

Our Mission	to promote and support better mental health across our area of operation
Our Aims: Recovery	to deliver high quality and appropriate services for people who experience mental ill health, promoting recovery, independence and integration at all times
Inclusion	to facilitate and support community integration and participation for people with mental health problems
Awareness	to raise awareness of mental health across the communities we serve; to challenge stigma associated with mental illness; to promote and support positive mental health across communities

Sandwell Mind's Core Values are as follows:

Quality We are committed to achieving and maintaining appropriate standards for the organisation and its services, and to building, supporting and maintaining a skilled, high quality workforce to ensure excellent service delivery and governance

Access and Equality Our commitment to equality is reflected in our policies, practices and services. This commitment goes beyond our ethos to promote equality and challenge discrimination. It involves an active commitment to identifying areas where inequality of access to mental health services and support exists for diverse communities and to develop structures to address them wherever possible.

Continuous Improvement and Development

We will carry out structured and regular review of the organisation and its services, their quality and their impact in order to inform and influence development. We will build skills and seek resources to implement new services and/or facilities in response to identified need

Partnership We are accountable to all our stakeholders and are committed to making sure the views and needs of our service users, funders and other partners are listened to. We will work with service providers and policy makers to have influence into the development of services and strategies which impact the communities we exist to serve.

Sustainability We have a responsibility to our service users and the communities in which they live to ensure that the services we develop and deliver are sustainable, and to ensure that resources are responsibly managed and allocated.