

EMPOWERING YOUNG PEOPLE, CHANGING CARE: OUR STRATEGY FOR 2025-2030

We're the national charity that's here to support every child and young person with experience of the care system. They tell us what's not working. Together, we fight to make change happen.

Care-experienced children and young people should have the same chances as everyone else to live happy, fulfilled lives. But today, that's far from the reality. The care system is in crisis, and there are more children in care than ever before. They aren't getting the love, support, and stability that all young people need. **It's not good enough.**

We've come a long way since we were founded over 30 years ago. We've helped tens of thousands of care-experienced young people navigate a fragmented system with vital advice and support. We've campaigned alongside them to raise awareness of problems in the care system. We've identified the key steps that need to be taken to fix it.

Now, we need to step up our efforts, to reach more children and young people. And to drive positive and urgent change. Because young people tell us the challenges they face are growing. They don't get the support they need. They face stigma, isolation and loneliness. And they aren't being heard.

We asked young people what they most want us to do.

They want us to double down on campaigning for change, continue to amplify their voices and help people understand what it means to be care-experienced.

They want us to make sure they get the support they need and help professionals in their lives provide the best care possible.

They want us to build a sense of community for care-experienced children and young people

And they want us to put their views and voices at the heart of our work. That's crucial. And this strategy sets out how we'll do it.

We're determined to make care better, but we know that we can't do it alone.

Come and join us.



The care system isn't working properly.
And its children and young people paying the price.

Around **84,000** children in England live in care

7 IN 10 children experience a change in where
they live, where they go to school, or who their
social worker is each year

1 IN 3 care-experienced young people become
homeless within 2 years of leaving care

We need to fix this.

PURPOSE AND VALUES:

We exist to fight for a better care experience for children and young people.

We are:



1/ Together we're inclusive and we look out for each other. We work with young people, with supporters, with partners to bring about change.

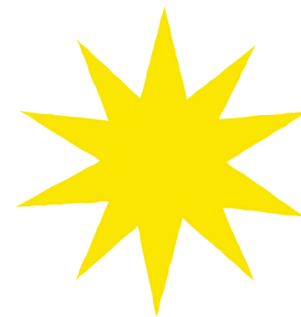


2/ Empowering we empower young people and make sure their voices are at the heart of everything we do.



3/ Determined we believe care can be so much better and we are determined to make that happen.

OUR PRIORITIES



1/ VOICE

- i. Amplifying young people's voices
- ii. Driving positive change within the care system

What we want to achieve

- Children and young people's experiences and views are at the centre of all we do and listened to by people in power
- More people know about the problems young people face and support our cause
- Major policy changes improve the care system for children and young people

What we'll do

- Build a movement for change bringing together young people and supporters
- Deliver powerful policy, research, communications and campaigns, alongside young people
- Amplify children and young people's voices, speak out when things aren't right – and demand systemic change

How we'll know if we're successful

- We'll measure:
 - the reach of our communications and campaigns
 - the number of opportunities we create for young people's voices to be heard
 - changes in policy and practice

2/ SUPPORT

- i. Providing services to more children and young people – especially those facing big changes and reaching young people earlier
- ii. Training professionals and others to provide better support

What we want to achieve

- Our services make a measurable difference in the lives of significantly more children and young people – helping them navigate the care system and achieve their goals and aspirations
- More organisations and individuals are trained by us and better able to support to care-experienced young people

What we'll do

- Provide advice, information and support to young people – and develop our services together with them
- Maximise and grow our impact – including through digital solutions and local connections
- Train professionals, employers, and others to develop their understanding of the care system

How we'll know if we're successful

- We'll measure:
 - the number of young people accessing our support, and the difference this makes to their lives
 - the number of professionals trained, improvements in their practice and reach to young people.

3/ COMMUNITY

- i. Helping care-experienced young people connect with each other

What we want to achieve

- Young people develop positive, meaningful relationships, friendships, and networks
- Young people have spaces to support and learn from each other - empowering them and helping them to navigate challenges and changes

What we'll do

- Let young people know they're not alone and that Become stands shoulder-to-shoulder with them
- Bring young people together around shared interests and passions
- Create opportunities for young people to socialise, support and learn from each other, have fun – and build connections
- Consider new ways to connect young people safely with each other (for example, through digital channels)

How we'll know if we're successful

- We'll measure:
 - how many young people engage with our participation and community opportunities
 - the impact on their confidence and sense of belonging

4/ ORGANISATIONAL DEVELOPMENT

- i. Building a thriving charity

We're building an organisation where:

- Young people are involved in our decision-making, and co-produce and co-deliver our work
- Our culture is inclusive and equitable, with a diverse team at all levels, where everyone feels a sense of belonging. We listen to, and learn from, our care-experienced colleagues and centre anti-racism in our work
- We focus on impact and measure the difference we make - we learn what works and find better ways forward where change is needed
- We generate the income needed to deliver our ambitions, by growing our partner and supporter networks –and our profile
- We constantly strengthen our digital capabilities, partnerships and volunteers and we have the leadership, people, skills and systems for success

