Dear [insert name],

We wanted to tell you about some exciting changes happening at Barnardo’s.

Things have been extremely challenging for children and young people in the UK over the last few years. The Covid pandemic, followed by a sustained cost-of-living crisis, has led to a perfect storm, with rising poverty, worsening mental health, continued threats to safety on and offline, and growing numbers coming into the care system.

Throughout our 158-year history, Barnardo’s has adapted and changed to meet the demands of the day, and we’re doing that again in 2024.

**What’s changing?**

Our work as a charity is always connected to our Purpose:

**Changing Childhoods. Changing Lives**.

We’ve now launched a new three-year strategy which will guide how we work going forward – through our direct services, by influencing systems and policy and by changing attitudes. It has been informed by thousands of our colleagues, partners, supporters and most importantly the children and young people we work with.

To accompany our new strategy, we are excited to tell you that from Monday 4 March, Barnardo’s will look, feel and sound different.

Our new logo symbolises our dedication to helping children and young people feel safer, happier, healthier and more hopeful – it also celebrates their diversity and individuality, as they helped to co-create our new identity. It’s bold, and it’s confident.



Our new branding is central to delivering our new strategy. We hope it will reintroduce our charity to our wider community, and make it feel more energising and inspiring for all our audiences including those who are younger and with more diverse lived experience. It is well over a decade since we updated our brand, and the world has moved on – the need to have a brand that works beautifully across digital platforms and channels is an important driver for this change.

Barnardo’s has been delivering vital services for children, and standing up for their rights and interests, for over 150 years. Whilst many people know our name, too many don’t know enough about what we do - the breadth and scale of our delivery and the positive impact we make. That’s why it’s time to bring Barnardo’s back into focus, reposition our brand as part of our new strategy and help us generate more income to provide much-needed services for children.

**What comes next?**

Look out for our new advert on TV and online which will show the vital role our Barnardo’s support workers play in helping children feel safe and feel like they belong, know that their voices matter and believe change is possible. We want to make sure children and families know us and trust us to support them – and that it inspires people across the UK to join us and support our work in any way they can – whether that’s donating funds, working in partnership with us, becoming a foster carer or adoptive parent, shopping in our stores, volunteering or campaigning for lasting change.

These are unprecedented times, where the scale of need in the UK requires a bold new approach if we are to change the lives of millions of children and young people growing up in adversity.

We are really proud of our new strategy and our new brand, which is true to who we are as a charity and helps us make sure we are fit for the future – whatever that may hold.

I hope you are as excited as we are by these changes and look forward to continuing to work with you to be a force for good for children and young people. Please do get in touch if you have any questions or would like to discuss.

Best regards,

[insert name / email signature]