



Strategy Framework 2019 - 2023

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 principal partner, British Gymnastics, to maximise the impact of our charitable programmes.

This strategic framework will guide our focus, development and expansion planning from 2019 – 2023; building strong local and national connections which enable us to create transformative public benefit for a growing number of beneficiaries.

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

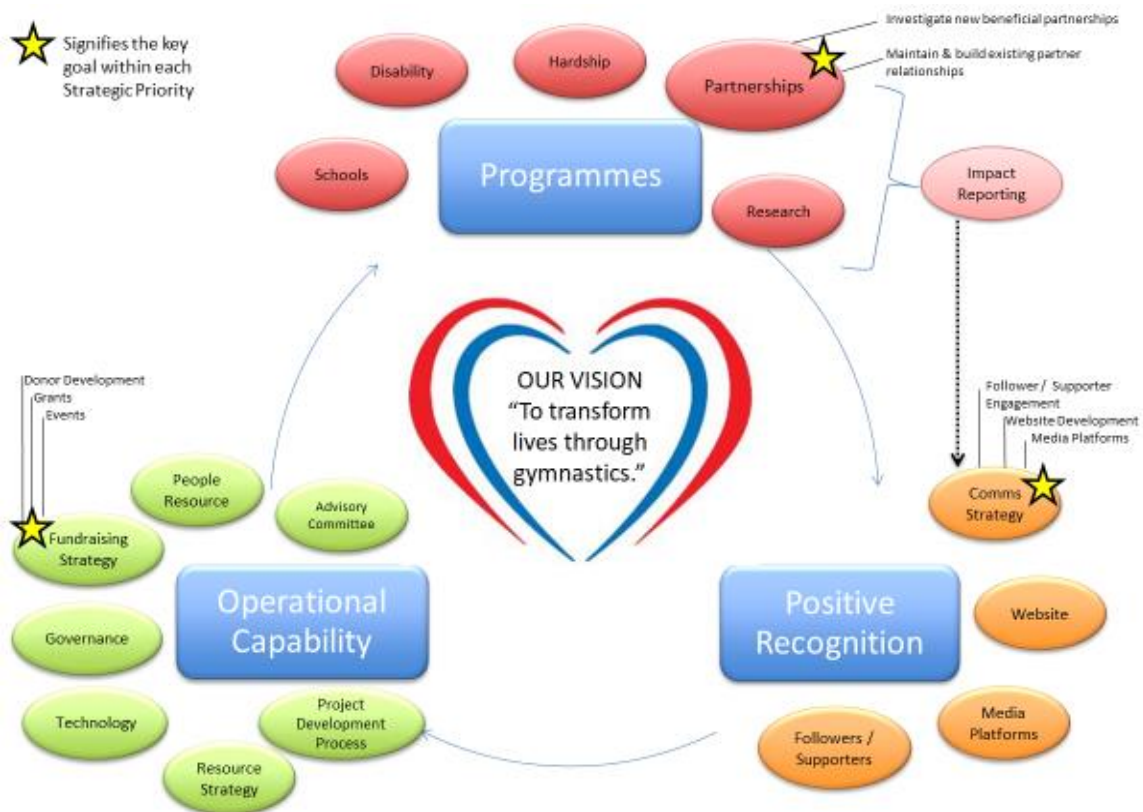
Our Values

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

Operational Capability

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

Programmes

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

Positive Recognition

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

Goals

Fundraising Strategy

Develop & deliver a fundraising strategy which enables BGF to bring in the funds necessary to resource its work

Developing Partnerships

To develop key partnerships which support the delivery & sustainability of BGF programmes.

Communications Strategy

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 2019 – 2023, 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

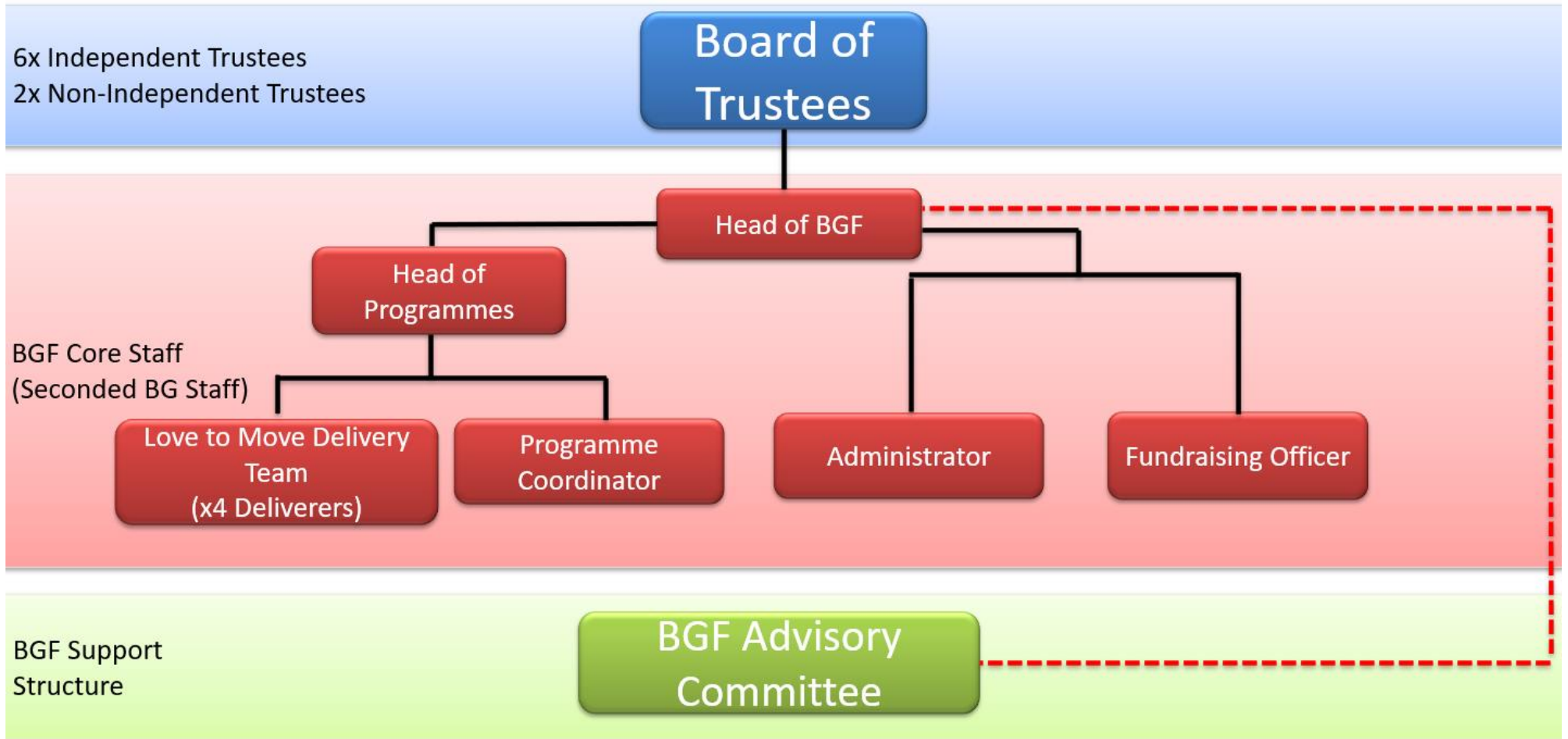
2. To invest in robust impact reporting for the programme; unearthing the true stories of how gymnastics is transforming lives on an individual and larger scale basis.

Positive 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 2019 – 2023 strategy is:



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www.britishgymnasticsfoundation.org



Transforming lives through gymnastics