



Values, Delivery Methods and Approaches



THE
MERCERS'
COMPANY

Projects funded by Mercers' Better Outcomes for Families and Carers programme share a core set of values and approaches.

Social and Community Values

Trust, acceptance, respect, inclusion, nurturing, passionate, enabling, non-judgmental, empowering, generous and hopeful.

*"Challenge social injustice"
"Everybody is very important to us"*



"We do offer love for all"

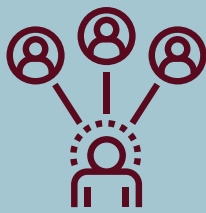
Delivery Methods and Approaches

Building positive relationships

92.2% of projects saw this as essential or very important.

- Developing trust takes time.*
- Long-term relationships with families.*
- Projects seen as a 'family' or 'a community'.*
- Importance of project setting and environment.*
- Building relationships with the wider community and peers.*

"Families won't engage until they feel safe and welcome"



Understanding families' needs

Acknowledging poverty and adversity seen as essential or very important by 88.2% of projects.

- Working holistically, understanding the whole person or family.*
- Acknowledging adversity and poverty.*
- Trauma informed working.*
- Whole family approaches.*



Asset /strength based approaches

76.5% of projects saw this as essential or very important.

- Focus on existing strengths rather than needs or deficits.*
- Families as experts in their own experiences.*
- Co-production opportunities.*
- Increasing access to social networks and community resources.*
- Enabling Peer support.*



Giving staff autonomy and flexibility

88.2% of projects saw this as essential or very important.

- Having a strong staff team with the right skills and attitudes.*
- Person centred and personalised approaches.*

"Skilled, compassionate and committed staff... who build long-term trusting relationships with families"



Partnership working and collaboration

88.2% of projects saw this as essential or very important.

- More joined up approach.*
- Provides a range of referral routes.*
- Enables projects to offer a more diverse range of support.*
- Increased reach.*
- Avoids duplication of effort.*
- Enables best use of limited resources.*



"The values and approaches talk to each other... it's a bit of a two way street"



"I found the whole process really, really positive. Mercers' as a funder are very engaging, they really like to have open conversations"

Evaluation of The Mercers' Better Outcomes for Families and Carers funding - Winter 2021/22 - by Fiona Weir, Kerry Swain and Sarah Frost

*A total of 37 projects in 35 different organisations were funded.
See full report for more information.*

