



Fundamental Freedom

**Strategy
2022-2023**

About this document

This document acts as a rolling plan and framework for who we are and what we do. It is not a static or fixed document. The board of Trustees will review and approve it each year, and the Chief Executive Officer (CEO) will inform the Board of any significant changes as the work progresses. In conjunction with the Strategic Plan, Fundamental Freedom develops annual Operational Plans, which includes the goals of each project, the means by which those goals will be achieved, who is accountable for overseeing the project, performance indicators, and external variables. Our Operation Plans feed into individual employees' and consultants' work plans and result in sets of specific outputs that contribute to the attainment of project goals. These are used to assess progress against goals by the CEO at monthly management meetings and in the annual project evaluation sessions.

Contents

1. Our Vision and Mission.....	3
2. Core Values.....	3
3. Our Strategy/ Modus Operandi	4
4. Current Aims.....	6
5. Who We Are.....	8
6. Beneficiaries.....	8
7. The Future.....	8

1. Our Vision and Mission

Vision: Fundamental Freedom's Vision is a United Kingdom without extreme human rights abuses carried out in the name of 'public health'. Where people have the freedom to make informed medical choices and where the powerful are accountable. A United Kingdom where the general population are confident that their fundamental rights and freedoms are protected, upheld and respected.

Our Mission: Fundamental Freedom's Mission is to use strategic interventions to end extreme human rights abuses carried out in the name of 'public health'. To investigate and uncover human rights abuses and shine the spotlight on injustice.

We are: Fearless; Determined; Effective; Creative; Agile

2. Core values

Fundamental Freedom is:

- **Committed to our mission of defending human rights in the UK:** Our work is guided by domestic and international human rights standards, humanitarian law, and respect for the dignity of each human being;
- **Independent:** To ensure our independence, we do not accept government funds, directly or indirectly, or support from any private funder that could compromise our objectivity and independence. We do not embrace political causes and are strictly non-partisan. We maintain neutrality, refraining from commenting on who should be in power, but rather pushing all parties to uphold human rights and obey the rule of law;
- **Factual, accurate and ethical in our fact-finding investigations.** We are committed to maintaining the highest standards of accuracy and fairness. We seek out multiple perspectives to develop an in-depth, analytic understanding of the situations we work on and report on. We carry a sense of responsibility for the victims who have shared their experience with us;
- **Focused on impact:** We consider our work a success only when our actions lead to positive and lasting change. We are always on the lookout for new opportunities to advance our cause. We are committed to working on difficult situations, where long-term attention is required to bring about justice.

3. Fundamental Freedom's Strategy/ Modus Operandi

Fundamental Freedom is a small, feisty organisation of human rights defenders that was established in response to the UK governments Covid-19 measures. Our strategy is to use strategic interventions to end extreme human rights abuses carried out in the name of 'public health'. To investigate and uncover human rights abuses and shine the spotlight on injustice.

We work for and on behalf of the general population of the UK and we promote and protect the rights of those who are the victims of extreme human rights abuses, with a focus on the devastating effects of the lockdowns, the use of midazolam in care homes, coercion by employers to enforce vaccination on staff and adverse reactions to the Covid-19 injections.

Underlying all of Fundamental Freedom's work is a refusal to accept State abuse of power, a commitment to holding the government to account and empowering the UK population with the knowledge of their fundamental rights and freedoms. Fundamental Freedom does not shy away from targeting the UK government in its efforts to bring about change. The UK holds itself as a shining example of a democratic society that respects the rule of law and human rights, and therefore should be held to exacting standards in terms of how the fundamental rights and freedoms of its population are upheld.

Our Covid-19 response work focuses on individuals in the United Kingdom and we determine our focus on which individuals by balancing the following factors:

- Whether we have experience investigating and litigating the human rights abuses reported
- How rife the abuses reported are
- Our assessment as to the likely impact of our work, both in-country and globally
- Our assessment as to whether the activities we undertake will further our objects to an extent which justifies the resources committed
- Our ability to have access to the individuals we assist

In considering these factors, we make an assessment on which individuals we believe most need our help and is most likely to achieve meaningful results.

