



To Serve

- ✓ **Do:** Be there for others, use your strengths.
- ✓ **Do:** Be respectful and use empathy.
- ✗ **Don't:** Practice sympathy.
- ✗ **Don't:** Prioritise personal gain over our charities needs.

To Believe

- ✓ **Do:** Trust in others, celebrate successes.
- ✓ **Do:** Assume positive intent.
- ✗ **Don't:** Use shaming or blaming language.
- ✗ **Don't:** Doubt the capabilities of others.

To Inspire

- ✓ **Do:** Lead by example, listen actively.
- ✓ **Do:** Communicate clearly and kindly.
- ✗ **Don't:** Shy away from difficult conversations.
- ✗ **Don't:** Be dismissive of ideas or feedback.

To Thrive

- ✓ **Do:** Challenge injustice, act with integrity & accountability.
- ✓ **Do:** Take a solution-focused approach.
- ✗ **Don't:** Focus on blame or failures of self or others.
- ✗ **Don't:** Neglect self-care and well-being.