

Kids Statement of Equality, Diversity and Inclusion

At Kids, equality, diversity and inclusion are central to who we are and what we do, and we are committed to creating an inclusive environment where all children, young people, families and our colleagues feel respected, represented and empowered.

Our vision is clear: to help create a society where disabled children, young people and their families enjoy equal rights and opportunities. Diversity, Equity and inclusion are not just principles we believe in, they are essential to our vision and our work. As we move forward, we're committed to defining and deepening this work across our organisation and the communities we support.

Our Story and Why Equality, Diversity & Inclusion Matter

"It made me feel that I'm not alone and included." – Young person attending a Kids service

Kids was founded in 1970 by John Mulcahy, a teacher determined to ensure a disabled child in his class had the same opportunities as every other child. Working in partnership with the child's mother, he launched Kids first project – a holiday scheme for twelve children.

More than 50 years on, that spirit of equality, partnership and inclusion continues to guide us. These values shape the way we work alongside disabled children, young people and their families by building trusted, empowering relationships that make a real difference.

Our Strategy for 2022–2027: Putting Equality, Diversity & Inclusion at the Heart of What We Do

We are proud of what we've achieved so far, but we know there's more to be done. Our 2022–2027 strategy openly recognises the barriers many disabled children and young people face due to race, gender, sexuality, religion, class, and other aspects of identity.

We are committed to breaking down those barriers. With input from young people, we are developing a diversity, equity and inclusion plan that centres their rights to be respected, included, and recognised.

Our goals include:

- **Co-creating a campaign** with young people to challenge negative attitudes about disability.
- **Raising awareness** of the systemic inequalities faced by disabled children, young people and their families.
- **Maximise our Influencing** on the Government's SEND reforms to achieve the best results for disabled children, young people and families.
- **Ensuring accessibility**, including digital inclusion, by pushing for services that adapt to meet real needs.
- **Improving our data**, so we better understand who we work with and how to better meet their needs.
- **Creating an inclusive workplace** where all our people feel seen, heard, and supported.
- **Valuing lived experience**, drawing on the knowledge of our colleagues, and those with personal experience as family members.

Through our Speak Up strategy pillar, we will continue to be a strong voice for change — one that champions equality and helps shape a more inclusive future by amplifying the voices of children and young people to achieve positive social change.

Taking Action on Equality, Diversity & Inclusion

In 2021, we launched our Equality, Diversity and Inclusion (EDI) action plan, addressing all protected characteristics alongside mental health. Through open conversations and organisation-wide consultation, we've embedded EDI at the heart of Kids — shaping how we support children, young people, families, and our colleagues.

We are dedicated to reaching disabled children and young people who face the greatest barriers, and we will listen closely to the voices of those we support, working with them to identify their needs and priorities. By doing so, we aim to create services that are inclusive, respectful, and empowering — helping every child and young person to feel seen, heard, and valued.

We know that meaningful inclusion begins within, and we acknowledge that the charity sector, including our own organisation, has work to do to address racial inequality. That's why we're proud to align ourselves with the ACEVO leadership diversity promises, which will act as a vital framework for transforming leadership and culture across Kids.

Our colleague-led Equality, Diversity and Inclusion Forum will continue to play a vital role in shaping our workplace culture. Drawing on the lived experience, expertise, and insights from across our diverse teams. As we continue our EDI journey together, we will combine input from and insights from our colleagues with guidance from the Employers Network for Equality & Inclusion (ENEI) to define what EDI truly means for colleagues at Kids, and how we can turn this vision into meaningful, lasting change.

As part of our next steps, we will seek to better understand the experiences, identities, and needs of our people, so we can foster an inclusive, supportive, and empowering workplace for all. This work will help us connect Equality, Diversity and Inclusion with mental health and a culture of belonging under our shared vision of One Team Kids.

Our approach combines long-term planning with immediate steps, because even small changes can have a big impact. From inclusive recruitment practices to improved communications and support, our colleagues will help shape priorities and benefit from meaningful change.

Next Steps

As we move forward, we're committed to turning our Equality, Diversity and Inclusion goals into action. Our next steps include:

- **Listening and learning** actively seeking the views and insights of our colleagues, the people we support, and external partners to shape clear, realistic goals and actions.
- **Understanding who we are** by improving the quality of our diversity data, we aim to better understand the identities of our people and those we work with — helping us make more informed and inclusive decisions.
- **Making inclusion accessible** we will ensure our communications are accessible to all, including producing an easy-to-understand version of this strategy for our people and our service users.

These steps are part of our ongoing commitment to build a more inclusive and responsive organisation — for everyone.