

COMIC RELIEF'S VISION AND MISSION STRATEGIC GOALS



2019/20

OUR VISION

A just world free from poverty



OUR PURPOSE

To entertain, engage and accelerate change



OUR VALUES

We are determined optimists committed to social change



OUR WAY OF WORKING

A creative agency for social change



OUR STRATEGIC GOALS



1. Impact

To have **accelerated the social** impact Comic Relief has on poverty and injustice through **funding** but also via a wider **influencing** agenda.

2. Engagement and income

To **increase** our **income**.

3. Future fit organisation

To be recognised as a **great place to work** and **develop**.

4. Focussed Growth

To have **reduced our impact on the environment** and enhanced our **social contribution** in Comic Relief's day to day business conduct.