

Equity, Diversity, Inclusion and Wellbeing Strategy:

A bold commitment to humanity



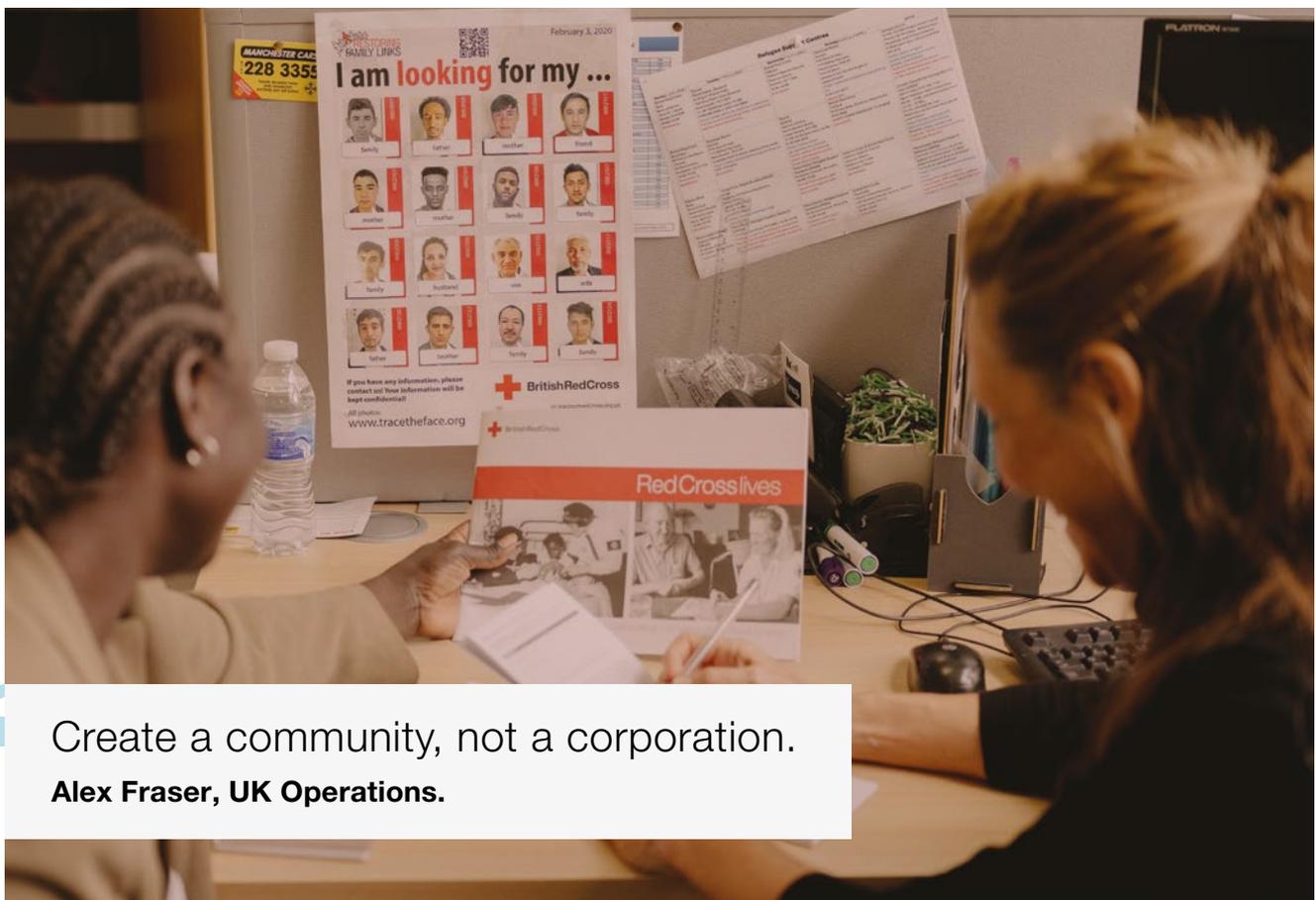
#AllRedCross

A strategy for everyone

This strategy is our renewed promise to become a truly inclusive, anti-racist, and equitable organisation – where everyone feels safe, seen, valued, and able to thrive. It’s about how we live our values of compassion, inclusivity, dynamism, and bravery in every relationship, in everything we do. These commitments will help us deliver Goal 12 of Strategy 2030: “Develop a culture of equity and trust, where all our people are actively inclusive.”

Our strategy will benefit everyone who works at the British Red Cross. It’s about building a culture based on trust and unity - where we work together and people feel they can be at their best. Underpinning our strategy are four cornerstones:

- **Restoration and wellbeing** – Prioritising healing and care.
- **Safe and meaningful engagement** – Listening deeply and acting with integrity.
- **Cultivating trust** – Building transparency and shared power.
- **Intersectionality and unity** – Embracing diverse identities and fostering belonging.



“ Create a community, not a corporation.
Alex Fraser, UK Operations.

Our vision for 2030

Together we'll build a British Red Cross where belonging is a lived reality, and wellbeing is foundational to our humanitarian mission. We will lead with courage, listen with empathy, and act with purpose - unlocking the collective power of our people and communities. **What we will do:**

We'll foster safety and belonging for all

1

Outcome: Everyone feels safe, respected, and included at work.

Deliverables:

- Create psychologically safe spaces and inclusive environments
- Strengthen Diversity Networks and launch an Allyship programme
- Ensure transparent feedback and safe reporting mechanisms
- Promote trauma-informed leadership and ethical practice.

We'll advance equity in action

2

Outcome: Fair access to opportunities is built into how we recruit, pay, develop, and promote people.

Deliverables:

- Remove barriers across recruitment, pay, development, and leadership
- Conduct accessibility audits and standardise workplace adjustments
- Collaborate with the Anti-Racism Advisory Group to dismantle systemic bias
- Embed inclusive behaviours into performance and leadership frameworks.

We'll embed a culture of care and wellbeing

3

Outcome: Wellbeing is part of how we work, not just an add-on.

Deliverables:

- Make wellbeing an organisational responsibility
- Expand support including mental health, flexible working, and financial wellbeing
- Equip leaders to support neurodiverse and displaced staff
- Use data and feedback to tailor wellbeing interventions.

This strategy was co-created with people who care deeply. It reflects our shared responsibility to build a culture where everyone belongs. Now, we invite you to be a changemaker - living these values every day.

