

RSABI Strategy (2024 – 2029)

Vision: The lives of people in Scottish agriculture are consistently improved through the work of RSABI to enhance the wellbeing of farmers, crofters and others.

Mission: RSABI works steadfastly at the heart of Scottish agriculture, to improve the lives of people in farming and crofting.



Values: Kind Inclusive Supportive Trusted (*KIST*)

Strategic objectives:

1 To ensure trustees, volunteers and staff operate in a culture of professionalism and kindness, truly living our values, so the RSABI team feels supported to deliver strongly. By our HR function; Volunteers' strategy; Company Culture & Values; Policies; Training.

2 To deliver impactful wellbeing and welfare activities, supported by strong strategic partnerships with key stakeholders, so RSABI maximises its positive impact for people in Scottish agriculture. By delivering our Helpline; Campaigns; Tools; Initiatives; Championing Our Industry.

3 To develop & deliver a robust fundraising strategy and optimise income generation so RSABI is prudently funded to grow and fully achieve its aims to support people in Scottish agriculture. By our Investment strategy; Supporters' Scheme; Fundraising Strategy; Financial Processes.

4 To effectively promote RSABI and its activities via powerful and targeted communications (which also champion Scottish agriculture) so there is strong awareness of the services and activities the charity delivers. By our Media; Social Media; Partnerships; Collaboration

5 To demonstrate full legislative compliance, transparency, efficiency and good practice in all of the charity's policies, procedures and practices so RSABI maintains and grows its reputation for honesty and integrity. By delivering our Corporate Governance Strategy.