Our work focuses on abuses in four areas, the effects of lockdowns, the use of midazolam in care homes, employer coercion to enforce vaccination and adverse reactions to the Covid-19 injections. We focus on misconduct by the UK (and their allies), based on the premise that we cannot expect other countries to demonstrate respect for human rights and the rule of law if the countries that champion these values in principle renounce them in practice. We prioritise those individuals where:

- The abuses in question are prevalent
- We believe our work is likely to significantly impact positively on preventing or stopping those abuses, domestically and internationally (by way of knock-on effect)
- On our assessment, the activities that we propose to undertake will further our objects to an extent that justifies the resources committed.
- We are able to conduct our work safely, securely and effectively.

It is our investigation and representation of victims of human rights abuses – be they victims of lockdowns, the use of midazolam, victims of employer coercion or victims of the Covid-19 injections – that differentiates us from other human rights organisations, and gives us the ability to effect change through our strategic casework and advocacy.

As lawyers and investigators, we are uniquely placed to make the voices of these individuals heard: where possible we meet with them in person, thereby developing a factual portrait of their case as well as an understanding of their personal story. Our consultants are renowned for their work, and are key to developing trust and gaining access to those whose rights we seek to defend.

We advocate for the people we assist in courts of law where we can, but importantly we also advocate in the ‘court of public opinion’ – both on behalf of victims and in relation to the abuses they face. Using strategic litigation, we effect systemic change and through our client’s stories, we can change the minds of influential decision-makers and the public.

We are strategic in terms of the cases we take on and how we use our work to effect change. Where it becomes apparent that a particular case or campaign is successfully capturing the public imagination and thereby shifting the debate on the issues with which we engage – for example through increased social media interaction – we invest more resources in it and fine-tune our approach in order to maximise our ability to have an impact for that individual and the broader issue. If a strategy is not working, we stand back from it until a better time, or we re-evaluate and adapt.

Key to our mutable strategy is the ability of victims of human rights abuses to appeal directly to our lawyers for a decision after which our skilled communications team takes our message to the public. The importance of public education in Fundamental Freedom’s work cannot be overestimated. Many of the people assisted by Fundamental Freedom are not taken seriously by health workers, are denounced as ‘conspiracy theorist’ by mainstream media, censored and banned on social media and their best hope lies in the court of public opinion. By humanising victims through telling their stories or emphasising the value of the rule of law, fairness and due process, extraordinary shifts can be brought about in these audiences.

Agility

The area in which Fundamental Freedom operates is dynamic and fast moving. Fundamental Freedom’s agility is core to its strategy and approach to the work. All of our staff are familiar with our key objectives. The aim is then to develop creative cases and campaigns that will get us closer to achieving those objectives. We track what is going on in the UK and the World and take action accordingly.

Fundamental Freedom changes the debate and we change people’s minds. That is our product – it is the thing that that we do brilliantly, it is the reason that our funders fund us and the reason that we punch so much above our weight.

4. Current aims

(a) Casework and Campaigns

Mission:

Fundamental Freedom's mission is to use strategic interventions to end extreme human rights abuses carried out in the name of 'public health'.

Specific Aims:

- Undertake investigations, casework and/or litigation on cases with the potential to create systemic change;
- Investigate, expose and seek justice for victims severely impacted by the lockdowns
- Investigate, expose and seek justice for families whose loved ones were victims of the Midazolam protocol in care homes;
- Investigate, expose and seek justice for victims of adverse reactions to the Covid-19 injection
- Investigate, expose and seek justice for individuals who were forced/ coerced by employers to receive covid injections against their will and/or individuals who lost their jobs for refusing to take the covid-19 injections
- To Engage with institutions, governments, corporations and the public to campaign for an investigation into the origins of the Covid-19 virus at the Wuhan Institute of Virology, China;
- To campaign for the end of online and media censorship around alternative treatments for Covid-19 and the dangers of the Covid-19 injections. To expose and seek justice for the whistleblowing doctors and scientists demonised for speaking to the disproportionate response of the UK government to the Covid-19 virus, as well as to the denial of alternative treatments and the dangers of the Covid-19 injections;
- Hold the UK and their allies accountable to the highest standards in their responses to the Covid-19 virus;
- Shine a light on the UK complicity in abuses within Fundamental Freedom's remit, and expose and challenge government policies which may lead to abuses;
- Protect the rule of law and ensure justice is delivered fairly and justly for all;
- Build national and global awareness and support for the issues Fundamental Freedom works on; shifting the debate, highlighting individual cases and umbrella themes of abuse and injustice;

