



Tone of Voice Guidelines

Who are we?

We are Barnabus.

We are a team of dedicated social workers, fundraising experts and heroic volunteers, and we never give up. We are working towards one incredible cause - to give love, hope and support to the homeless and vulnerable.

What do we do?

We put homeless people back in their own homes.

We do not underestimate the healing power of hearty homemade food, a mug of tea and a hot shower. We give social support, financial guidance and life-saving mental health help. Put simply, we do everything we possibly can for those who need it most.

Why do we do it?

Because we care.

And we want to see those we care about safe and settled in their own homes, working in a job that they love and moving forward with their lives. Christianity is at the heart of why we do what we do. It's why we started, and it's why we continue to show love to those experiencing hard times.

Our mission statement

It is our mission to give love, hope and support to those in need.
We want to put homeless people back in their own homes, and empower them to
pick up their lives from where they left off.
We will do this with hard work and dedication, and we will do it because we care.

Our core beliefs

We believe that everyone is equal - regardless of age, sexuality, religion or gender.

We believe that everyone has the right to lead a stable life.

We believe that everyone has the right to access basic medical care.

We believe that everyone is capable of giving. Time, money, care or otherwise.

What are we like?

We're like old friends.
We don't shake hands - we hug.
We're open and honest, warm and inviting.
We'll always pop the kettle on.
We put the feelings of others first.
We put the needs of others first.
We'll walk a mile in your shoes.
We're serious about what we do.
And we will not give up.

How do we sound?

We sound positive, and we talk of a better future.
We do not dwell on the negative, or fret about the past
Our tone is open, honest and warm - like talking to a friend.
But we're experts in what we do.
We're lighthearted and can smile through hard times.
But we take our mission and the work that we do seriously.

We are straight-talking, and we tell it how it is.
But we are not brash, cocky or dramatic.

We want to make people care and give what they can.
But we are not pushy or aggressive with our beliefs.