

# Association of Guernsey Charities

## Strategic Aims 2026 - 2029



### VISION

A thriving charitable sector where everyone is empowered and motivated to actively participate and make a difference to causes about which they are passionate.



### MISSION

To strengthen the sector by establishing strong partnerships, enhancing financial sustainability, championing its value, and promoting volunteering to maximise impact across the Bailiwick.



### VALUES

**Ambitious** - We strive for the highest impact for charities and volunteers, recognising their essential role in supporting communities across the islands.

**Integrity** - We act transparently, ethically, and responsibly, serving as a trusted and respected voice for the local charitable sector.

**Collaborative** - We believe in the power of partnership, working closely with members, partners, and stakeholders to achieve the greatest impact.

**Empowerment** - We support charities to reach their full potential, building confidence and capacity to maximise their effectiveness.

## OUR MEMBERSHIP

We are a membership organisation of over 300 charities, offering our services free of charge. Our membership is diverse, ranging from larger organisations to mainly volunteer-led and run organisations across all causes. While the islands' charity sector has a strong tradition, it faces growing challenges from funding pressures, volunteer shortages, increasing demand, and rising regulatory requirements.

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AIM

1

### ENABLING MEMBERS TO RUN SUCCESSFUL ORGANISATIONS

2

### ENCOURAGING MORE EFFECTIVE VOLUNTEERING

OUTCOMES

- Fair and proportionate regulation.
- Increased understanding of the sector's contributions and needs.
- Stronger collaboration between charities, government and the private sector.
- Greater capacity and resilience across the charity sector.

- A more diverse volunteer pool.
- High standards in volunteer recruitment & management.
- Easier recruitment and higher retention of volunteers.
- Greater awareness of opportunities, matching skills and interests.

APPROACH

- Provide training, guidance, and practical resources.
- Foster collaboration amongst charities, the States and business.
- Gather and use data to strengthen the sector's evidence base.

- Partner with businesses to promote skilled volunteering.
- Support members with training and resources.
- Promote volunteering opportunities through Volunteer.gg and ongoing campaigns.

AIMS

3

### ADVANCING THE SECTOR'S FINANCIAL SUSTAINABILITY

4

### SECURE AGC'S LONG-TERM VIABILITY

OUTCOMES

- Improved access to funding.
- Greater capacity in long-term funding.
- Effective States commissioning and funding policies.

- Stronger AGC governance and member support.
- Sustainable funding for AGC.
- Clear evidence of sector impact.

APPROACH

- Facilitate funding opportunities through Giving.gg and other initiatives.
- Engage with grant-givers and the States.
- Advance a Dormant Assets Framework in Guernsey.

- Review and strengthen AGC governance and procedures.
- Explore a sustainable AGC funding model.
- Support members with tools and metrics to demonstrate their impact.