- Identify and work with other organisations, activists, lawyers, and other allies to build a network of organisations tackling similar issues

(b) Operations

Mission: Create the most efficient and effective organisation possible, where staff are fully supported to achieve Fundamental Freedom's mission.

Specific Aims:

- Ensure that Fundamental Freedom's resources – which comprise its people, funds, and physical or digital equipment – are selected, harnessed and deployed effectively, securely, ethically and in compliance with all applicable laws, policies and standards;
- Provide a positive and energising work culture that is conducive to the Fundamental Freedom team achieving their maximum potential;
- Ensure organisational safeguards are in place to enable Fundamental Freedom to do its work to the best of its ability, whilst always keeping the interests of its clients front and centre.
- Continuously monitor and evaluate Fundamental Freedom's effectiveness and ensure that resources are utilised most effectively in order to achieve the impact that we seek.
- Maintain a close working relationship with Fundamental Freedom's Board and ensure that the organisation carries out its Mission through its Strategic Plan and Operational Plans, as set by the board;
- Ensure that the Trustees are kept apprised of all significant developments at Fundamental Freedom, and that their skills, experience and expertise are harnessed and deployed.

(c) Development and Outreach

Mission: Generate the right level and types of income – by converting public interest in our work into funds – to support Fundamental Freedom's work and facilitate its achievement of its mission.

Specific Aims:

- Build public support for our work, and galvanise key audiences such that they are able to take action to assist us in furthering our mission;
- Ensure that Fundamental Freedom has the funding needed to carry out its work efficiently and effectively;

- Gather and analyse data on Fundamental Freedom’s performance and the impact of our work, and communicate that to prospective and current funding sources.

5. Who We Are

Leadership

Fundamental Freedom’s leadership is provided by its Chief Executive Officer and founder, Hannah Rose

Board

Our Board of Trustees holds ultimate responsibility for Fundamental Freedom and its work. The skill mix of the Trustees is designed to bring balance of legal, charitable and communications experience and expertise to underpin the strategy of the organisation.

Fundamental Freedom’s board meets at least four times a year. With Hannah, it sets and monitors overall strategy for the organisation, and monitors the budget. As of July 2022, the Board comprises Jane Shotbolt – Chair and Treasurer, Kai Krause, Samantha Waterhouse and Jenna Ball

6. Beneficiaries

The primary beneficiaries of Fundamental freedom’s work are victims of human rights abuses or those at risk of abuse.

As one of our target audiences, policymakers are well served by our reporting and advocacy.

7. The Future

Fundamental Freedom has an ambitious vision: a United Kingdom without extreme human rights abuses carried out in the name of ‘public health’. Where people have the freedom to make informed choices regarding medical procedures and where the powerful are accountable. A United Kingdom where the general population are confident that their fundamental rights and freedoms are protected, upheld and respected.

We have every reason to believe that we can achieve that vision. Our strategy – investigating and litigating on behalf of individuals, and supporting clients to tell their stories in order to advocate in furtherance of our mission in the court of public opinion - is tried and tested and takes us closer to that vision every day.

To ensure our effectiveness we will assess our impact regularly, so that we can learn from our experiences, close down projects that are not working, whilst doubling down on cases and campaigns that are achieving change. We must remain confident in trying new techniques in order to achieve. Results.

We must remember to remain true to our values: we must be fearless; determined; effective; creative and agile.