



ANEW SUPPORT SERVICES STRATEGIC PLAN 2025 – 2029



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Executive Summary

Anew is the only charity in Ireland who works specifically with pregnant women and new mothers experiencing or at risk of experiencing homelessness. We work intensively to support, safeguard and protect women, babies and children, particularly those at risk of, or those experiencing homelessness, while supporting them to access appropriate housing and accommodation as soon as possible.

Even today the mere fact of becoming pregnant can often lead to a temporary crisis with many emotional and practical implications and a very high risk of homelessness, societal exclusion and poverty. Pregnant women become homeless due to unsuitable accommodation, domestic abuse, relationship issues, cultural stigma or other wide ranging complex needs all of which means the pregnancy is very traumatic for the woman and child. Anew keeps the mother and baby as the top priority through its unique service, working intensively to support, safeguard and protect them while supporting them to access appropriate housing and accommodation as soon as possible.

We support pregnant women and new mothers through the provision of housing advice, supported accommodation, key working, day services and outreach support. As part of this we strive to implement cross organisation collaboration as we are working extensively with hospitals, homeless hubs, Domestic Abuse refuges and other agencies.

Anew's purchase of a house in Drumcondra, Dublin 9 in August 2024 (using the Capital Assistance Scheme (CAS)), to be operated by Anew for new mothers and their babies as "Transitional/Stepdown" accommodation, represented the achievement of a priority strategic goal in our previous Strategic Plan. Following on from this, the Board recognised the need to address longer term priorities and a strategic review was carried out culminating in this five-year Strategic Plan for the period 2025 – 2029. It is a working document updated and approved annually by the Board of Directors who are committed to achieving the Vision and Mission of Anew and having a process in place to ensure that this Strategy is at the core of the organisations culture and activities for the future.

Our Strategic Pillars 2025 - 2029 - Taking into consideration our services, sustainable funding, quality improvement and operational excellence (including compliance to a vast array of regulations), organisational design and communications the following three strategic pillars have been identified:

Pillar 1: The Why - The Women's Journey, Our Model of Care

Pillar 2: The Means - Physical Resources such as Accommodation Units and Secure Sustainable Funding

Pillar 3: The Capacity - Being Supported to Provide Services - Organisational Design, Communications, People, Administration and Other Resources

For each Pillar short, medium and longer term Priority Areas, Activities and Outcomes have been identified and addressed.

About Us

Anew is a Company Limited by Guarantee (CRO No. 494801) and a Registered Charity (CRA No. 20022983). Funding for Anew is from The Dublin Region Homeless Executive (DRHE), Tusla – Child and Family Agency, Project related income from funds such as The Ireland Fund, The Lottery, The Community Foundation of Ireland, The Katherine Howard Foundation and other funders, rental income from Anew's premises in Tara Street in Dublin and donations from members of the public and corporate donations.

Our primary stakeholders are pregnant women and new mothers, especially those who are experiencing or at risk of experiencing homelessness.

Our aims:

1. Provide preventative and early intervention maternal support for better lifelong outcomes – to break the cycle of poverty and socio-economic disadvantage.
2. Improve pre- and post-natal health and well-being for mother and baby.
3. Reduce homelessness for pregnant women and new mothers.
4. Promote and protect the health, wellbeing and rights of the women and babies we work with.

The women with whom we work are often from marginalised communities such as migrants, care-leavers, and members of the Traveller Community. They have often experienced abuse including physical, psychological, and sexual. Many of them have come through deep trauma in their lives. Our aim is to support them through their pregnancy and into new motherhood by providing transitional accommodation, life skills and emotional support through our Nurture Programme. We empower them to parent their children confidently, avail of strong social networks and secure sustainable accommodation as part of our Empowerment Programme.

The Women we work with:

The Women we work with come from complex situations and include but are by no means limited to:

- Women who were in Alternate Care System themselves as children
- Women with Children in Care
- Young Mothers (under the age of 25)
- Women from Minority Groups
- Women in Recovery from Addiction

The nature of pregnancy and the complex needs of many of the women who use our services necessitates intensive support during the pregnancy and into new motherhood, with continued supports when a stable home is secured for these new families. Anew works closely with the women, their families and other agencies to ensure the best outcome for them and their babies. We are committed to developing bespoke person-centered evidence-based programmes of work to ensure that the new families we work with get the best possible start from pregnancy to early motherhood.

Vision and Mission

Our Vision

Anew envisions an Ireland where all pregnant women, especially those at risk of homelessness, have access to high quality, professional and compassionate services and can avail of practical and emotional supports.

Our Mission

Anew provides intensive emotional and practical support to pregnant women and new mothers, especially those at risk of homelessness. We provide a safe space where we nurture and empower these families to fulfil their full potential.

Our Values

Accountability	We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, the women, children, and families we work with.
Nurture	We aim to bring out the potential in people including our staff and the women and families with whom we work. We think, listen, see and understand those who use our services.
Empowerment	We strive make the women stronger and more confident, especially in controlling their life and realising their abilities and potential in life.
Welcome	We provide a safe non-judgmental place for the women and families who use our services. We reassure, respect, and provide an environment of trust.

