



**OUR SOCIAL MISSION,  
VALUES, MEASURES  
& VISION**

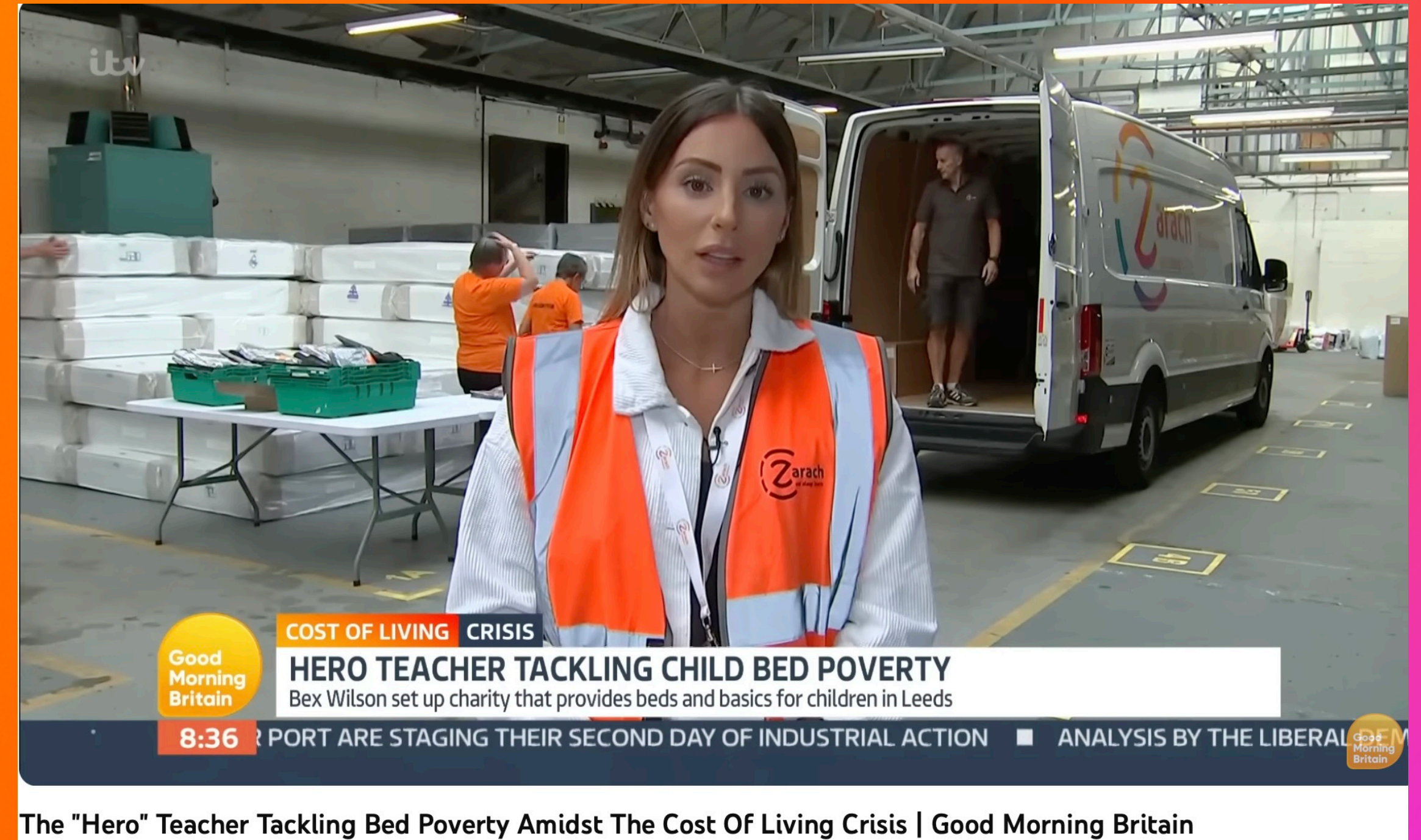


From our origins in the classroom - where a teacher discovered a pupil struggling to engage at school due to having no bed of their own to sleep in - to now being five years old and having just surpassed 6,000 beds delivered, our story and our cause has captured the nation's attention.

