

Our Direction: 2026-28 Strategy

Our Mission & Values:

Our mission is to restore gentleness, presence, and human connection to the heart of life, building a culture rooted in compassion, generosity, and meaningful connection across communities throughout the UK.

As we grow, we remain committed to our core values. They guide every decision, direction, and action.



Simplicity: We keep things clear and accessible, trusting that the smallest, simplest actions can transform lives.



Compassion: We meet people where they are, without judgment. Everyone deserves to feel safe, seen and heard.



Generosity: We share freely, recognising connection as a human birthright, never a transaction. In serving others, we serve ourselves.



Integrity: We stay true to gentleness - strength wrapped in peace - responding with care and presence in everything we do.



Where we are:

From a single stool on the seafront in East Sussex, we have grown into a quiet movement, touching lives across East Sussex and the UK. As we listen and respond to what is needed, our work is naturally growing in these areas:

Deepening Impact: Expanding our work into more schools, workplaces and public spaces, with a particular focus on young people and communities where gentleness is most needed and least expected.

Growing Reach: Enabling the work to ripple out through training, volunteer partnerships, and regional hubs, spreading gentleness further across the UK.

Strengthening Foundations: Building our leadership, director team, support roles, and income-generating capacity, so that our growth and free community delivery are sustainable long-term.

Increasing Visibility: Sharing our stories, impact, and evidence more widely, growing **Gentleness Day** as an annual national moment, and strengthening our communications and marketing to reach those who need us most.

Compassionate connection as the foundation for systemic change:

From action → movement → momentum → change.

As human connection, gentleness, and presence become rooted in our everyday interactions, a more compassionate culture emerges. Systemic change comes not from policies or laws, but from each of us - one interaction at a time.