

# Chorus manifesto

Once upon a time, three wise organisations looked to the future and decided to merge. While many in the “community care” space had sought to build defences in response to change, the leaders and governors of our forebears embraced it. They wanted to challenge the status quo, to change the game. **Different. Stronger. Together.**

The foundations were laid many years ago, and since then our people have gone into homes and communities to provide support to those in need. Some are paid for this work, and some are not; but each and every individual can make a big difference to the lives of others.

Our people – we, all of us – care deeply about our communities and their members. We resist the pressure to treat people simply as numbers; of doing the job but ignoring the context.

We don’t “deliver care” or “provide help”. Nor do we talk about “our clients” – we don’t own anybody. Rather, we bring an egalitarian, good-humoured, human touch into the homes and lives of people.

**Different. Stronger. Together.**

We understand people don’t exist in a vacuum: they live in communities – cities, towns and neighbourhoods, amid networks, clubs, friends and families. While many observe a loss of community spirit, we see an abundance of goodwill and available resources every day. But sometimes – indeed, often – these go untapped. Our approach, then, is to get results by being creative and courageous in connecting people.

**Different. Stronger. Together.**

When people meet us – customers, families, regulators, stakeholders – they notice something different. What is going on here? It’s easy to articulate, harder to do:

- We treat every person with respect;
- We connect communities;
- We make things work.

These attributes are as fundamental to our mission as they are rare in the sector more broadly.

**We are Chorus.  
Different. Stronger. Together.**

