

STRATEGY & PRIORITIES 2025 - 2027

Overview

The Association of Guernsey Charities (AGC) is the umbrella organisation for the charitable sector in the Bailiwick of Guernsey. The Association was formed in 1984 and converted to a Company Limited by Guarantee (LBG) in 2022. Bona-fide local charities can apply for membership of the AGC.

The purpose of the AGC is to support, champion, and connect the sector, together with developing greater charitable activity. It represents the sector within the islands, through engagement with key stakeholders. The Association directly contributes in two key areas, volunteering and fundraising, for which it operates two sub-brands: volunteer.gg and giving.gg.

Underpinning our strategy and priorities is the engagement of our members.

Our 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.

Our Mission

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

Our Values

AMBITIOUS	We're ambitious for charities and volunteers in the knowledge that they continue to provide essential support and opportunities across the islands.
INTEGRITY	We have a duty to be the trusted and respected voice for, and representative of, the local charitable sector and will act transparently, ethically and responsibly in all our endeavours.
COLLABORATIVE	We believe in the power of partnership and co-operation to achieve greatest impact work with our members and with the people and organisations who want charities and volunteering to thrive.
EMPOWERMENT	We support charities and volunteers to achieve their full potential, building capacity and confidence within the sector to maximise their impact.
SUSTAINABILITY	We are committed to sustainable practices.
COMPASSION:	We act with kindness, empathy, and understanding, placing the well-being of individuals and communities at the heart of everything we do. We are driven by a genuine desire to make a positive difference in people's lives.

Aims:

1. **Build capacity in the sector:** Provide resources, guidance, and training to help charities in the Bailiwick of Guernsey thrive and achieve their goals effectively.
2. **Champion the sector:** Advocate for the value and impact of charitable work, ensuring the sector is recognized and supported by the community and stakeholders.
3. **Connect people and organizations:** Facilitate collaboration and communication within the charitable sector and between charities, volunteers, donors, and the wider community.
4. **Promote volunteering:** Encourage and enable more people to engage in volunteering by raising awareness and providing access to opportunities through volunteer.gg.
5. **Enhance charitable giving :** Empower charities to secure sustainable funding by offering tools, platforms (such as giving.gg), and guidance for effective fundraising.

Priority	Objectives	The Actions	What Success Looks Like	Who
Build capacity in the sector	<p>To strengthen the skills and knowledge of charity leaders and volunteers so they can deliver their objectives and make a difference.</p> <p>To ensure that the Bailiwick of Guernsey has a charity sector that meets the needs of the islands and their citizens.</p> <p>To engage with our members to ensure we understand their needs.</p> <p>To provide accessible resources & guidance.</p> <p>To champion the development of effective and proportionate regulation for the Bailiwick Challenge unhelpful bureaucracy.</p>	<p>Member meetings, training, AGM and annual conference.</p> <p>Develop a new website, incorporating a resource hub.</p> <p>Create networking opportunities across a range of sectors and topics.</p> <p>Work with Policy & Resources, the Guernsey Registry and the Guernsey Community Foundation to investigate and recommend effective and proportionate regulation.</p> <p>Develop our internal communications by building our database.</p> <p>Deliver a structured training and development programme</p> <p>Investigate ways in which charities can improve their efficiency and effectiveness; collaboration, strategic partnerships, shared services, mergers etc.</p> <p>Facilitate partnerships that encourage innovation within the sector to tackle emerging challenges and meet evolving community needs.</p>	Reach more volunteers and staff within members, increasing our membership	

<p>Strengthen the AGC to enable it to better achieve its aims</p>	<p>To ensure the AGC's own governance and infrastructure is robust and demonstrates good practice.</p> <p>To develop a sustainable source of funding for the AGC to enable it to deliver on its objectives for the benefit of its members.</p>	<p>Develop IT infrastructure, such as the new website and SharePoint for internal management /communication purposes.</p> <p>Employment policies & procedures and our own culture.</p> <p>Review the current membership fee model with the view to ensuring the AGC can meet its objectives, and demonstrate the AGC's value to its membership.</p>	<p>Reduce reliance on the public purse</p>	
<p>Champion the sector</p> <p>Act as the unified voice of the charitable sector to champion the work of the sector</p>	<p>To improve ways in which the community values and engages with the charitable sector.</p> <p>To improve the way in which government values and collaborates with the charitable sector.</p> <p>To improve ways in which businesses value and engage with the charity sector.</p>	<p>Engage with policy makers, businesses and communities to ensure their needs and contributions are recognised.</p> <p>Continue to develop and promote the #Without Us campaign through social media and mainstream media.</p> <p>Develop a manifesto and campaign to promote the needs of the sector in the Elections.</p> <p>Continue to develop and promote the Commissioning partnership</p> <p>Continue to develop and promote Corporate Social Responsibility opportunities in addition to volunteering.</p>	<p>Enable more impactful and effective partnerships</p>	

<p>Strengthen Financial Sustainability in the Sector</p>	<p>To support charities with tools and strategies for effective, ethical, and sustainable fundraising, leveraging giving.gg to maximise donor engagement.</p>	<p>Review the effectiveness of Giving.gg and whether alternative mainstream services are now more appropriate.</p> <p>Develop an ongoing campaign to promote the agreed giving channel.</p> <p>Investigate dormant and other inaccessible assets such as the escheated, unclaimed dividend being made available to the sector.</p> <p>Support the expansion of tax relief and incentives to encourage greater public and corporate donations.</p> <p>To facilitate and encourage additional funding for the sector, working with the Social Investment Fund, Guernsey Community Foundation and others.</p> <p>Develop the Guernsey Giving Day concept and action plan.</p>	<p>Continuing upward trend of donations</p>	
<p>Increase Volunteer Engagement</p>	<p>To build a diverse volunteer base that represents our communities.</p> <p>To grow numbers of volunteers contributing a wide range of skills & perspectives.</p>	<p>Launch, implement and monitor progress the Bailiwick Volunteer Strategy.</p> <p>Invest in the ongoing promotion of volunteer.gg & refresh the volunteer.gg brand.</p>	<p>Charitable organisations have adequate and sustainable resources to enable optimal delivery of their aims and objectives</p>	

	<p>To improved standards in volunteer management practice across all organisations, regardless of size or mission.</p>	<p>Develop and deliver a structured training programme and resources around volunteer recruitment & management.</p> <p>Create networking and peer support opportunities for volunteer managers.</p> <p>Promote volunteering with key groups such as employers / young people & professionals.</p> <p>Build relationships with agencies invested in offering supported volunteering.</p>		
<p>Raise Awareness of Sectors Impact and Value</p>	<p>Raise the profile of the charitable sector through campaigns, storytelling, and public events that highlight the impact of charitable work in Guernsey.</p>	<p>Provide leadership in the voluntary sector</p> <p>Lead a debate on the value and impact of the voluntary sector to Island life.</p> <p>Represent the voluntary sector to key decision makers in the community. Support and encourage the development of tools and frameworks to help charities measure their impact, demonstrating the value of their work to funders, stakeholders, and the community.</p>	<p>A better understanding by islanders of the value and importance of a healthy charitable sector</p>	