



Our Purpose

MERU exists to help disabled children and young people achieve their aspirations, which notably include:

- Feeling healthy
- Being comfortable and safe
- Looking after myself
- Getting around by myself
- Learning and achieving
- Having fun
- Making friends
- Feeling liberated

We do this by giving advice on appropriate equipment or by producing a solution in our workshops if the equipment cannot be found elsewhere.

Designing and fabricating unique custom made products for severely disabled children is and will always be the core activity at MERU, providing innovative solutions where no suitable commercial alternative is available. In parallel, however, we will also undertake such activities as can leverage our knowledge, expertise or facilities to enhance our ability to extend our impact in meeting the needs of disabled young people generally and enhancing the efficiency and viability of our operations, including replicating equipment to create instant solutions.

Core principles and values

- We care deeply about helping young disabled people who are striving to enhance their ability to grow and achieve personal fulfilment.
- Our core solutions are aimed at serving the unique needs of individuals for whom standard equipment solutions are inadequate.
- We foster an environment of innovation and creativity to deliver both the quality and efficacy of our solutions in a timely manner
- All our equipment is manufactured to the highest possible standards and compliant with the latest legislation in this field
- We draw on the widest possible range of expertise in engineering, design and disability, bringing new skills and experience into the organisation whenever possible.
- No child will be denied help on the grounds of cost, but where appropriate, statutory agencies will be expected to make a contribution.
- All employees, volunteers and clients of MERU are ambassadors for the organisation.

Our Vision

By 2015...

We will have significantly increased our impact on the needs of young people:

- *understanding and evaluating their aspirations more clearly*
- *doubling our output of unique, innovative bespoke solutions (from 50 to at least 100 per annum)*
- *leveraging our design experience to create a growing catalogue of high quality, low cost enabling products that can be replicated and made available through MERU or third party distributors*
- *broadening the geographic catchment from which we receive referrals by disseminating our designs via partner organisations*

We will be a leading recognised source of support in the South East of England:

- *identifying and accessing those in need of our services through an outreach programme that engages with groups of potential clients across London and the South East.*
- *with a high level of awareness and a well established reputation with all those who come into contact with our potential clients*

Our relationships with other stakeholders in the marketplace will be growing and strengthening:

- *with young disabled people and their families, by engaging them in the activities & governance of MERU*
- *with government to support the Every Child Matters agenda*
- *with the relevant health & social services, by engaging with their strategic objectives*
- *with schools by supporting children's learning*
- *in conjunction with third party suppliers and distributors to maximise output*
- *with other charities and disability organisations to maximise impact.*

We will be attracting at least double the level of funding through:

- *sustaining strong relationships with the key trusts and foundations active in our field, proposing and contracting with them in a highly professional manner*
- *having acquired new corporate sponsors, with relationships based on the social value of our work and a mutual recognition of the challenges we face as a design and manufacturing engineering operation*
- *extending funding to embrace significant individual contributors*
- *manufacturing and selling a catalogue of high quality instant solutions, both directly and through distributors*
- *maintaining pressure on PCTs to continue to at least partly fund our activities on behalf of their clients, where it does not inhibit or delay our ability to respond to need*
- *continuously reviewing our policy regarding charging clients, with particular regard to potential new client focused funding arrangements in the NHS*

Within our operation we will enjoy being part of a community of growing and broadening expertise, with a strong culture of mutual support and accountability:

- *growing in numbers of staff, volunteers and students*
- *embracing new activities, processes and methods of working*
- *gaining satisfaction from working together to address the special challenge of innovating with pace and discipline to meet the pressing and unique needs of our clients.*