

Our strategy 2024 – 2027

This is a summary of our strategy for 24 – 27, which contains several strands of work focusing on our membership and the wider sector. Underpinning our strategy are the principles of equity, diversity and inclusion – in the way we work as an organisation, in the way we work with members, and in looking at the non-profit sector as a whole. Our strategy also sets out ways for us to build our organisational infrastructure and income so we can continue to provide the support chairs so desperately need.

Vision

Our vision is of effective and valued chairs, with flourishing boards, leading resilient charities which make a positive impact in the world.

Mission

Our mission is to champion charity chairs and their boards in all their diversity, empowering them with confidence, collaboration, and community.

Membership – improving, engaging, growing, diversifying

- Develop and grow our community of chairs.
- Provide more expert resources.
- Expand mentoring and peer support including geographical and issue-based peer groups.
- Provide targeted support for chairs facing challenges.
- Increase membership from the nations.
- Encourage membership from aspiring chairs and board leaders.
- Offer new forms of membership to organisations and corporate partners.

Sector – championing, inspiring, collaborating, connecting

- Harness the wisdom and experience of chairs, board leaders and trustees.
- Be a powerhouse for inspiring and informing people to be trustees, chairs, and board leaders.
- Be a vocal supporter of the importance of chairs and trustee boards.
- Signpost, collaborate, partner and embrace working with other trustee organisations or movements or initiatives.

Underpinned by equity, diversity, and inclusion

Work with others to enable greater diversity and inclusion.
Encourage diversity of people, approaches, and thinking in all aspects of charity boards.