

Comic Relief Cultural Charter 2024-2025

Vision	A Just World Free From Poverty			
Mission	We use the power of humour and popular culture to engage people to help others, and we raise money to support organisations working towards a just world free from poverty			
Values	MAKE MEANINGFUL CHANGE (impact)	HAVE A SENSE OF HUMOUR, ALWAYS (creativity)	BREAK DOWN BARRIERS (progress)	MAKE IT PERSONAL (accountability)
Dial-Up Behaviours	Connect to why we exist	Make ideas happen	Move forward decisively	Collaborate effectively
Our Commitments	<p>We ensure our actions are driven by purpose</p> <p>We commit to ensuring that key decisions and actions ladder up to our vision and mission. We remind ourselves of how our work delivers value for key stakeholders, and ensure we are making decisions that help advance progress towards our vision. We communicate the purpose and rationale of our actions as needed.</p>	<p>We create space for learning, creativity and innovation</p> <p>We foster a culture of creativity and innovation, encouraging testing and learning from successes and failures – knowing that these lead to growth and progress. We don't shy away from things that didn't work, and we thrive on learning from our actions. We celebrate progress towards trying new things.</p>	<p>We make clear and effective decisions</p> <p>We prioritise, focus and decide with only essential input. We commit to communicating our decision-making processes, actively considering diverse perspectives and representing the interest of essential stakeholders even if they are not present. We collectively commit to decisions once they are made so we can move forwards together with a spirit of progress over perfection.</p>	<p>We work together with active listening and teamwork</p> <p>We engage with one another with focus and attention, in a spirit of collaboration. We work together with respect, honesty and a can-do attitude to achieve shared objectives. We commit to playing our part in fostering an inclusive environment, where everyone can thrive and bring their whole selves to work. Thriving also means we offer and receive constructive feedback.</p>
Think About	<ul style="list-style-type: none"> Regular reflection on how our individual tasks contribute to the larger mission Incorporate purpose checks into project milestones to maintain focus Ongoing prioritisation based on strategic objectives 	<ul style="list-style-type: none"> Allocating time for creative thinking and experimentation Holding innovation or ideas sessions where team members can brainstorm and test new ideas without fearing failure Celebrate both successes and lessons learned from unsuccessful attempts 	<ul style="list-style-type: none"> Identifying up front who will make decisions on what, such as in project kickoffs – and acknowledging that someone will have to be the tiebreaker Ensuring relevant inputters have raised their considerations, acknowledging, and then playing back what has been taken on board and what hasn't 	<ul style="list-style-type: none"> Showing appreciation for colleagues' contributions Rotating meeting facilitation roles, to ensure all members can lead and be heard Reminding each other that if we don't give feedback, we deny one another the opportunity for personal and professional development