Our Key Priorities

- **The Women** – As a woman herself (not just as a mother), this is key to supporting her as a mother, the women we work with are at the heart of the organisation.
- **Breaking the Cycle** - The early and intensive interventions in Anew provide a real opportunity to break the cycle of intergenerational disadvantage and poverty for the women and their babies we work with. In particular we focus on avoiding entry to the Alternative Care System for the babies and children of the women we work with.
- **Homelessness** - The current homelessness crisis is having a significant effect on the lives of pregnant woman in Ireland; meeting their needs is key.
- **Parenting** - Positioning the services of Anew to provide intensive parenting support for pregnant women and new mothers who are under pressure, particularly those who are at risk of homelessness, is a key priority.
- **Perinatal Mental Health** - Addressing peri-mental health issues for the pregnant women and new mothers who use our services is a key focus for Anew and we link in with the Peri-natal Mental Health Services around this.
- **Funding** - Addressing future funding needs through a strategy of diverse and sustainable funding sources is imperative for Anew to continue and expand its services over the period of this plan.
- **Governance** - Anew is a company limited by guarantee and a registered charity. Anew is governed by the board consisting of directors (known as Charity Trustees under charity law) elected at the annual general meeting, who are experienced in law, business, risk, accounting, finance, HR and academia. The CEO is responsible for the day-to-day operations of Anew.

Our Team

Anew has a staff of qualified managers, social care workers, support workers, and other professionals working in partnership with women and their families as well as cross organisation collaboration with hospitals, homeless hubs, DV refuges and other agencies. We provide Day Services Haven House, our centre in Dublin, homeless accommodation in Cherry Blossom Cottage and outreach support services in Dublin.

Our Services

We support pregnant women and new mothers through the provision of housing advice, supported accommodation, key working, day services and outreach support. As part of this we strive to implement cross organisation collaboration as we are working extensively with hospitals, homeless hubs, Domestic Abuse refuges and other agencies. The services and activities provided by Anew are shown below:

Activity	Details	Location	Funder
Day Services	The Nurture and Empowerment Programme, (Circle of Security / Trauma Informed Care) Peer to Peer Support, , Housing Advice and Tenancy Sustainment	Haven House, Dublin 2	Tusla, Hospital Saturday Fund, DRHE, Community Foundation Ireland, Katherine Howard Foundation, Dublin Airport Authority and other funders
Supported Temporary Accommodation (STA)	Provides 24 hour supported accommodation for up to 4 pregnant women and new mothers including: The Nurture and Empowerment Programme (Circle of Security / Trauma Informed Care) Key working and Interventions, Life Skills Classes, Pre-natal and Antenatal support	Cherry Blossom Cottage, Swords	DRHE, Tusla
Outreach	The Nurture and Empowerment Programme (Circle of Security / Trauma Informed Care) Key working and Interventions, Life Skills Classes, Pre-natal and Antenatal support	Various – Family Hubs, Migrant Centres, Hotels etc..	Tusla, Hospital Saturday Fund, DRHE, Community Foundation Ireland, Katherine Howard Foundation, Dublin Airport Authority and other funders
Transitional (Step Down) Accommodation	Provides transitional “step down” accommodation for up to 6 women and their babies. Visiting support is provided by Anew staff around nurture, empower and securing their “forever home.”	Drumcondra, Dublin 9	Tusla

Strategy

Anew Support Services CLG (Anew) undertook strategic planning session on 15th June 2024 to develop a mid to long term Strategic Plan beginning January 2025. The process included a facilitated high level strategic planning session with the board of directors and senior management.

We used an impact led approach, beginning and ending with the women who use our services and based on the outcomes desired or needed by the women. We began by articulating, re-telling the story of the women’s (desired) journey with Anew and the desired outcomes for the women. In exploring Anew’s strategy to achieve these outcomes we sought to avoid going over ground that has already been covered and instead to focus on critical points. We did this by reviewing identified issues, then moved to formulating a framework for the strategy and exploring the shape of a delivery model. This we did through identifying three pillars and agreed to articulate our short- and long-term strategic priorities under these pillars.

The Women’s Journey

Stages	Physical	Emotional
Safety	Supported Accommodation (owned and run by Anew)	Nurture, Perinatal, Bonding, Self-Care, Baby-Care
Advice and Support	Transitional Accommodation (owned and run by Anew)	Empowerment, Peer Support, Life skills, Parenting Support
Fulfilment	Forever Homes (not owned by Anew)	Advice and Support, Education, Employment, Tenancy Sustainment

If the women have their basic needs met for food and safety, then that journey is possible. Throughout that journey practical and emotional support is provided. The journey is a social one represented by how the women live more than where they live. We developed areas which had been raised ahead of the session:

- Physical considerations and priorities – purchasing and running accommodation unit’s emergency accommodation and transitional accommodation, seeking partnerships with other AHBs for “forever homes” for the women and their babies
- Emotional Support – the provision of peri-natal care, mental, physical, sexual health, bonding with baby, peer support, life skills, education, employment
- Unrestricted and sustainable funding
- Communications/Marketing/PR

Based on these discussions we developed the priorities for development.

