



## Strategy 2023-2028

### **1-Year Strategy:**

#### 1. Establish an Online Presence:

- Create a user-friendly website that provides information about the group, its activities, and resources for parents of neurodiverse children.
- Develop social media profiles on platforms popular among parents and youth, such as Facebook, Instagram, and Twitter.
- Regularly update the online platforms with engaging and informative content to attract and engage with the target audience.

#### 2. Community Outreach:

- Organise local events and workshops to raise awareness about neurodiversity and the group's mission.
  - Collaborate with schools, community centres, and healthcare organizations to host informational sessions and workshops.
  - Participate in local fairs, festivals, and exhibitions to connect with parents and spread awareness about the group's activities.
- Establish a youth group with structured activities and social events catering to neurodiverse youth.

#### 3. Building Relationships with Partner Organisations:

- Identify and reach out to local organisations focused on neurodiversity, such as schools, therapy centres, and support groups within the North Yorkshire region.
- Propose collaborative initiatives, such as joint events, information sharing, and resource development.
- Attend relevant conferences and networking events to meet potential partners and expand the group's network.

#### 4. Financial Sustainability:

- Develop a clear budget and financial plan that accounts for operational expenses, staff/volunteer compensation, and future growth.
- Research and apply for grants and funding opportunities specifically targeted towards community interest groups supporting neurodiverse children and their families.
- Explore partnerships with local businesses and corporations for sponsorships and donations.

#### 5. Fundraising Strategy:

- Organize fundraising events, such as charity runs, bake sales, or community auctions, to raise funds and increase community involvement.
- Develop partnerships with local businesses willing to donate a portion of their proceeds or host fundraising events on behalf of the group.

### **3-Year Strategy (Building on the 1-Year Strategy):**

#### 1. Expansion of Services:

- Assess the needs of the community and expand the range of services offered, such as support groups, educational workshops, and counselling.
- Collaborate with local professionals to provide specialized services, such as speech therapy, occupational therapy, or mental health counselling.

#### 2. Awareness Campaigns:

- Launch a comprehensive awareness campaign targeting schools, healthcare providers, and government agencies to increase understanding and support for neurodiversity.
- Develop partnerships with local media outlets to promote the group's activities and share success stories.
- Organize public forums or panel discussions featuring experts in neurodiversity to facilitate community dialogue and education.

#### 3. Professional Development:

- Offer training programs and workshops for professionals working with neurodiverse children, including teachers, healthcare providers, and therapists.
- Collaborate with universities and training institutions to develop accredited courses or certifications in neurodiversity.
- Establish a mentorship program where experienced parents or professionals can provide guidance and support to new parents.

### **5-Year Strategy (Building on the 3-Year Strategy):**

#### 1. Regional Expansion:

- Evaluate the feasibility of expanding the group's services and activities to nearby regions or cities with underserved neurodiverse communities.
  - Establish satellite branches or partner with existing organizations to extend the group's reach and impact.
  - Develop a replicable model that can be shared with other communities, enabling the group's mission to spread nationwide.
- Hire staff to support growth and development of the service.

#### 2. Policy Advocacy:

- Engage with policymakers and local government representatives to advocate for inclusive policies and support for neurodiverse children and their families.
- Collaborate with other advocacy groups to amplify the collective voice and influence change at regional and national levels.
- Provide evidence-based research and recommendations to inform change.