

## Our strategy 2020-23

The coronavirus pandemic is set to have the biggest impact on economic well-being in the UK since the end of World War Two (WW2). Our three year strategy recognises that although we may all be weathering the same storm, we are not all in the same boat by the pressing need to tackle the negative discourse and internalised shame around poverty; and to campaign determinedly for a social security system that is redesigned to meet all of our needs.

# 4-6 million

Between four to six million working age people each year suffer a major life event which is likely to cause an income shock\*.

## Our purpose

So everyone has the opportunity to build financial security and thrive, Turn2us offers the information and support people need in the face of life-changing events and collaborates to tackle the causes and symptoms of poverty.

- **Support and information should be co-produced** and led by the people we serve: people with lived experience of not having enough money for a reasonable quality of life.
- **Life changing events** – from the magnitude of coronavirus and lockdown – to bereavement, or even the birth of a child, can often cause financial shocks.
- **We are committed to collaborating in partnership with other organisations** to tackle the causes of poverty because we recognise that we can achieve more together. An increase in people's income is not enough when systemic forces, such as stigma, housing shortages, and inequalities in the availability of goods and services, perpetuate social exclusion.



Ali, Turn2us service user.

## Strategic aims

- 1 Deliver high-quality, practical programmes that include information and financial support so that people can build their own financial sustainability and thrive.
- 2 Deliver even better impact for people facing financial hardship through the co-production of our work with experts who have lived experience, in collaboration with other organisations and through a dedication to insight, evaluation, learning and improvement.
- 3 Build the profile of Turn2us and its work to reach people facing life-changing events and experiencing poverty, and secure support for the work.
- 4 Develop our influence on policy, practice and public opinion, tackling the prejudice towards people experiencing poverty and insisting on their fundamental rights to access social security.
- 5 Invest in our culture, systems, knowledge and skills.
- 6 Maximise our assets and secure income ethically to achieve impact.

# What does success look like?

We had just finished drafting our new three year strategy when the country went into lockdown. As the impact of coronavirus became clear, we knew we had to make sure we could provide a lifeline to people who were at the brink of being pushed into financial crisis.

We found that far from becoming irrelevant, our strategy reinforces the fact that we are the right organisation to face this crisis head on; and make sure people have the help they need; when they need it.



Noemi, Turn2us service user.

## Outcome measures for our aims

1

- We will address the immediate needs and expectations of people who use our services.
- People will have the knowledge and confidence to increase their immediate income.
- People improve their longerterm financial sustainability.
- People will be able to thrive.

2

- People with lived expertise will co-lead the development of existing programmes of work and co-produce new programmes.
- We will have developed one new collective impact partnership and three joint programmes.
- We will evaluate our work continuously, learning from our findings internally and sharing it externally.

3

- We will reach 11 million people facing life-changing events that have left them without enough money to live on each year.
- We will improve positive public awareness of our work.

4

- We will have played a leading and collaborative role in influencing policy change – amplifying the voice of those with lived experience.
- We will have increased our reach to the wider public, to campaign for peoples' rights to welfare.
- Those we serve will not feel the same extent of prejudice against them in their daily lives.

5

- Our paid staff and volunteers will feel engaged and motivated in their roles.
- All of our staff will be valued equally and our workforce will represent the people we serve.
- All of our staff will have the tools and support needed to carry out their objectives.

6

- We will maximise our assets to grow our income.
- We will secure £9.2 million of sustainable annual income by 2023.
- We will establish and measure criteria for ethical fundraising and investments.

This guide is based on research from the FrameWorks Institute in 2018 for the Joseph Rowntree Foundation: [www.frameworksinstitute.org/publication/how-to-talk-about-poverty-in-the-united-kingdom](http://www.frameworksinstitute.org/publication/how-to-talk-about-poverty-in-the-united-kingdom)

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[www.turn2us.org.uk](http://www.turn2us.org.uk)

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