



# **Vision and Values**

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## **Vision and Values**

### **Our Vision**

Our vision is to create spaces where men can reconnect with their sense of purpose, find their place in the natural world, forge deep and meaningful relationships, and be of service to those around them.

We believe that stepping away from the pressures of modern life — even briefly — allows men to return with greater clarity, resilience and connection.

### **Our Mission**

Our mission is to support men through safe, supportive experiences that help them step away from the stressors of modern life while equipping them with practical tools to navigate it.

Through the Both Sides Foundation, this work is focused on supporting young men aged 15–19, delivered in an age-appropriate and fully safeguarded way.

This is delivered primarily through carefully curated retreats in the UK and Europe, alongside wider experiences, conversations and community-based activity that support physical, emotional and mental wellbeing, grounded in nature, shared experience and connection.

### **Our Values**

Our work is guided by the following principles, which are reflected in how our activities are designed and delivered.

- **Connection:** We create environments where men can form deep, meaningful relationships with others and with themselves.
- **Nature:** We believe immersion in the natural world is central to wellbeing, grounding and perspective.
- **Safety:** Our retreats provide a safe haven — emotionally, physically and socially — where participants can step away from everyday pressures.
- **Purpose:** We support men in reconnecting with a sense of purpose and direction, without judgment or expectation.
- **Community:** We value shared experience, mutual respect and being of service to those around us.

### **What We Do**

Both Sides Foundation supports men through immersive experiences, retreats and community-led activity designed to encourage connection, reflection and personal growth.

Our work includes men's retreats in the UK and Europe, as well as other opportunities for engagement that align with our values and purpose.

Retreat experiences typically include:

- Yoga and movement
- Breathwork practices
- Sauna and cold-water immersion
- Time spent in nature
- Shared meals and facilitated group experiences

Activities are hosted in carefully selected natural environments and designed to allow participants to focus fully on their experience.

### **What We Strive For**

We strive to:

- Create experiences that feel both restorative and grounding
- Offer meaningful breaks from the demands of modern life
- Foster genuine connection between participants
- Support men in developing tools and practices they can take back into everyday life

Our aim is not to provide answers, but to create the conditions where insight, reflection and connection can naturally emerge.

### **What We Want to Achieve**

Through our work, we aim to:

- Help men feel more connected to themselves, others and the natural world
- Reduce feelings of stress, disconnection and isolation
- Support long-term wellbeing through practical, embodied experience
- Build a growing community of men who value purpose, presence and service