

Challengers

2024-2029 STRATEGY

Our Vision

A world where all children and young people can play together, freely.

Our Mission

To transform the lives of disabled children, young people and their families through the power of play.



OUR STRATEGIC AIMS



Enrich the wellbeing & confidence of disabled children and young people



Advocate for families & challenge barriers that exclude them



Connect families to reduce isolation and build a community of support



Generate as much net income as we can to **invest** in our vital services

- ★ Disabled children and young people have more positive futures.
- ★ Families are stronger and parent carers feel empowered.
- ★ Attitudes towards disabled people change and the fear of difference is reduced.

OUR THEORY OF CHANGE



UNDERPINNED BY OUR VALUES

Truly inclusive

Serious about Play

Ambitious together

Person-centred

Trustworthy