

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.

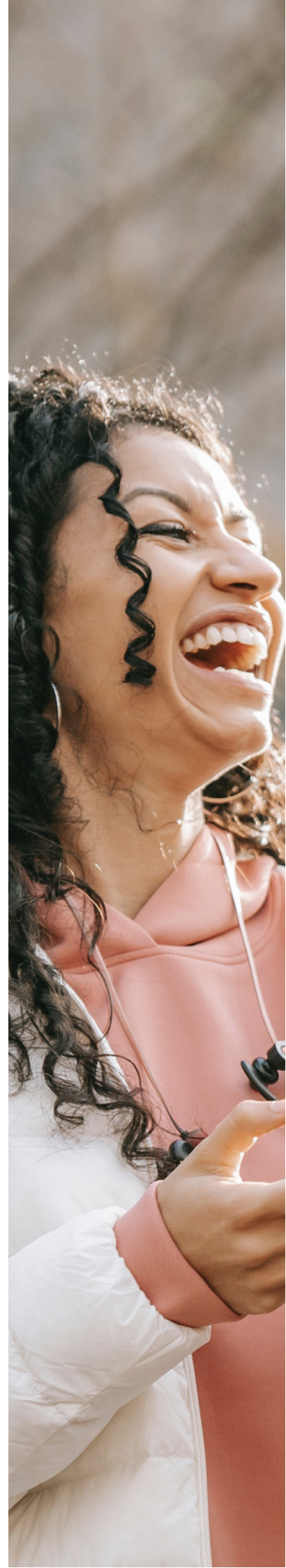
For the whole system to respond better, we stand in solidarity with the voluntary sector and advocate for them to be empowered.



# Our work

This is the work we will undertake to make this change happen:

- Conducting research to build expertise and evidence
- Campaigning to influence nationally and regionally, to spark action
- Disseminating our messages and telling a compelling story, bringing others along on this movement with us
- Convening the sector through our Alliance membership to help foster a cohesive, joined-up approach to systemic change
- Platforming women and girls with lived experience in our campaigns to ensure we get it right



# 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 an Alliance that is empowered and cohesive and has regular opportunities to influence public policy and practice to respond appropriately to women and girls with unmet needs.

Mature and build the charity's foundations, including embedding women and girls' voices and strengthening our internal systems to become resilient and sustainable.

Develop a holistic evidence-base on the harm that racism causes to women and girls accessing public services. This will be the flagship project in collaboration with the Alliance members.

Reduce the number of girls and young women being excluded from school.

Call for criminal justice to respond better to women's unmet needs – particular target is the Young Women's Strategy.

Ensure women and girls' mental health is prioritised in Government Policy.

# Our ambition

How our strategic goals will move us closer to achieving our vision

## Our purpose

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

## Outputs

- Campaign to influence nationally and regionally
- Conduct research to build expertise and evidence
- Disseminate our messages and tell a compelling story
- Convene the sector through our Alliance membership
- Platform women and girls with lived experience in our campaigns

## Outcomes

- An empowered, high-profile alliance
- Women and girls' voices are embedded
- First evidence base on racism across all public services
- Reduced number of exclusions of young women and girls
- Criminal justice agencies respond better to women (Young Women's Strategy)
- Women and girls' mental health prioritised within government policy

## Impact

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



# 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](mailto: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.







## **Agenda Alliance**

First Floor West  
35-47 Bethnal Green Road  
London E1 6LA

[adminsupport@agendaalliance.org](mailto:adminsupport@agendaalliance.org)  
[agendaalliance.org](http://agendaalliance.org)

Charity number: 1179417

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