LMK Strategy 2024-2027

LMK wants to stop relationship abuse before it starts – but we know you can't see the signs, until you know the signs.

Our vision

Through education, we can create a world in which relationship abuse, domestic violence and sexual assault no longer exist.

Our mission

To provide young people with the knowledge and skills to thrive in their relationships.

Our work

LMK is an education charity working in schools, community organisations and workplaces using a '10 Signs' framework to provide non-judgemental, relatable education that tackles real life issues that young people want to talk about.

Through our work, we want young people to be empowered to seek for themselves:

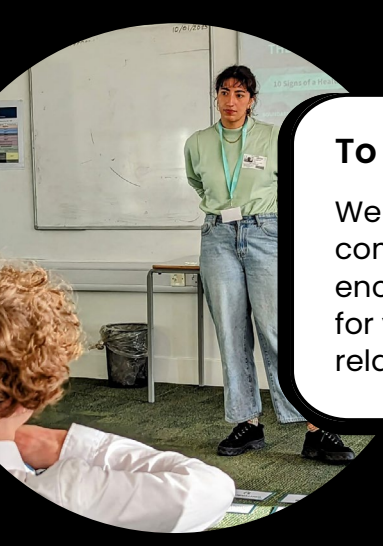
- safe homes free from violence and abuse
- positive friendships that support mental health and wellbeing
- healthy romantic relationships with safe boundaries
- healthy workplace relationships that allow for personal/professional growth
- help if they or their friends are in an unsafe and abusive relationship.

Our goals for 2024-2027

Goal 1

To bring our 10 Signs workshops to more young people, directly and through the adults around them

We will continue to reach new people in schools and community groups, further education settings and workplaces. Our priority is engaging young people that we know are at greater risk of abuse, tailoring our 10 Signs workshops to meet their needs and reflect their experiences.



Goal 2

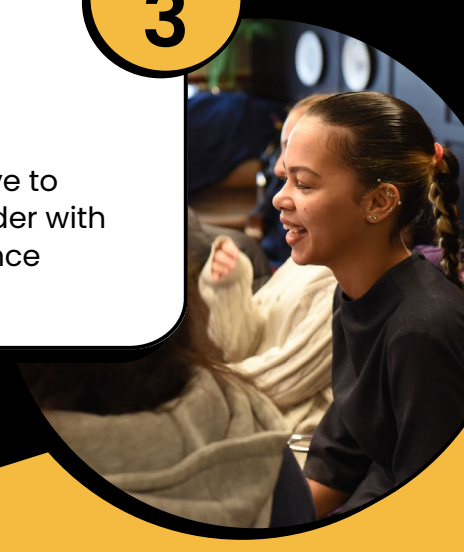
To deepen our connection with young people

We will work with staff and young people in education settings and community organisations to create a culture that promotes and encourages healthy relationships, and we will consider other ways for young people to find out more about the healthy and unhealthy relationship signs, beyond our workshops.

Goal 3

To be a collaborative ally in the sector, fuelling and enabling meaningful education about relationships

We will widely share our knowledge of how young people are experiencing relationships to inform how education needs to evolve to reflect the needs of young people. We will stand shoulder to shoulder with our friends in the sector, creating a louder voice together to influence educational change.



Our ways of working

Our Values

LMK values are at the heart of LMK's culture and inform how we work every day.

Kind - We always act with compassion and understanding. We role model the 10 Signs of a healthy relationship.

Collaborative - We support one another - valuing teamwork and striving for impact through partnership.

Brave - We aren't afraid to be bold. We're changing something big and are courageous in our approach.

Open - We represent a diverse society and value difference. We are inclusive, accessible, and non-judgmental.

As part of our 2024-27 strategy we will:

- **Be young person centred** – This means we share our power with young people to ensure our work stays relevant to young people's experiences today.
- **Work in partnership with others** – For the good of young people, we must maximise our impact by working collaboratively with others.
- **Continue to evolve and improve our equality, diversity and inclusion practices** – We will continuously evolve and improve our EDI practices to be responsive to the experiences of our staff and the expectations of the young people we support.
- **Focus on raising our brand awareness** – We recognise that a strong brand increases school & community engagement and leads us to young people.

For more information about LMK, please visit lmkletmeknow.org