

Purpose & Values



In January 2024, EdenTree embarked on a journey to create a blueprint of Purpose and Values that is unique to us, feels authentic and excites our people. The goal was to build a new collective identity that truly reflects the perspectives and experiences of people across the business.

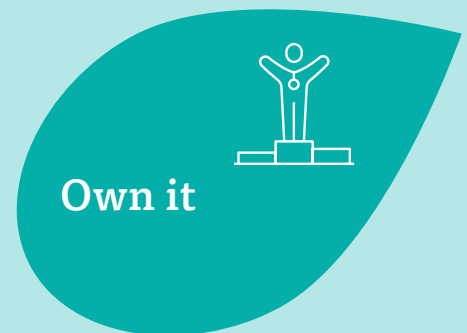
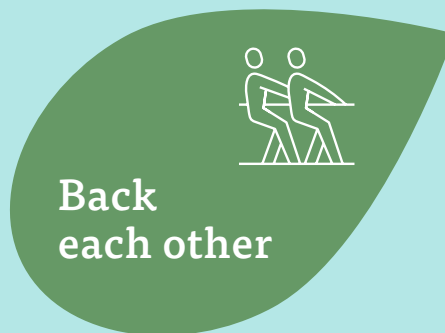
We shaped our Purpose and Values together to reflect who we are and how we support one another every day. They've become part of how we think, act and invest. With leadership from the Corporate Responsibility and Executive Committees, and the commitment of colleagues across EdenTree, these values are now firmly part of our culture. They guide our decisions, how we support our communities and keep us accountable as we work towards a better tomorrow.

As a charity-owned investment manager within the Benefact Group, our Purpose and Values reflect our commitment to taking meaningful action, challenging ourselves to do better and being transparent in everything we do. They are central to how we embed environmental, social and governance principles across our work.

Our purpose

We transform the way people invest to build a better tomorrow

Our values



“ Here’s the thing, every Company website has a version of purpose and values. What sets a Company apart is the living of these and not the writing. It is the day to day execution not a tick box exercise in the Report and Accounts. The day to day for EdenTree is being bold in our roles, backing each other and owning our work. This is how we grow our business, enhance our culture and deepen the positive impact we deliver for clients and society. Everyday. ”

Andy Clark, CEO

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