



Ending the cycle of trauma and harm
so that all women and girls can thrive
2023 - 2027 Strategy



WE ARE THE AGENDA ALLIANCE

We are bold, ambitious feminists, living in a world where women and girls with the most complex unmet needs are consistently overlooked and harmed.

Too many women and girls are hurt; too many lives are damaged; too much potential is lost.

We are a social movement, campaigning with courage and in solidarity with our Alliance members and women and girls, so that they can thrive.

Our vision

Ending the cycle of trauma and harm so that all women and girls can thrive.

Our mission

We advocate and campaign for systems and services to respond appropriately to women and girls with unmet needs.

Our purpose

We want public services to respond better to the distinct and multiple unmet needs of women and girls, including appropriately responding to gender, age, race and trauma.

For the whole system to respond better, we stand in solidarity with the voluntary sector and advocate for them to be empowered.

Our work

We conduct research

Our well-renowned research builds expertise and evidence on the experiences and needs of women and girls with complex unmet needs

We campaign

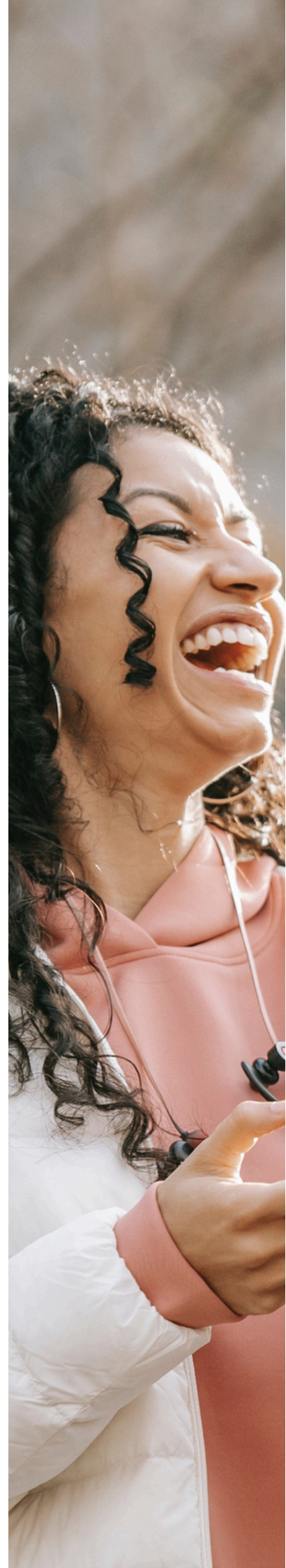
Our campaigns aim to influence nationally and regionally, to spark action. We influence policy and practice, as well as advocate for our Alliance members and for women and girls.

We convene the sector

Our Alliance membership fosters a cohesive, joined up approach to systemic change. Our members include voluntary sector and specialist organisations who are experts in the issues that women and girls face, including trauma.

We amplify voices

We stand in solidarity with all women and girls and work to amplify their views and voices – particularly those that are consistently overlooked and unheard.



Our values

Our values are our guiding principles for our work to deliver our mission. It is who we are and how we behave.

We promise to be:



INTERSECTIONAL

We understand that the most disadvantaged women and girls experience multiple types of intersecting trauma and disadvantage. So, we approach our work in a way that cuts across services, sectors and systems that are there to support the full breadth of issues and disadvantages that women and girls face.



COURAGEOUS

We are courageous in speaking out and taking action for and with all women and girls. We stand in solidarity with all women and girls and provide platforms for their views and voices. We campaign confidently, with pride, strength and grit.



CREDIBLE

We design campaigns that are grounded in robust evidence, proven good practice and the experiences of women and girls. We are committed to constant learning from the wider sector and our Alliance members – including small, specialist, front-line organisations – and learning from women and girls.



CLEAR

We communicate with clarity and try to be as clear as possible, so that everybody can understand, contribute and join our social movement. We speak in plain English and are committed to translating into different languages when required, including BSL. We do not waffle and are impactful when we present.



COLLABORATIVE

We collaborate with others in a meaningful way and stay true to our history of convening the sector. We will continue to listen to different perspectives and draw strength from diversity. We seek to develop shared understanding, to find new ways of talking, thinking and working across divides and boundaries.

Our strategic goals

By the end of 2027, we will:

Convene and amplify voices for change

As a catalyst for collective action, we convene across sectors, including our Alliance members, partners and women and girls with multiple unmet needs. Their expertise helps to identify and address systemic gaps, amplify voices, and co-design solutions. We strive to create the conditions to enable equity of experience and involvement throughout our work and to identify and respond to emerging issues.

Drive systemic change for women and girls with multiple unmet needs

Centring the voices of women and girls, we conduct research and campaign to influence policy and practice. In order to improve outcomes for women and girls harmed by systems that are meant to support and protect them, we push for systems and services to be trauma-informed, culturally competent and gender responsive. Our chosen priorities for this strategic period include reducing the harm/trauma caused by poor mental health, the criminal justice system, racism and school exclusions.

Strengthen our organisational foundations

We will keep building the charity's foundations, strengthening our internal systems and our voice, so that we can continue to be resilient, sustainable and impactful. Key goals include diversifying our income, effectively capturing and articulating our impact, and keep growing our reputation as the leading voice for women and girls with multiple unmet needs.

Join our movement

To achieve our goals over the next five years we need partners, supporters and friends that are values-aligned.

We are very lucky to have incredible funding partners who have provided us invaluable with support.

We are now looking forward to welcoming more funders and partners who believe in our vision and mission and want to join us in achieving our goals.

If you think you or your organisation can help us end the cycle of trauma and harm, please get in touch.

You could be an individual supporter, a corporate company, a philanthropist, a grant-giving organisation, or somebody that has a great idea! Contact our Chief Executive, Indy Cross, who will be happy to talk: indy@agendaalliance.org.

[Sign up to our newsletter](#) to stay updated with our work, or follow us on [social media](#).

Thank you for your interest in our work.





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