

## Need

The nature of Service life (unstable and uncertain) can mean that Army personnel and their families feel they have limited choice or control while accessing the services and advice they need.

## Vision

All Army personnel and their families are valued and able to live well.

## Purpose

To drive positive change and enable informed decisions for all Army personnel and their families.

## Objectives 2024-25

1. Listen to, respond to and support Army families;
2. Provide information and guidance that empowers Army families, recognises diversity and encourages resilience;
3. Gather robust evidence, using credible methods, to support and challenge change for Army families;
4. Engage effectively with command and the MOD in order to promote the interests of the diverse range of Army families;
5. Collaborate with public, private, and third sector to provide the support and service that Army families need;
6. Influence change to policy, products and services that disadvantage Army families;
7. Build a strong organisation in line with statutory guidelines and manage charitable funds effectively;
8. Promote an organisational culture that values diversity and tolerates differences by facilitating the recruitment, retention and promotion of individuals irrelevant of background, gender or ethnicity.