing our learning of what works and also, what we did that didn't work.

There is a wish to be exceptional, not just any organisation, but an organisation that does cutting edge work that enables the people we support, and the people doing the supporting, to flourish.



# Where we **are**

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We now have more people,  
in more communities, doing  
more good.

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## **Charities exist for public benefit.**

In line with our ambition to be of more benefit to more people and over the life of 'Doing Good', our 2021 strategy, we have continued to grow and support more people in more communities.

As a charity, doing more in more places, this has meant that we have doubled the numbers of communities where we are present to 52, and the numbers of colleagues working in the organisation has increased with over 200 new jobs being created.



# Where we are **going**

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We are a charity that seeks to be of help to those in need. There is a continuing need in our society and it is our ambition to grow so that we can be of more help to more people.

In terms of how we will grow, the people that we serve have come together to create 'The People's Charter' - 12 statements that capture what is important to them in the way that they are supported.

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SJOG will shape itself to meet the challenge of the People's Charter. Through the consultation process we have distilled the 12 statements into six key areas.

- Acting with Hospitality
- Respecting the individual
- Embracing creativity and innovation
- Using technology to support people supporting people
- Evidencing what we do
- Influencing others to do more good



# Acting with **Hospitality**

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Every day we say, “Welcome, come in, you are most welcome. How can we help.”

This expression of hospitality sits at the heart of SJOG.

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- **We will** grow to be of more help to more people.
- **We will** work with the person in front of us, being guided by their lived experience and wisdom, recognising that whilst we are here to help, we are a guest in their lives.
- **We will** be of help to every member of our community, whether that is a person that we are here to serve, our colleagues or volunteers.
- **We will** ensure that every colleague is LOVED (Living Our Values Every Day) and is supported to flourish.



# Respecting the individual

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We support over 1,500 people every month and have 700 colleagues. They are beautifully diverse and we aim to support each person so that they can flourish.

Our Advisory Council, now Experts by Experience, created the basis for this strategy. They are driving quality across the organisation, training our colleagues and the next generation of carers, nurses and social workers.

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- **We will** provide a platform for people to advocate for what is important to them rather than speaking on their behalf.
- **We will** support our colleagues to bring their whole selves to work – supporting them to flourish both inside and outside of their work.



# Embracing creativity and **innovation**

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We have a track record in developing innovative services and tools that deliver real benefit to the communities that they serve. Funding these initiatives has usually relied on the kind donations from charitable trusts and foundations for individual projects.

We will make innovation a core part of the charity and that will require developing our colleagues so that they can take ideas through to implementation and entirely new levels of funding.

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- **We will** develop innovation by our colleagues and look for incremental improvements.
- **We will** build funding mechanisms to develop innovations where there are no obvious funders.
- **We will** work with partner agencies to innovate together.



# Using technology to support people supporting people

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We believe that technology has a key role to play in care, not to replace the need for people, but to augment and measure the impact of the relationships between the people that we are here to serve and our colleagues.

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- **We will** ensure that our colleagues are able to make the most of technology to better support the people that we are here to serve.
- **We will** use technology to build and share the evidence of the impact of our work.



# Evidencing what we do

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We are a charity that has exceptional care and support practices. We have strong governance and oversight, and the charity is well run. The challenge we have is evidencing this in a way that makes sense to the people we serve, our funders and the wider public.

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- **We will** use existing quality standards to evidence and support the quality of our work.
- **We will** work in partnership with others to develop better tools that evidence the impact of what we do and what is done by partner charities.
- **We will** move, and evidence the move, to reducing our environmental impact.



# Influencing others to do **more good**



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We work on big societal issues supporting people who have been displaced by war, subject to slavery, or experiencing homelessness. We work with older communities and with disabled people and people experiencing mental ill health.

We work best when we work together, to align the work of our colleagues behind a purpose, and we can have a greater impact if we can influence others to do more good.

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- **We will** work more closely with partners and networks to increase the impact of our work on the people we are here to serve.
- **We will** build and share the evidence of what we do with others.
- **We will** build partnerships for funding of good work.





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