



CITA Mission Statement

Last updated March 2022

Vision:

Our vision is a world in which charities can harness the full potential of technology to increase their impact for good.

Mission:

To provide charities with access to affordable and trustworthy, independent technology services in order to allow them to achieve their own strategic mission.

Values:

- CITA is 'for the charity' – helping them get the best outcomes and value from technology providers
- We work in partnership to add value and avoid duplication
- CITA is and will remain fully independent. Any/all commercial support will be transparent and received under a transparent and robust 'no strings' agreement
- CITA is transparent and honest, realising that we can only add value to charities, if CITA volunteers remain trustworthy – protecting charities' interests and confidentiality

Objectives:

- Provide charities with access to advice on a wide range of IT issues
- Provide charities with ongoing support and advice by matching them with a volunteer who they can work with on an on-going basis
- Equip our volunteers with advice and resources to increase the value of their efforts and time
- Develop other forms of IT support for charities, according to identified need
- Evaluate the impact of our service on beneficiaries to inform the future development our services