Priorities for Development

Mid Term

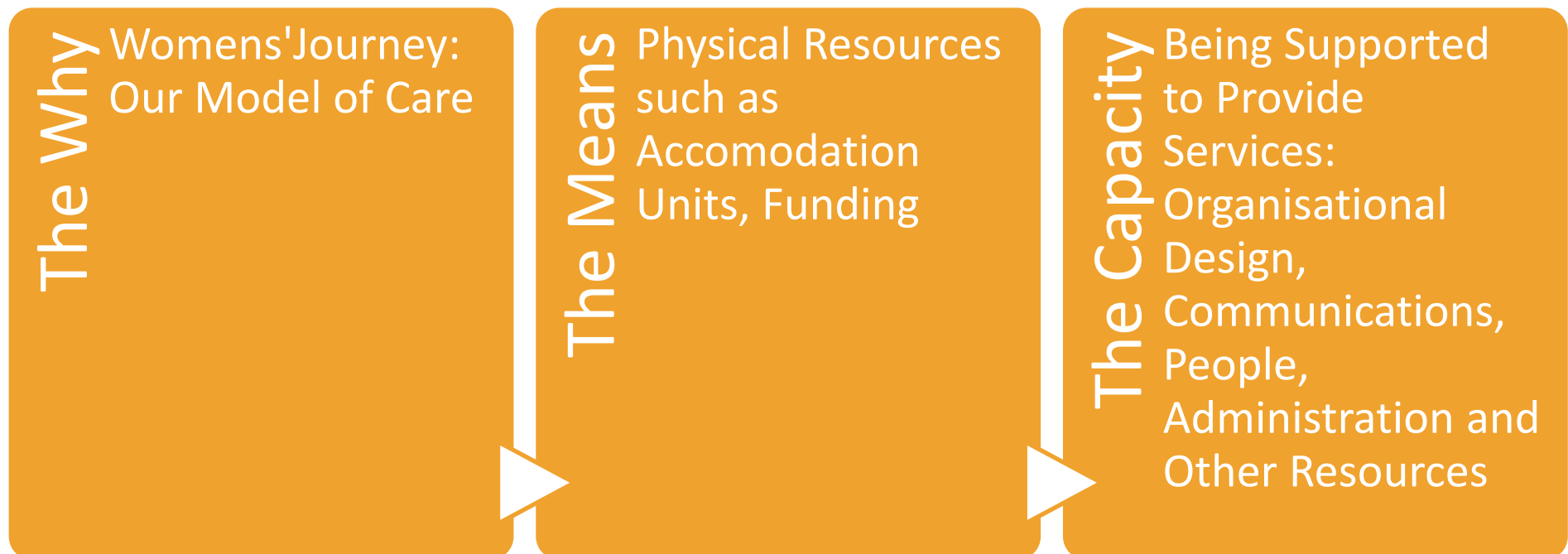
- Model of Care – articulate Anew’s bespoke model of care for disadvantaged pregnant women and new mothers
- Communication – build the profile of the organisation, advocate for change to services to include early and preventative interventions.
- Organisational Culture – Ensure our core values are “lived values”
- Organisational Capacity – extend the services throughout Ireland either via Anew or in partnership with suitable organisations

Long Term

- Purchase properties (CAS) - Emergency (like CBC) and Transitional Accommodation (like Alphonsus Road)
- Unrestricted funding for future developments (e.g. re-use of Tara Street for services or office) and building up of reserves.

Based on these discussions we agreed the three strategic pillars for the development of the Strategic Plan.

