



# Strategy Framework 2016 - 2020

British  
Gymnastics  
Foundation 

## Core Purpose

We believe that gymnastics has the power to transform lives. The British Gymnastics Foundation exists to create opportunities through gymnastics, to bring real improvements to the lives of people and communities most in need.

Founded in 2014 by British Gymnastics, the British Gymnastics Foundation is a young charity with big ambitions to transform lives through gymnastics.

We are a small and committed team that works with our principle partner, British Gymnastics, to maximise the impact of our charitable programmes.

This strategic framework will guide our focus, development and expansion planning from 2016 – 2020; building strong foundations in the early years of our charity,

## Our four focus areas for our work:



### Schools

Engaging gymnastics programmes to inspire and develop children



### Community

Using the power of gymnastics to transform communities for the better



### Hardship

Supporting people through times of crisis and financial hardship



### Disability

Enabling, inspiring and empowering disabled people through gymnastics

## Vision

To transform lives through gymnastics.

## Strategic Priorities

### 1. Operational Capability

To secure the resource necessary to sustain & develop the good work of the charity in line with our ambition

### 2. Programmes

To deliver high quality public benefit programmes which are proven to transform lives

### 3. Positive Recognition

To gain wide public recognition for the good work the charity does

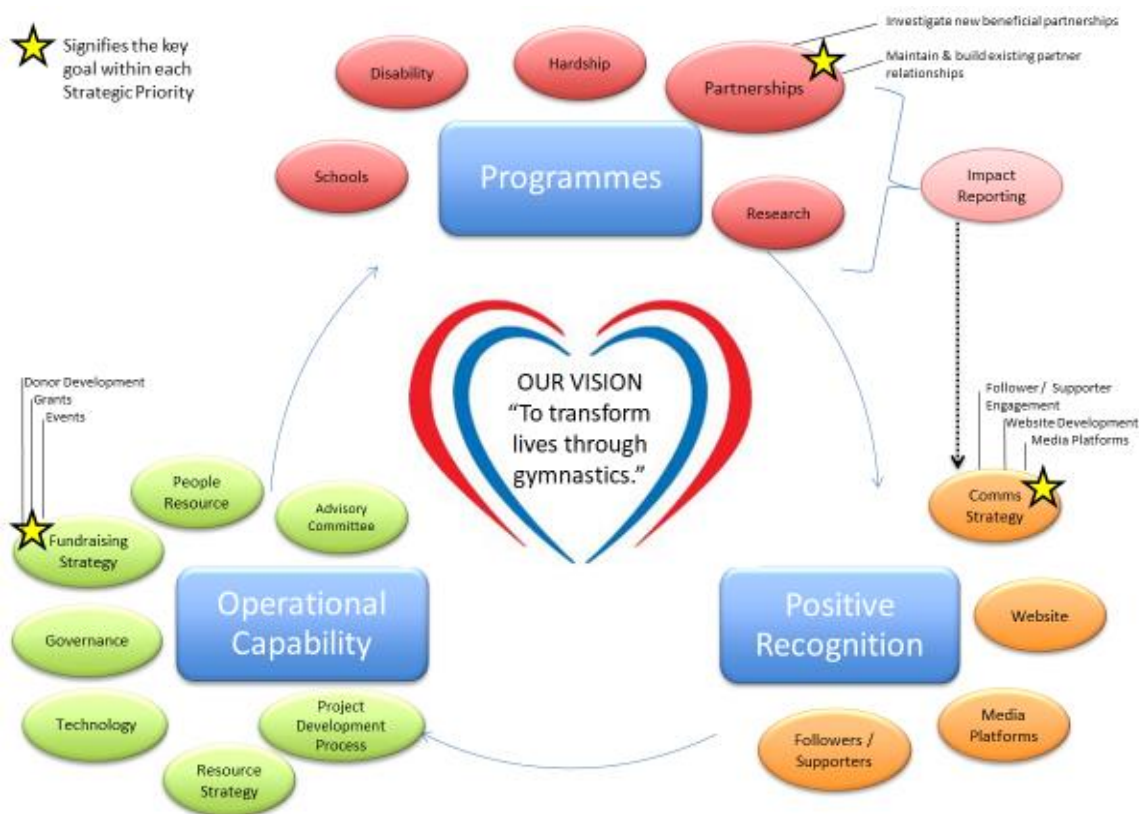
## Our Values

Caring - Inclusive - Ambitious

Collaborative - Accountable

Each of our three strategic priorities areas; operational capability, programmes and positive recognition, have an equal importance in enabling our Foundation to deliver its vision. These three priorities, when combined, create a sustainability cycle which is vital to support and grow the public benefit work of the Foundation.

