

# Our Strategy 2025-2035

## OUR VISION AND MISSION



### OUR VISION

Bringing society together to recognise, remember, and support the Armed Forces community.

### OUR MISSION

The Royal British Legion will support our Armed Forces community and ensure that their unique contribution is not forgotten.



## OUR STRATEGIC OUTCOMES

### CONNECT

The Armed Forces community have more and better opportunities to connect and come together.

Connections are created and sustained across communities to understand and support the Armed Forces community.

### REMEMBER

The Armed Forces community feel that their service and sacrifice is valued and recognised.

People acknowledge the service and sacrifice of the Armed Forces community and participate in Remembrance.

### SUPPORT

The Armed Forces community are receiving the services and support that they need.



## OUR ENABLERS



### OUR PEOPLE, ASSETS, AND CAPABILITIES

Through effective ways of working, our people, assets, and capabilities ensure the delivery of our strategic outcomes.



## OUR VALUES

### STAND TOGETHER

We stand with an ever-evolving Armed Forces community, sharing a life-long commitment to support and comradeship. We share knowledge and build connections. Together with a national network of charities and partners, we ensure life during and after service is filled with purpose and community.

### BE RESPECTFUL

We stand with the Armed Forces community, valuing and respecting all experiences with empathy. We put people first, treating everyone with fairness and kindness, acting with integrity.

### TAKE PRIDE

We exist to make a positive difference to the Armed Forces community, remembering and honouring service and offering support. We are thoughtful and focus our passion in the right way, taking ownership to ensure every action counts.

### EMBRACE CHANGE

We look ahead to better understand the needs of those we serve, leading with confidence, expertise, and relevance. Guided by evidence and committed to learning, we are responsive and adaptable, empowered to ensure what we do is meaningful and impactful.

## CONNECT

**Strengthening Camaraderie:** We will understand how the Armed Forces community seeks to connect and collaborate with one another, and we will support and strengthen these connections.

**Building Supportive Communities:** We will build supportive communities that have a positive impact for the wider Armed Forces community, including in places and with those who have found it hard to connect.

## REMEMBER

**Celebrating our Story:** We will place the story of the poppy and the history of Royal British Legion at the heart of our content, events, and sites to ensure our Remembrance work is well understood and valued by society.

**Evolving Remembrance:** We will build and adapt our Remembrance activities with a greater focus on the specific needs of the Armed Forces community.

**Widening Participation:** We will increase the ways of participating in modern Remembrance to make it easier and more accessible to show respect and support.

## SUPPORT

**Responding to Changing Needs:** We will continue to deliver, improve, and evolve our services and partnerships.

**Introducing Earlier Interventions:** We will help more people at an earlier stage by introducing early intervention or preventative services and support.

**Modernising our Services:** We will transform our service delivery and accessibility by understanding and embracing technology and digital.

**Active Campaigning:** We will achieve tangible, positive change for the Armed Forces community by enabling their voices to be heard, challenging disadvantage, and inspiring better provision.

By delivering these long-term goals we are able to achieve our strategic outcomes, and ultimately our vision and mission.



## OUR PEOPLE

Refers collectively to our members, volunteers, and employees, each contributing and supporting our beneficiaries and the Armed Forces community in unique ways.

## OUR ASSETS

Includes the Royal British Legion brand, our data and technology, plus our finances and properties that enable us to deliver what we do.

## OUR CAPABILITIES

Speaks to how we raise vital funds to support our organisation, as well as the skills, processes, and resources we have to operate effectively.

Through effective ways of working, our people, assets, and capabilities ensure the delivery of our strategic outcomes.