Strategic Pillars

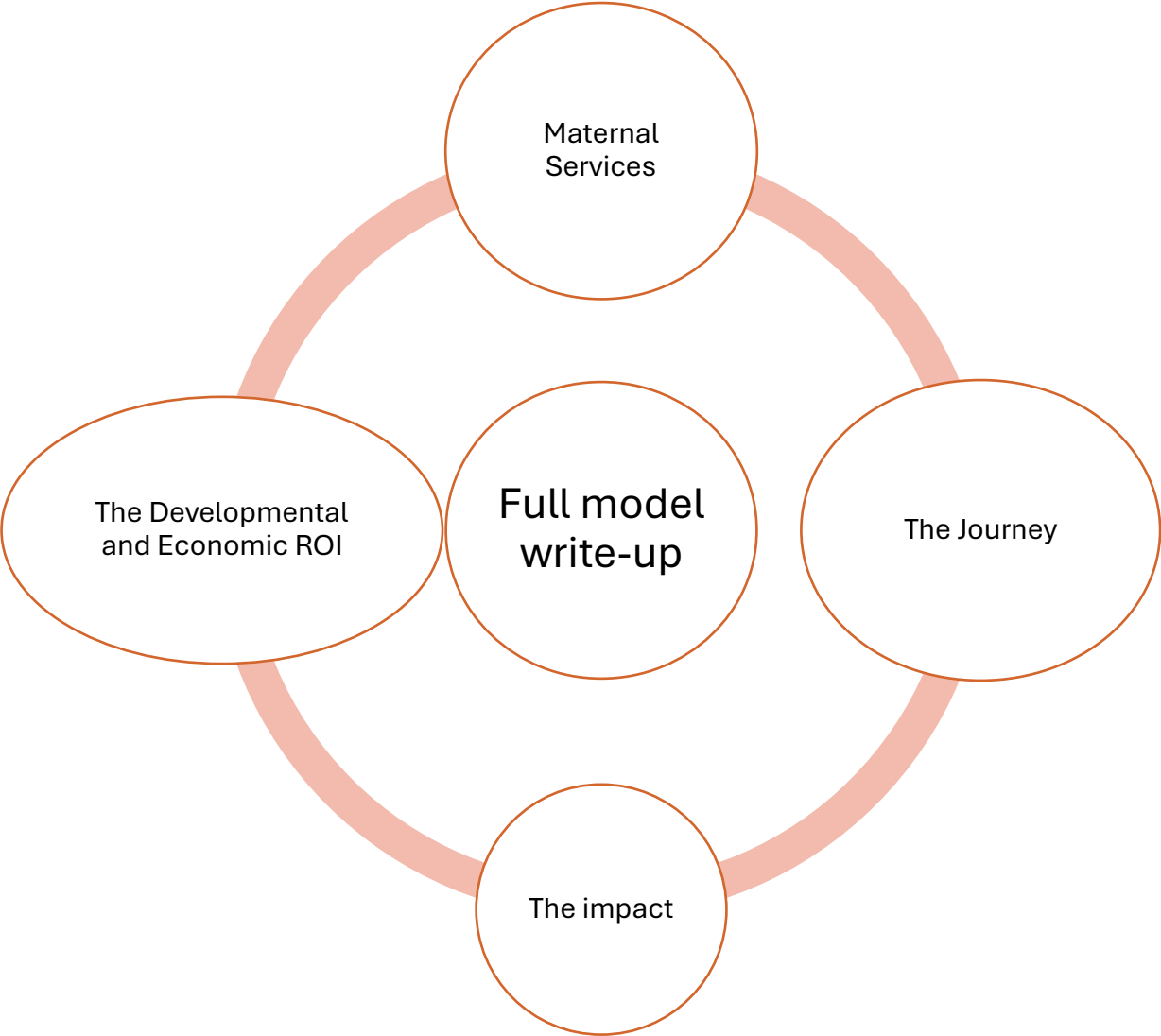


Strategic Pillar 1: The Why – Our Model of Care

A key short-term priority is articulation of the Model of Care which Anew defines as its special approach, one which it could promote for the benefit of the women. Research can be commissioned to design and write up the Model. Key to its success will be ensuring it both meets the needs of the women as well as reflecting the established performance measurements.

Timeline	Priority Activity	Outcome
Priority Objective 1 year	Develop our theory of change and write up the “model of service”	We will have a “full model write up” as a way to run the services and attract funding.
Secondary Objective 1 to 2 years	Demonstrate the impact of our work	Evidence from data, research etc. will back up the need to maintain and expand the services.
Tertiary Objective 3 to 4 years	A model of care that is replicated nationwide - Dublin, Cork, Galway.	We will be able to serve the needs of a broader section of society in Ireland.
Long term objective 5 years	Re-purpose Tara Street to run our Day Services.	We will be able to utilise our assets in the most appropriate way for the beneficiaries of our organisation.

Strategic Pillar 1: The Why – Our Model of Care (Continued)



