

# Support Empower Sustain

Together with disabled children, young people and their families,  
realising rights and opportunities

## KIDS Strategy 2022-27 – an overview

Welcome to our new, five-year, strategy which is inspired by our conversations with disabled children and young people, parents, carers, funders and partners.

By developing a strong digital presence to complement our successful face to face services, a KIDS community of supporters and a new policy and advocacy role for the charity, we will increase the number of disabled children, young people and families we work with from 12,000 in 2022, to reach more than 120,000 in 2027. We will be operating sustainably, and be an established national voice, acting with disabled children, young people and their families to secure the system and resources to which they are entitled. Above all, disabled children and young people will be driving us forward to achieve equal rights and opportunities and a more inclusive society for all.

### Our vision

A society where disabled children, young people and their families enjoy equal rights and opportunities

### Our mission

- To provide disabled children, young people and their families with practical, life-changing and creative support
- To empower disabled children and young people, to amplify their voices and to champion their rights

### Our values

- To act with passion, care and collaboration
- To strive for quality
- To be trusted because we are responsive to the needs of both individuals and the whole family

“

I feel supported each time I speak to someone from KIDS. I'd be lost without them.

– Family member

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Our new direction is firmly rooted in what disabled children, young people and their families are telling us they require, together with some important context and reflection on our 50-year journey. The strategy builds on KIDS' 50 years of providing practical and emotional support for children of all ages, from babies, through to young adults, in partnership with their families. It responds to the realities: that families still have to emphasise the negative to gain support, not what disabled children and young people can and do achieve; the chronic under-funding of disabled children's services which means that KIDS spends more on providing services than it receives and new pressures caused by the Covid pandemic.

Our new strategy has four goals: **Support**, **Innovate**, **Speak Up** and **Sustain**. Together these form an ambitious plan which will see KIDS forge a sustainable path to fulfil our mission.

Support	Innovate
<p><b>Work with families, communities, commissioners, and other organisations to develop and deliver impactful and sustainable services.</b></p> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• Work with disabled children and young people to co-produce a distinctive portfolio of support services, delivered face-to-face, on-line and by telephone</li> <li>• Significantly increase the number of young disabled people connected with KIDS and with their peers by 2024</li> <li>• Create a new, national digital hub, co-designed with disabled children and young people</li> <li>• Highlight the gaps in services to Government and decision-makers and present cost-effective proposals for reform</li> </ul>	<p><b>Develop new models of support that transform disabled children and young people’s lives.</b></p> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• Pilot a new SEND navigator model of support to further explore the value for families of one point of contact at every stage from pre-birth onwards</li> <li>• Develop new models of support to transform outcomes for under-5s with special educational needs</li> <li>• Test two new models of support and widely disseminate our learning by the end of 2025</li> <li>• Work with partners to develop additional products and services</li> </ul>
Speak Up	Sustain
<p><b>Empower disabled children and young people to be agents of change. Use our expertise, partnerships and platforms to work with them to achieve systemic improvement.</b></p> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• Develop a social change programme with clear policy and influencing objectives</li> <li>• Work with disabled children and young people to advocate for reform at every level</li> <li>• Play an active role in coalitions and partnerships and establish a distinctive KIDS’ voice on the issues that matter most to disabled children and young people</li> <li>• Co-create and deliver a campaign to challenge and change the negative attitudes about disability that can limit disabled children’s choices and enjoyment of life</li> </ul>	<p><b>Identify a sustainable way for KIDS to fulfil its mission and act with others to increase recognition and resources for disabled children, young people and their families.</b></p> <p><b>We will:</b></p> <ul style="list-style-type: none"> <li>• Complete a roadmap for sustainability, including a five-year financial outlook and a robust plan to rebuild our reserves to be able to invest in new ways of delivery to meet disabled children and young people’s changing needs</li> <li>• Identify the best and most cost-effective systems to support our service delivery and challenge ourselves to find new approaches</li> <li>• Continue to seek new funds and find ways to develop income, from individuals, companies, and trusts and foundations, as well as from earned income</li> </ul>