

## Membership Charter (1.1)

In essence, the credibility of the AAA UK is only going to be as good as the commitment and contribution that the members make to it.

Therefore, for organisations considering joining the AAA UK, it is important that there is an understanding of this need.

Whilst it is acknowledged that the Developmental Assets framework is already in the public domain, it currently has a low profile. However, it should also be noted that most organisations are already building Assets in the things that they do. The AAA UK should have a main objective to promote intentional Asset building in all structures of society.

[The member organisations of the AAA UK will seek together from their fields of expertise and influence to build better practice in creating a healthier social environment for people to grow and develop through the appropriate application of the Developmental Assets framework.]

From current research, we know that there are significant Asset deficiencies in the UK (many agencies have spent thousands identifying what those problems are). With the Developmental Assets framework, the members of the AAA UK together will seek to effectively tackle the problems head on.

A simple process to tackle the challenges in society is to identify them specifically and then provide intentional and appropriate solutions, by using the Developmental Assets framework as a context measure for what is best to do. Through the provision of resources, training, celebration of best practice (giving a context to activities) and lobbying.

The AAA UK will primarily respond to the challenges that relate directly to the Alliance member agencies. Be that family, children, young people, community, health, commercial, statutory sector etc.