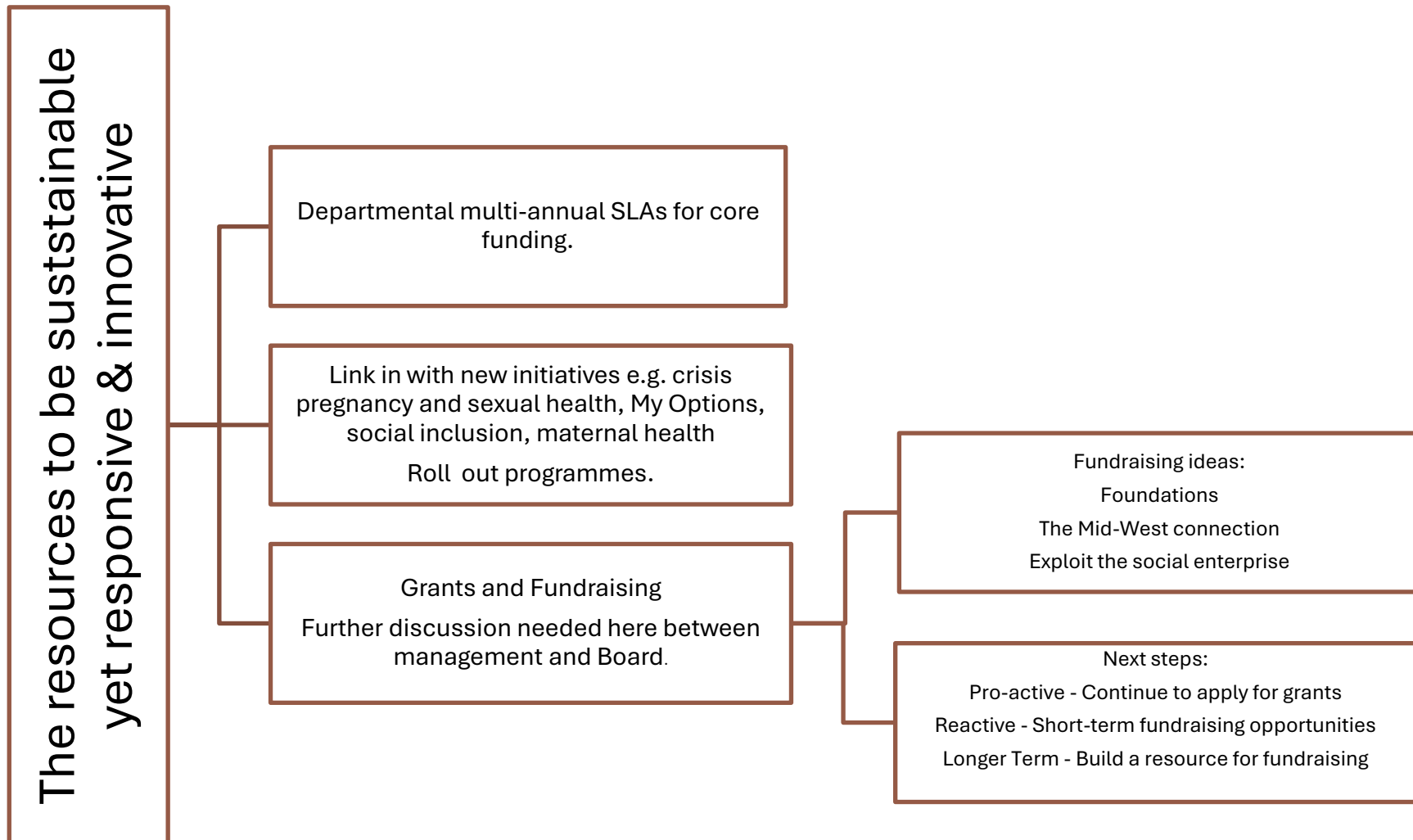
Strategic Pillar 2: The Means

Physical Considerations and Priorities

Timeline	Priority Activity	Outcome
Priority Objective 2 years	Purchase/build a new CBC on CAS. Anew owns/controls the core CBC type accommodation.	More space and better facilities: the layout of the core building will include Creche and facilities that also engage the local community
Secondary Objective 2 to 3 years	Purchase additional Transitional Accommodation.	Partnerships that improve the transition accommodation quality. AHBs potential.
Tertiary Objective 3 to 4 years	A physical model that is replicated nationwide - Dublin, Cork, Galway.	Our reach and impact is maximised.
Long term objective 5 years	Re-purpose Tara Street. A long-term objective for Office Accommodation (and/or Day Services as per Pillar 1)	A cohesive culture as we grow the Day Services but tread softly with DCC in attempting to standardise tenancy. Co-working possibilities.

Strategic Pillar 2: The Means (Continued)

