

# Our Core Values



the  
overseas  
disability  
charity

**cbm**  
together we can do more



## Dear CBM Friends

CBM (Christian Blind Mission) has gone through profound changes over the last few years. Not least of these was the decision to expand from prevention of blindness towards disability and development, addressing all forms of physical impairment.

Using our very successful model in prevention of blindness we are developing a global approach to disabilities and networking with significant and relevant institutions from the World Health Organisation to the various Ministries of Health in partner countries.

Alongside this expanded mandate is the belief that we should never lose sight of what CBM is and who we are. After much discussion we have produced this set of "CBM Core Values".

These Core Values describe CBM. We hope they will guide our daily work and help create relationships that are **Christian, International, Professional, have Integrity and use good Communication, and are Inclusive.**



Bill McAllister  
National Director, CBM UK



## CBM's Beliefs and Values

### 1 CBM Purpose

We work to improve the quality of life of the world's poorest persons with disabilities who live in the most disadvantaged societies.

### 2 Christian

We aspire to follow the teachings of Jesus.

### 3 Disability and Inclusion

We work and advocate for the inclusion of persons with disabilities into society.

### 4 Services

Together with Partner organisations, we support the availability and accessibility of healthcare, rehabilitative, educational and livelihood generation services.

### 5 International

We are an international organisation.

### 6 Partners

We seek to enable our Partners to increase and improve their services for persons with disabilities.

### 7 Professionalism

We aim for quality in what we do.

### 8 Integrity

We are good stewards of our resources.

### 9 Communication

We communicate honestly and respectfully.

### 10 CBM Family

Member Associations, CBM e.V. and CBMI work together with Partner organisations in a joint and unified international effort to deliver services to persons with disabilities.

# Christian

## What does it mean for me to be a Christian?

*"I believe we are created for a purpose and not a product of chance. I believe that Jesus is more than a good man or spiritual teacher; I believe He is God (our Creator) in the form of a person, and that His Holy Spirit can be in my life. I do not understand it, but that is what I believe. This intellectual belief affects the way I live.*

*"I aspire to follow the teachings of Jesus. God loves me. Jesus died for me. God wants me to love Him and to love my fellow human beings. I fail but I try to do so. I try not to judge other peoples' faith. I try to be open, to share with, and to learn from other people.*

*"The following phrase summarises what I think I should do as a Christian: 'To know Jesus and to make Him known.'"*



A handwritten signature in blue ink that reads "Allen Foster".

Allen Foster  
President, CBM

## Christianity to CBM means:

- We strive to follow the teachings and example of Jesus Christ
- We value all people as equals before God
- We seek to support and empower those marginalised by poverty and disability
- We are part of the worldwide Christian fellowship
- We believe that the local church is best placed to share our beliefs in God and preach the Word
- We do not force our beliefs on others.



# International

*"Being truly international" does not only mean a cooperation and communication across boundaries; to us it means to wholeheartedly welcome our colleagues and Partners from all over the world, to embrace their way of thinking, to integrate their ideas and recommendations in our commonly-developed solutions.*

*"By this Internationality we will achieve sustainability of CBM's work, we will enjoy the richness and uniqueness each culture contributes to the success of CBM and we will live the love for one another that Jesus has taught us."*

Rüdiger Wenzel, Vice President  
Human Resources, CBM

## International to CBM means:

- We derive our identity from our international roots
- We speak more than one common language
- We listen carefully to each other and try not to pass judgment
- We use our differences constructively and collaboratively
- We participate in global initiatives
- We recognise that there is more than one way to look at problems
- We seek the participation of governments towards a common aim
- We treat our staff and partners as a family
- We use our internationalism to advocate for inclusion.



# Professional

*"Professionalism is dedication to discipline, tenacity, trustworthiness and continual learning. It is upholding high ethical standards, self-accountability and responsibility for personal and professional conduct.*

*"For me, Professionalism is the essential element, or foundation, on which my work at CBM for and with persons with disabilities is built. CBM deals with resources entrusted by donors to improve the quality of life of our clients.*

*"In order to achieve credibility and integrity in both, professionalism is indispensable in every stage of CBM's work."*

Anita Smeets, Regional Director  
CBM Regional Office East Africa

## Professional to CBM means:

- We aim for quality in what we do
- We seek ways to improve on our performance
- We invest in people by embracing a learning culture
- We meet external standards, including professional codes
- We employ trained professionals and specialists in disability and development
- We mentor and learn from our Partners and share information generously
- We ensure that all our actions are for the benefit of persons with disabilities.



# Integrity

*"Every person with disabilities has a right to respect for his or her physical and mental integrity on an equal basis with others."*

Article 17, UNCRPD: 'Protecting the Integrity of the Person'

*"Integrity is a virtue of CBM staff because their mission has been sanctified by its love for God in serving the poorest."*

*"This mission is directly connected to honesty at work, discretion, living up to values and the responsibility of CBM staff. For as the Gospel tells us in the words of the Lord: 'I tell you solemnly, in so far as you did this to one of the least of these brothers of mine, you did it to me.'"*

Wichai Srisura, Programme Officer  
CBM Central East Asia Regional Office

## Integrity to CBM means:

- We are good stewards of our resources
- We consider the most cost-effective option first
- We act on our promises
- We make the best use of our God-given talents for CBM
- We build people up wherever possible
- We respect confidentiality
- We respect all regardless of rank
- We can be relied upon to contribute to the best of our abilities.



# Communication

*"Our ability to communicate remains one of God's great gifts to humanity.*

*"Within CBM, genuine communication can only take place in a climate of trust and respect for one another which creates the basis for interaction.*

*"True communication is best enabled in CBM when people join together regardless of race, colour or religious conviction, and where there is acceptance of and commitment to one another."*

John Jeffries, National Director  
CBM Australia

## Communication to CBM means:

- All our forms of communication are truthful, respectful and inclusive
- We talk with, not about, persons with disabilities, according to the principle, "Nothing about us, without us" \*
- We encourage open, constructive, not hierarchical, communication
- We are flexible and responsive to the needs of others
- We don't harbour hidden agendas
- We seek win-win outcomes.

\* Nothing about us, without us: Developing Innovative Technologies: For, By and With Disabled Persons / David Werner



# Inclusion

*"States parties recognise the equal right of all persons with disabilities to live in the community, with choices equal to others, and shall take effective and appropriate measures to facilitate full enjoyment by persons with disabilities of this right to their full inclusion and participation."*

Article 19 of UNCRPD, 'Living independently and being included in the community'

*"CBM aspires to this new core value, in recognition of our firm commitment to include persons with disabilities fully in all of our work, and in recognition of the goal we are working towards: every action we support, whether a cataract operation, an advocacy campaign or a teacher training programme, has the ultimate goal of Inclusion."*

Catherine Naughton  
AWG Inclusion, CBM



## Inclusion to CBM means:

- We work and advocate for the inclusion of persons with disabilities in society
- We practise and promote inclusion of persons with disabilities
- We provide a working environment which is accessible and inclusive
- We recognise the valuable resource that staff with disabilities are for CBM at all levels of our organisation
- We include persons with disabilities in planning and community initiatives.



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