

# Strategic Plan (2025–2028)

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## Introduction

### About Us

The Two Little Birds – Riley and Trey Foundation board of trustees is made up of people who have all had first hand experiences with the struggles of mental health in young people and the tragic consequences that can occur when their struggles are silent or their needs aren't identified or met. The volume of mental health needs in Weymouth, Portland and Dorchester has risen to alarming numbers and the area has been identified as having suicide clusters by local authorities. The trustees are passionate about trying to reduce this number by raising awareness of the signs and publicising the help available and how to access it.

### Mission Statement

To work with mental health care organisations in the Weymouth, Portland and Dorset area to create content for posters and social media posts detailing the signs of mental health struggles, the statistics of those suffering in the area and signposting help and resources. The aim of this content is to reach those suffering in silence who haven't recognised the signs and/or don't know how to access help. We aim to use any additional funds to provide the ability for young people struggling with mental health issues to attend local therapy sessions and activities.

### Vision Statement

A local community where young people with mental health issues and challenges are aware of the help available and how to access it reducing the tragic outcomes seen too frequently in the Weymouth, Portland and Dorchester area.

## Core Values

The values at the heart of our charity are Compassion, Confidentiality, Inclusivity, Respect, Empowerment

## Aims

- To raise self-awareness of the signs of mental health issues
- To provide media to publish the signs and help available with posters and social media posts
- To reduce the number of young people taking their own lives in the Weymouth, Portland and Dorchester areas.

## Objectives

- Increase the number of young people seeking help for hidden mental health challenges by raising awareness of the signs and how to access help
- To provide funding to local mental health organisations and registered groups to support more young people in their struggles
- To establish links with schools to be able to display printed posters within the school to advise students on the signs and help available.

## Key Activities

- Produce posters and social media posts detailing statistics, the signs of depression and anxiety and signpost where help is available locally.
- Grant making to eligible local therapy charities and organisations specialising in youth mental health activities and therapies
- Developing working relationships between our charity and local mental health organisations to ensure funding is well utilised.
- Developing working relationships with schools to display published information to students and help those who are silently suffering to identify the signs and know help is available.

## Resources and Funding

Funding will be generated through fund raising activities. Music events, coffee mornings, sponsored activities undertaken by supporters of the charity.

The charity will develop links and work to develop the content of the published material with local health care organisations such as:

1. Dorset Mind
2. CAMHS
3. Weymouth and Portland mental health team

The charity will develop links with the schools in the area to ensure the information is published in prominent places for students to see.

## Monitoring and Evaluation

- Annual review of objectives and activities by the trustees.
- Regular reports from funded projects on numbers served and outcomes.
- Feedback surveys from students, beneficiaries and partners.

## Risks and Challenges

- Ensuring the information is prominently displayed and there is awareness of our aims
- Identifying silently suffering young people – improve outreach and referral systems.
- Ensuring schools identifying individuals who may benefit from the funding meet the criteria

## **Review and Update**

This plan will be reviewed and updated yearly