Secure Sustainable Funding

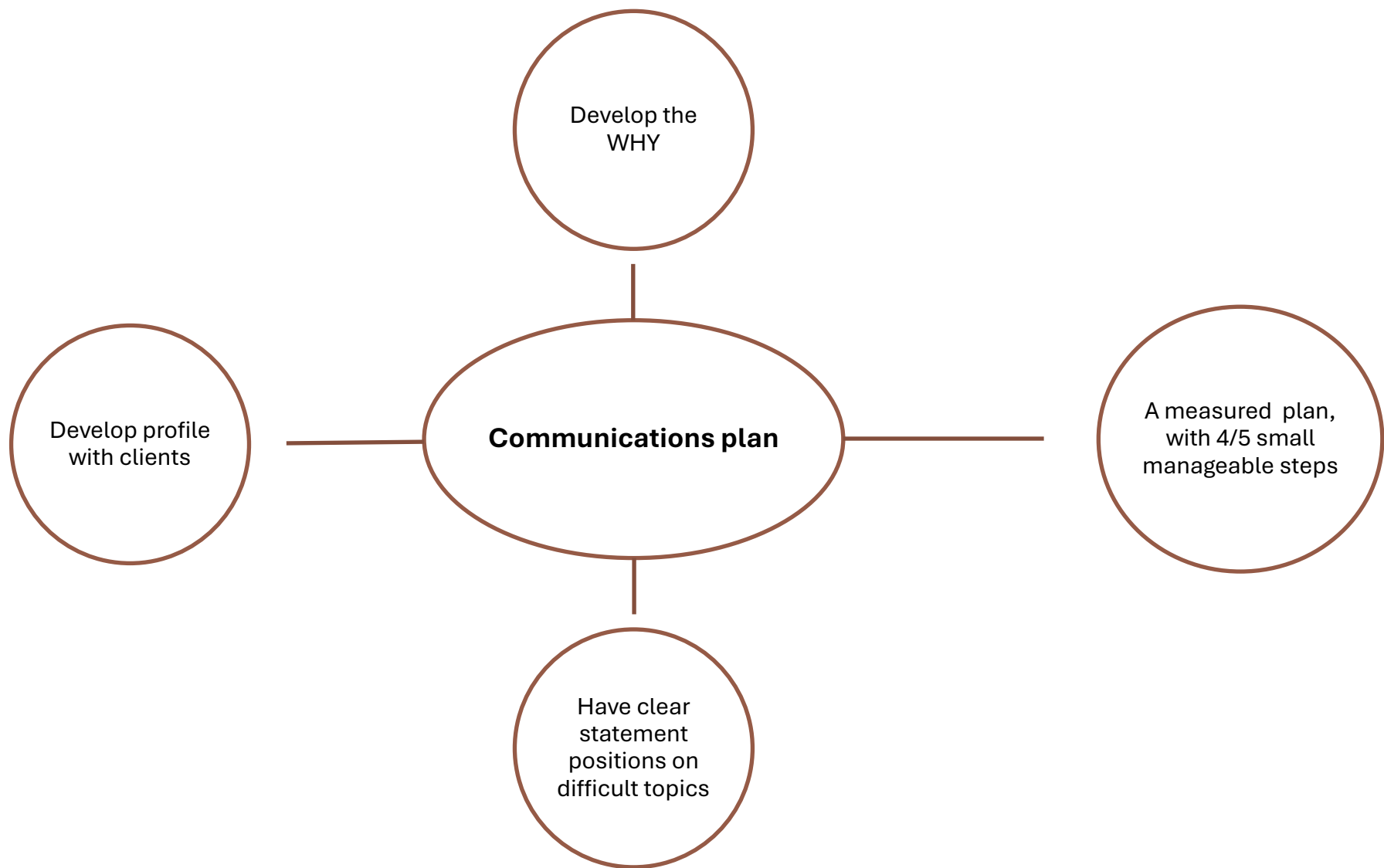


Strategic Pillar 3: The Capacity – Being Supported to Provide the Services

Organisation, Communications and Relationships

Timeline	Priority Activity	Outcome
Priority Objective 1 to 2 years	Integrate a Values based Culture through out our people and services.	The women and their babies will be nurtured and empowered to move onto the next phase of their lives.
Secondary Objective 1 to 3 years	Optimal organisational structure with sufficient and suitably qualified staff in place for management, services, finance, information communication technology and administration.	A well run, effective and compliant sustainable organisation.
Tertiary Objective 1 to 5 years	Maintain and enhance our organisation's governance e.g. succession planning and Board activities.	A well governed and compliant organisation.
Long term objective 4 to 5 years	Implement larger communications plan and secure fundraising resources.	Gradual accumulation of non-restricted income to build up reserves and ensure the long-term sustainability of the organisation.

Strategic Pillar 3: The Capacity – Being Supported to Provide the Services
Organisation, Communications and Relationships



Appendix 1 Key Policies and Strategies for Anew

- **National Maternity Strategy:** Revised Implementation Plan 2021 – 2026: The revised Plan sets out in detail the roadmap to ensure the National Maternity Strategy is implemented in full within the timeframe originally intended. It presents clearly all outstanding actions, their status and the timeframe required for each.
- **First 5:** A whole-of-government strategy to improve the lives of babies, young children and their families. It is a ten-year plan to help make sure all children have positive early experiences and get a great start in life.
- **Tusla Parenting Support Strategy 2022 – 2027:** The Strategy looks to build on the progress that was achieved by the 'Investing in Families' parenting strategy that was launched in 2013 and marks a renewed commitment from the Agency to working with parents to enhance services and improve outcomes for all children, young people and families.
- **Housing for All:** The Governments housing policy and plan to 2030.
- **DRHE Homeless Action Plan 2022 – 2024:** continues the three key themes from that plan of Prevention, Protection and Progression
- **The Youth Homelessness Strategy 2023 – 2025:** is a 3-year strategy working towards ending homelessness for young people aged 18-24 through: prevention and exits improving the experience of young people accessing emergency accommodation.