The recent report from Barnardo's - about the cost-of-living impact on bed poverty - showed that nearly 1 million children in the UK don't have the sleeping arrangements they need due to a lack of financial resources. Here at Zarach we want to rise to the challenge of reaching more children, getting them into brand new beds, giving them a good night's sleep and the opportunity to engage well at school.

We are Zarach: the children's bed charity. As a charity, we have been humbled by the incredible generosity (financial and in-kind) from many individuals and businesses. But, to reach more children, to change policy and practice, we still have more to do to end child bed poverty and until we can say 'job done'.

You're invited to join us on our journey - we need your support and there are many ways to help us, so please get in touch and we can build this movement together.



The "Hero" Teacher Tackling Bed Poverty Amidst The Cost Of Living Crisis | Good Morning Britain

<https://www.youtube.com/watch?v=JvpQikv1yV0>

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**OUR SOCIAL MISSION IS:  
TO END CHILD BED POVERTY IN  
ENGLAND, GIVING CHILDREN THE  
OPPORTUNITY TO ENGAGE AT  
SCHOOL AND A CHANCE TO  
BREAK THE CYCLE OF POVERTY.**





# OUR POSITION STATEMENTS HELP EXPLAIN MORE ABOUT OUR SOCIAL MISSION:

**SUPPORTING:** We believe in the well evidenced importance of sleep on a child's overall wellbeing and development. And we believe a child's ability to fully engage in their education is a key factor in breaking the cycle of poverty. From our school referral network, **we provide beds to children:** a practical form of support that has both an immediate and a long-term positive impact for a child and their family.

**ENGAGING:** Providing a bed alone won't end child bed poverty in England. We want to support children and families to rise up from surviving to thriving so when they need beds again, they don't need us. It's **our family engagement** that builds upon the provision of beds, providing direct support, engaging local partners, and helping families move forward.

**INFLUENCING:** We're working for a world in which Zarach is not needed anymore because our mission is complete. Alongside our on-the-ground provision of beds and family engagement, we need to play our part in **influencing national and local policies and practices** with partners who also want to see an end to any form of child poverty.





# OUR VALUES ARE:

## ASPIRATIONAL

- Believing in and wanting better for all.
- Having a positive energy that uplifts and enables others.
- Being solution focused to the challenges faced.
- Having high standards through a commitment to continual improvement and professionalism.
- Celebrating and being thankful for individual and collective achievements to learn as much from these as we do from our challenges.

## COLLABORATIVE

- Knowing that collaboration and partnerships can help the sum be greater than the parts.
- Working in partnership with those where we have shared missions, goals or aims.
- Recognising the importance of negotiation and acceptable compromise so we advance and progress together with others.
- Working with purpose towards positive and mutually beneficial outcomes.

## RESPECTFUL

- Demonstrating compassion, care and understanding towards others because respect is mutual.
- Being empathetic.
- Listening actively and without judgement to hear the views and opinions and others.
- Treating people fairly and considerately.
- Upholding our agreed ways of working that keeps everyone safe, fulfils our responsibilities, maintains standards and protects our reputation.

## OPEN

- Being proud of and championing our mission, values and the services we provide so we are open with everyone about what we do and how we do it.
- Being accountable for the promises and commitments we make.
- Taking care with our candour and need to challenge so we can always be honest at the right time, in the right place and in the right way.
- We are honoured to be a charity and embrace the transparency that must come with this.





# **MEASURES THAT HELP US KNOW WE'RE MAKING A DIFFERENCE AND WORKING TOWARDS OUR MISSION:**

Knowing the beds we have provided are being used by the children they were intended for.

Understanding progress with a child's engagement at school across the year after the provision of the bed.

Providing support and completing onward referrals based on the unmet needs of families through our engagement with them.

Understanding positive progress for the family as a result of our family engagement support.

Conducting longitudinal studies with families at the one, three and five year post bed provision stages to understand the difference our support has made and how to continually improve all we do.





## **2027: VISION 1000**

**BY 2027 WE WILL BE WORKING TO END CHILD BED POVERTY IN ENGLAND BY PROVIDING 1000 BEDS PER WEEK & FAMILY ENGAGEMENT ACROSS THE NORTH OF ENGLAND AND THE MIDLANDS, USING THIS PLATFORM OF ACTIVITY TO INFLUENCE CHANGE.**





**zarach**

the children's bed charity