



FAMILY HOLIDAY CHARITY THEORY OF CHANGE

THE DIFFERENCE WE WANT TO MAKE

Families:

- Have hope for the future
- Feel able to tackle challenges
- Are more active in their community

Including families in tourism is widely supported

Families feel supported and are planning more holidays

5
6 MONTHS LATER

Every family feels able to spend quality time away together

Tourism is available for all families

Government policy includes all families in tourism



6
A YEAR LATER

Barriers to taking part in tourism are reduced

Families:

- Wellbeing is improved
- Have positive relationships with referrers and in their communities

Including families creates savings for public services



Families:

- Are now trying new things
- Have more confidence
- Are getting on better
- Enjoy looking back
- Have a new outlook and are using new skills
- Have a stronger relationship with their referrer

Families feel part of a new community

Benefits and opportunities of including families is better understood

4
JUST AFTER THE HOLIDAY

Families:

- Try new things
- Get a much needed break
- Feel closer to each other
- Mental health improves
- Feel rested and have fun
- Create happy memories

Key relationships are strengthened

- New customers are introduced to tourism
- Families want to do it all again

3
DURING THE HOLIDAY

2
BEFORE THE HOLIDAY

Families look forward to going away and the stress of getting ready is reduced

- Key relationships are strengthened
- Tourism meets new customers

1
WHAT WE DO

- Provide holidays for families facing tough times
- Help families make the most of a holiday
- Support families to share their stories
- Show why including families in tourism is important
- Build partnerships with those who can help

