

# Strategic Objectives 2023-2026

## Young People

**Empower** young people with high learning potential to develop the self-understanding, wellbeing and skills necessary to lead change.

We will empower young people to fulfil their potential and to lead change for themselves and the wider community.

## Parents & Carers

**Empower** parents to advocate effectively for improved support, provision, and wellbeing for young people with high learning potential.

We will equip the parents of our young people with the knowledge, skills and tools needed to improve the opportunities, achievement and well-being of their children.

## Education & Society

**Advocate** for the needs and rights of young people with high learning potential, and for improvements to policy and practice in education and society.

In collaboration with other user-led organisations which are aligned with our vision, we will drive change in education and society.




## Community

**Community** – Create and encourage mutual support within our community of families.

We will foster safe, supportive communities where families can share their successes, experiences and challenges throughout the journey to adulthood.

**Sustain:** strengthen the sustainability and effectiveness of the organisation to empower Potential Plus UK to carry out its important work.

We will secure long-term sustainability through income generation and fundraising, seeking to refine effectiveness in all areas of our charity.

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Potential Plus UK is the operating name of the National Association for Gifted Children