

## Vision

For every child in the UK who is seriously ill or disabled to experience music as a form of expression, communication, learning and therapy.

## Mission

To help children who are seriously ill or disabled to express themselves and to communicate through music by connecting them and those who care for them with specialist musicians.

## Strategic Priorities

### Our Impact

### Our Operations

**1.**  
**Reaching more children**



We want to reach more children than ever through our key channels.

**2.**  
**Expanding Jessie's Fund's enduring impact**



We want more staff across key organisations to be trained and confident using music.

**3.**  
**Maintaining highest quality delivery**



We want to maintain the high bar on quality delivery that Jessie's Fund is known for.

**4.**  
**Stabilising reserves and increasing income**



We want to stabilise our reserves and increase overall income from more predictable sources.

**5.**  
**Improving our resilience**



We want to ensure we have the right levels of capacity and capability to deliver our commitments.