

Right support, right time

A short summary from Cranfield Trust's strategy 2026-2030



Our vision

Strong, effective charities transforming people's lives and communities.

Our mission

We bring together skilled volunteers and small charities to strengthen organisations, develop leaders and deliver impact that lasts.

The value we contribute

We make practical expertise and human judgement available at scale for small charities and their leaders, through appropriate and relational support they could not otherwise afford or easily access, helping them make better decisions, strengthen their organisations and increase their impact.

Our values

We care and connect

We build trusted, human relationships that support charity leaders with empathy, constructive challenge and practical help.

We deliver impact that lasts

We offer high-quality, appropriate support that creates real, lasting impact for charities and communities.

We learn and lead

We use insight, evidence and expertise to improve practice, strengthen charities and share learning and knowledge across the sector.

We meet the moment

We respond with pace and agility to emerging challenges, providing the right support at the right time.

High-level goals

1

Leaders as multipliers of impact

Empower a new generation of charity leaders to navigate complexity with confidence.

2

Support where it matters most

Make it easier for charities to access the right help at the right time.

3

Insight in action

Turn learning from our work into better practice and influence sector thinking.

4

High impact volunteers

Strengthen and grow our community of skilled volunteers to deliver quality support and share insight.

5

Enablers: Foundations for growth and impact

Build organisational capacity and resilience to invest in growth, innovation and impact.