## The Sustainability Cycle of our Foundation



## The Key Goals Driving Success for Each Strategic Priority

Priorities	Goals
<b>Operational Capability</b> To secure the resource necessary to sustain & develop the good work of the charity in line with our ambition	<b>Fundraising Strategy</b> Develop & deliver a fundraising strategy which enables BGF to bring in the funds necessary to resource its work
<b>Programmes</b> To deliver high quality public benefit programmes which are proven to transform lives	<b>Developing Partnerships</b> To develop key partnerships which support the delivery & sustainability of BGF programmes.
<b>Positive Recognition</b> To gain wide public recognition for the good work the charity does	<b>Communications Strategy</b> Develop & deliver a comms strategy which connects the public & external stakeholders to BGF in ways that benefit the charity



# Our Core Programmes

We have several key programmes below, which we have begun to develop and pilot in the early years of our work. From 2016 – 2020, we will gain greater insight on each of these programmes; helping us to better understand their impact and make continuous improvements to them.



Core objectives for each programme are:

## Build Resource

1. To source the necessary financial and people resources required for the high-quality delivery of the programme.

## Measure Impact

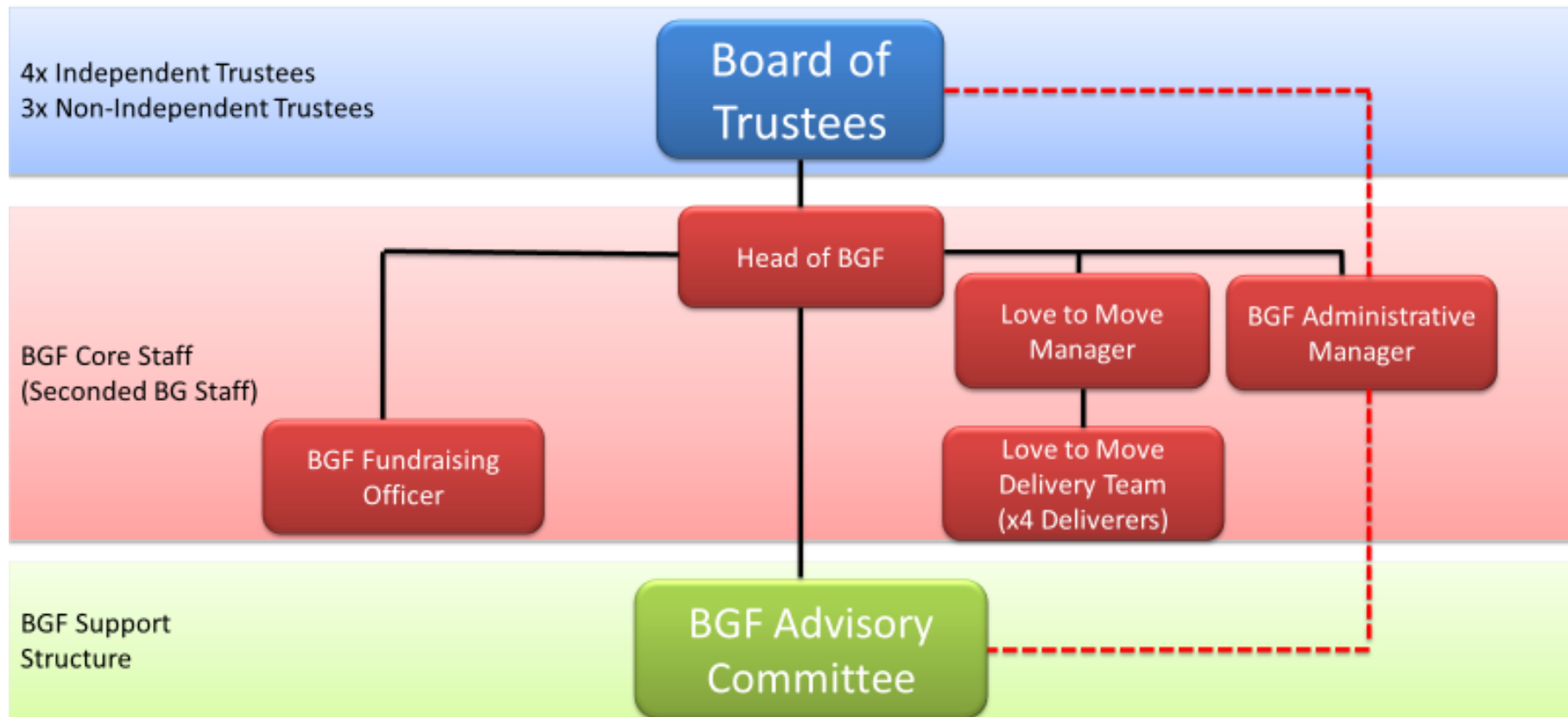
2. To invest in robust impact reporting for the programme; unearthing the true stories of how gymnastics is transforming lives on an individual and larger scale basis.  
Positive

## Positive Promotion & Recognition

3. To promote and raise awareness of the programme's impact; bringing to life the transformational and heart-warming stories which will connect with the hearts and minds of the public.

# Our Structure

The structure of the British Gymnastics Foundation, which enables us to deliver against our charitable objects and deliver our 2016 – 2020 strategy is:



British  
Gymnastics  
Foundation

[www.britishgymnasticsfoundation.org](http://www.britishgymnasticsfoundation.org)



Transforming lives through gymnastics