

# bibic

## Strategic Priorities

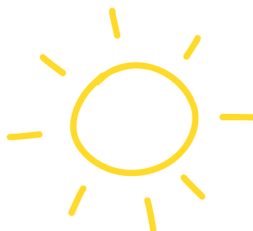
### 2023 - 2028



# bibic

## Mission Statement

We offer holistic therapy to children and young adults with neurological, behavioural and developmental challenges, enabling them to understand themselves and the world around them. We champion their perspective, helping others to see it too. Together we transform families' lives so they can thrive.



Transforming lives through developmental therapy

## About bibic



bibic is a small national charity making a big difference. Since 1972, we have evolved into a national charity supporting not only those with brain injuries but a wide range of disabilities, developmental conditions and learning difficulties; bibic passionately believes that every child and young adult deserves to reach their potential and live a fulfilling life.

We deliver assessments and bespoke developmental therapy to children and young adults and training to parents and professionals. We see them with or without a diagnosis and support a wide range of difficulties, including conditions such as Autism, ADHD, Cerebral palsy, Global Developmental Delay (GDD), Down's syndrome, Sensory processing difficulties and many more.



## Our values

### Holistic

A blend of sensory, cognitive, emotional, developmental and physical exercises that support a child or young person's specific needs. We go 360 and are for the whole family.

### Nurturing

It's what we do best. We know that the child or young person and their families can experience intense stress, isolation and exhaustion. We stand by their side to help them understand the specific needs, empowering them with strategies to support daily life and long-term development. Care shines here.

### Transformative

We recommend small changes which are achievable and make a big difference. We explore all areas of the individual's development in order to unpick the foundation causes of their challenges and provide strategies to thrive.

### Progressive

We offer support with or without diagnosis. We find the answers families are searching for and explain them in terms that everyone can understand, no question is too silly. Always learning and always improving.

## Who we exist for

Children and young adults, between the ages of 6 months and 25 years with neurological, behavioural and developmental challenges.



## Strategic Pillar and Objectives

### Pillar 1 - Expand bibic's reach to more families

1. Review and implement efficiencies in the delivery of bibic therapy.
2. Continue to deliver clear and bespoke offers to families.
3. Continue to improve impact measurement building on impact report recommendations.
4. Expand and enhance digital offer to increase income generation through therapy.
5. Develop and implement bibic's EDI vision across the whole organisation.



### Pillar 2 - Grow sustainable income streams

1. Adhere to the Fundraising Strategy and action plans as per each Financial year.
2. Prioritise diverse Fundraising income streams and build sustainable income.
3. Implement the new Communications strategy and marketing plan.
4. Restructure the organisation to ensure that fundraising streams are targeted correctly with the right skill set.
5. Recruit a bibic Ambassador to promote bibic externally.

### Pillar 3 - Maximise value of all resources – Staffing resources and building resources

1. Continue to develop leadership and senior expertise.
2. Review and implement opportunities to develop partnerships with other likeminded organisations.