Appendix 2 Budget

ANEW SUMMARY CONSOLIDATED BUDGET 2025

	Budget TOTAL 2025
Income	
TUSLA Funding	€ 140,229
TUSLA SLA 2 Funding 2025	€ 65,000
TUSLA SLA 2 Funding brought forward from 2024	€ -
DRHE Funding	€ 265,923
Beehive - Rental Income & Service Charge Tara Street	€ 55,680
Advic Advocates - Rental Income	€ 7,200
Rental Income (DRHE - Internal) Haven House	€ 7,800
iDonate	€ 600
CBC Residents Rental Income	€ 4,320
St. Alphonsus Road Residents Rental Income	€ 23,868
Thurles Shop Revenue	€ 2,500
Donations	€ 1,800
Grants/Corporate Donations/Fund-raising	€ 21,000
Department of Social Protection (sick benefit)	€ -
Tusla 2 Step Down/Outreach Contribution to Overheads	€ 4,428
Tusla 3 Contribution to Overheads	€ 4,995
Other Project Contributions to Overheads (Yips/KHF)	€ 2,750
<i>Other Restricted Grants and Donations</i>	€ -
TOTAL INCOME	€ 608,093

Expenditure

Professional Indemnity/D&O Insurance	€ 20,833
Gross Wages & Salaries	€ 417,095
Employers PRSI	€ 46,597
Employer Pension Contributions (incl Auto-Enrolment)	€ 3,786
Procom Telephone System	€ 1,560
3 Mobile Phones	€ 4,400
Nicola Foster - Payroll Service	€ 1,200
Finance Support- Accounting service	€ 5,000
Irish Council for Social Housing subscription	€ 270
The Wheel Annual Subscription & Fundingpoint	€ 500
Treoir Annual Subscription	€ 150
Children's Rights Alliance	€ 700
Staff Training	€ 7,230
Supervision	€ -
Room Hire/Conferences	€ 840
Alarm Monitoring and Safety	€ 650
Good Fire & Safety	€ 1,750
Rent payable - DCC & Thurles	€ 2,351
Rates - TCC	€ 79
Rent (DRHE - Internal) Haven House	€ 7,800
Bohan Hyland Service Annual Charge	€ 400
Ayrton Group/Essential Health & Safety	€ 2,300
Panda/Greyhound - Refuse CBC & St. Alphonsus Road	€ 1,880
Client Expenses/Care Costs	€ 3,000
Household Supplies/Catering Food for Service users	€ 3,500
Employee/Volunteer Travel & Subsistence Expenses	€ 5,495
Zoom Subscription	€ 120
Staff Lunches / Canteen Supplies	€ 1,425
Energia - Gas Bill Haven House	€ 2,045
Energia - Electric Bill Haven House	€ 1,120
Electric Ireland - Thurles Shop	€ 150
Electricity Bill -Cherry Blossom Cottage	€ 2,400

Gas Bill Cherry Blossom Cottage	€	3,000
WiFi Cherry Blossom Cottage & St. Alphonsus Road	€	2,711
SSE Airtricity - St. Alphonsus Road	€	540
Grand Designs	€	1,850
Computer Software and Maintenance (incl Bright Books)	€	5,808
Rachel Sherlock - Social Media Work	€	-
Employee Assistance Programme (EAP)	€	500
Printing, Postage & Stationery	€	2,881
Subscriptions	€	750
Macro-Evolution- Printer/Copier Services	€	1,420
Maintenance & Repairs	€	10,440
Audit Fee	€	5,000
Other Legal & Professional	€	3,691
Bank Charges (incl Insurance Credit Charge)	€	1,500
Board Fees	€	1,000
Tusla SLA 2 Step Down/Outreach Contribution to Overheads	€	4,428
Set Up Costs Grace House - DRHE Funded	€	2,890
Void and Bad Debts 2%	€	477
Sinking Fund 20%	€	4,774
Management and Overhead Costs (Balance of 19% allowance)	-€	496
Local Property Tax	€	2,126
PRTB Costs	€	120
Staff gifts/events/Volunteer/Team Recognition/Team Building Events/Annual Report Launch	€	5,150
Depreciation	€	968
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TOTAL EXPENDITURE	€	608,154
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SURPLUS/(DEFICIT)	-€	61
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Appendix 3 Actions and KPIs

Pillar 1 The Model of Care	
Strategic Actions	Strategic KPIs
Set up complementary programmes to provide parenting support, group support and practical support.	Apply for HSE or other funding for support services – Service Manager/CEO, Q1 2025.
In collaboration with Medical Social Workers develop a Perinatal Mental Health Pathway within Anew and identify service needs for the women we work with.	Produce a Perinatal Pathway Document - Service Manager, Q1, 2025.
Develop a programme of outreach support service in direct provision, family hubs, hostels prisons and other accommodation.	Produce a programme of Outreach support . The first plan by Q1 2025 and the remaining three in quarterly monthly instalments - Services Manager
Link in with managers and other NGOs in these locations and source funding.	Link in with one NGO manager/CEO per month.
Provision of housing advice services from HH.	In 2025 provide housing support for 85 women from HH – Housing Case Worker
Delivery of bespoke Life Skills courses in HH.	In 2025, to deliver three bespoke life skills courses per year to Anew service users – Social Care Workers.
Delivery of bespoke sexual health programmes in HH.	In 2025, to deliver three sexual health programmes per year to Anew service users – Social Care Workers.
Facilitate peer to peer workshops	Through 2025, deliver 3 bespoke courses per year to marginalised groups and source funding for same – Social Care Workers/Service Manager.
Review all service policies and update as required.	Throughout 2025 review and assess effectiveness of all practice models annually and submit report to the CEO – Services Manager.
Utilise and assess Outcome Star Measurement Tool.	Produce an OS report on all CBC Service Users.
Review and Assess all practice models annually.	Housing Outcomes CBC – aim for 70% move on to HAP and 30% to Hubs.

