

McPin Foundation

Strategy 2014-2017

Our Mission



**To champion experts by
experience in research, so that
people's mental health is
improved in communities
everywhere**

Vision

**A world where the value of
expertise based upon experience
is recognised and is at the heart of
all stages of mental health
research**

Core Values



- 1. We passionately believe involving people directly affected by mental health problems improves research**
- 2. We are driven to produce work of the highest quality**
- 3. We are inclusive and listen to all opinions and perspectives**
- 4. We collaborate with others to deliver our mission**
- 5. We care about the wellbeing of everyone connected with us**

Core Values - short

- 1. We work with passion**
- 2. We deliver quality work**
- 3. We include and listen to others**
- 4. We collaborate**
- 5. We care**

Strategic goals

- 1. Achieve a balanced portfolio of activities**
- 2. Increase our influence**
- 3. Build a supporter base**
- 4. Fund research including creating a peer PhD research programme**