Our Promises

Our promises capture our strengths and aspirations. They guide the way we act, interact and come together to achieve our goals.

The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Internally, and externally.

Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five promises.





We're dedicated to making sure children, young people, and their families are at the very heart of everything we do. Our work is rooted in the hopes and aspirations of the children and families we support. We are all united around our vision, 'to ensure all children with brain injury and neurodisability have the opportunity to live the best life possible'. And we never forget for some, we're a home away from home.

We promise to always:

- put children and young people first, seeking their views and sharing decision-making with them
- contribute to our community, making it warm, positive and fun
- connect meaningfully with children and young people, enriching their lives.



We always aim for the highest possible standards and the biggest positive impact. We balance quality with a sense of exploration and innovation, looking inside and outside for inspiration. We create meaningful partnerships and embrace new ideas with energy. We have a responsibility, to children and young people, to the environment and to each other. And we understand that by being financially strong and sustainable as an organisation, we can grow our support even more. We take this very seriously, seizing every opportunity to improve what we do.

We promise to always:

- be curious and courageous, exploring new ideas
- think big, finding ways to add value and improve what we do
- focus on quality, act responsibly and use evidence to support our choice.



We are one team of employees, volunteers, partners and supporters. We build relationships and connect powerfully, showing genuine care for children and each other and approaching every interaction with compassion and kindness. We're stronger together when we collaborate. And we take pride in what we do, going above and beyond, celebrating successes, big and small.

We promise to always:

- be friendly and show genuine compassion
- connect and collaborate effectively inside and outside of our charity
- recognise and encourage each other, taking time to celebrate successes.



We're committed to creating an environment of trust, openness and transparency for our colleagues, children, young people and their families. We are good listeners and encourage others to speak up. We respect and value different views and contributions. We create a space that welcomes positive challenge and inspires everyone to be their best and play their part.

We promise to always:

- speak up confidently and look for solutions
- listen to others, sharing and receiving feedback in a positive way
- invite different views, respecting everyone's roles and contributions.



We all have a critical part to play in achieving our strategy, growth and ambitions, bringing together our diverse experience and expertise. We take every opportunity to learn from each other and our mistakes, always individually and collectively seeking to improve. We take ownership for our work, actions and development and are willing to step up and make decisions. We're committed and reliable in everything we do.

We promise to always:

- take responsibility, owning what we do and delivering on our promises
- set ourselves high standards and use our expertise across the charity
- grow from mistakes, taking every opportunity to develop and improve.