Commission Research on the efficacy of Anew Interventions.	Apply for research funding Q2, 2025 and Q3 2025
<p>Pillar 2 The Means - Physical Considerations and Priorities</p>	
Strategic Actions	Strategic KPIs
Identify and lobby key decision makers within Government, local authorities, Tusla and other funding bodies to obtain funding for new accommodation and staff.	Contact and follow up annually with five key decision makers with recorded outcomes – CEO and Management Team.
Attend conferences and networking events to build up relationships with Government Departments, the Housing Regulator, corporates and other potential supporters such as the Irish Council for Social Housing.	Obtain contact details of two relevant people per event and follow up record same – CEO and Management Team.
Engage proactively with Tusla/DRHE and other funders to replicate current model of service for homeless accommodation for pregnant women in Dublin and throughout Ireland.	Purchase/build a new CBC on CAS. Anew owns/controls the core CBC type accommodation. Working toward achieving this Q4 2026. CEO/Board
Engage proactively with Tusla/DRHE and other funders to replicate current model of service for homeless accommodation for pregnant women in Dublin and throughout Ireland.	Purchase additional Transitional Accommodation. Working toward achieving this over 1 to 3 years.
Engage proactively with Tusla/DRHE and other funders to expand current model of service for homeless accommodation for pregnant women in Dublin to include office and Day Services.	Re-purpose Tara Street. A long-term objective for Office Accommodation and/or Day Services. Over 3 to 5 years.
Collaborate with the Homeless Network/Tusla Networks in Dublin and other NGOs around Ireland.	Attend 3 networking events per month. CEO/Services Manager.

Pillar 2 - The Means (Continued)

Strategic Actions	Strategic KPIs
Identify government funding opportunities through research, networking, and attendance at conferences.	Submit three substantive government applications – annually – Management Team.
Identify government funding opportunities through research, networking, and attendance at conferences.	Five face-to-face meetings with relevant government departments e.g. Justice and Mental Health Departments – Management Team annually.
Support the CEO to resource a fundraising strategy.	To find a fundraising resource and develop a sustainable fundraising plan 2025-2027.
Raise the Profile of Anew.	Management team and board to implement a Communication Strategy using corporate partnerships, social media, fundraising initiatives.
Maintain a grant data base identifying grant agencies, project descriptors, resources and templates.	<p>Using the grant database apply for projects and grants linked to the aims and objectives of Anew and this strategic plan:</p> <p>2025: 5 grants €2k - €10k and 2 grants €11k - €100k 2026: 7 grants €2k - €10k and 3 grants €11k - €100k 2027: 10 grants €2k - €10k and 4 grants €11k - €100k</p>

Pillar 3 The Capacity - Being Supported to Provide the Services

Strategic Actions	Strategic KPIs
Maintain annual compliance the CRA Governance Code including updating and developing policies on an ongoing basis.	Continue to assess and monitor compliance to the Code at Board Meetings
Design and implement structures to drive continuous improvement throughout the organisation and across each functional area.	Update structures for risk management, training, clinical excellence, monitoring & reporting and critical incident planning – Manager/CEO.
Develop the organisational skills base in the areas of homelessness, key working, life skills and parenting.	Develop and/or Recruit suitably qualified and skilled staff to effectively deliver the strategy of Anew – Management team.
Development of strategic and goal focussed Performance Management System.	To collect, review and action feedback from staff and report to the board – CEO/Service Manager annually. (Ongoing)
All members of the organisation to familiarise themselves with the values of Anew and live these through their work with Anew	Have at least one strategy day annually for staff. Induction for all new Board and Staff and Volunteers.
Maintain and develop organisational structures in line with strategic developments.	Review organisational structure – Board/CEO annually.
To be named on “My Options” as an organisation to support the continuation of the pregnancy.	Organise to meet with the organisers of “My Options” and propose our addition to the site. CEO/Services Manager Q1, 2025.
Link in with other agencies such as the Teen Parents Support Programmes, School Completion Programmes and other national bodies working with our cohort.	Ongoing meetings with National Organisations such as TPSP, Services Manager/all Service staff.
Create a strong and robust communications/media plan.	New Communication plan to be completed – Q1, 2025 – CEO.
Implement a social media campaign to highlight our work and communicate with stakeholders	Social Media messaging linked into communications plan to be re-vitalised in Q1, 2025 and on-going – CEO/Services Manager.
Organise and publicise events to highlight the work of Anew.	Ensure that Anew holds at least one major event per year to celebrate the service and applies for funding for same. – CEO/Service Manager.
CEO and Management Team to commence building relationships with media contacts to highlight the work of Anew.	Ensure participation in one documentary/TV/Radio/Media show highlighting our services CEO - Q1 2025 and onwards.
To participate in Initiatives and applicable awards) to highlight our work.	Sign up for and participate for awards periodically – Management Team.