

# Comic Relief Diversity Statement

**Our aim is simple; to welcome, encourage and celebrate the diversity of everyone that engages with Comic Relief.**

We want Comic Relief to be relevant to everyone regardless of their gender, race, age, religion, physical ability, sexual orientation or cultural identity. So that's everyone from employees, volunteers and celebrities to committee members, grants recipients and, of course, our incredible fundraisers and the millions of people at home who watch our TV shows.

That's why we've set out this statement which highlights the core areas in which we intend to actively promote the diversity of everyone we employ, work with, support and communicate with.

Our plan of action is as follows:



## Recruitment

People from all backgrounds will be actively encouraged to apply as employees, volunteers, trustees and committee members so that we reflect the vibrant diversity of today's society.

We'll also monitor the diversity of applicants and, wherever we can, take positive steps towards ensuring we appeal to all kinds of people from all walks of life.



## Governance

Diversity can bring richness and different perspectives to the way we work as an organisation so everyone will be encouraged to draw on their background to inform our work. We'll also make sure that there are equal opportunities for career development for both employees and volunteers.

Plus we will continue to work to maintain the trust of the public by making ourselves accessible and accountable and giving a high level of service to everyone.



## Communications

We want the inspirational people, stories and images that we use in all our communications to positively reflect diversity, both nationally and internationally.

We'll provide these materials in accessible, motivating and creative formats to capture the imagination of as many different audiences as possible and raise their awareness of our values.



## Fundraising

Our campaigns are major national events so we're working to make them genuinely reflect and appeal to everyone in the UK and to maximise the fundraising potential of every group in the UK through considered and accessible use of imagery, language and mechanics.



## Grant-making

We've led the way in grant-making programmes that tackle issues of poverty and social injustice.

We want to carry on challenging assumptions about need, capability and human rights and will continue to support groups of people who take bold initiatives to bring about positive change in their lives and communities.



Each year we'll monitor and review our progress against the above objectives to make sure our ambitions are alive and remain relevant for the widest range of people possible.

The overall diversity aim is for everyone – regardless of who they are and how they're linked to Comic Relief - to have an inclusive experience of our charity and the organisation as a whole.

**Diversity Group, 2008**