

Caroline Chisholm Society

Strategic Plan: July 2023 – June 2026



Our Purpose

To support women in their pregnancy and early parenting to create safe and nurturing environments for infants and young children. In doing so, we work with the whole family to support secure attachment, optimise child outcomes through parenting interventions and seek to prevent and alleviate the impact poverty, homelessness, issues with mental health and family violence have on parent and child wellbeing.

We advocate for keeping families together.



Our clients

Experience a range of interconnected social and financial barriers that impact on the ability to create a safe and nurturing environment for themselves and their children. They may be:

- Experiencing poverty
- Experiencing homelessness
- Experiencing or at risk of issues with mental health, including perinatal depression or anxiety
- Socially isolated
- New migrants, refugees, or asylum seekers
- Aboriginal and Torres Strait Islanders



Our values

- Respect for life
- Compassion and care
- Social justice
- Empowerment of women and families
- Recognition of diversity



Our Locations

- Accountability and best practice
We provide services to clients in the growth regions of Brimbank, Melton, Western Melbourne and Goulburn Valley.



Our goals

- Keeping families together
- Strengthen our impact
- Develop and nurture our people

Our Goals, Objectives and Measures



Keeping Families Together



Strengthen our Impact



Develop and Nurture our People

We will:		
Provide quality family and pregnancy support, with authoritative leadership in social and community work.	Ensure the Society is in a financial and administrative position to be able to support its services.	Be a model community service organisation.
Our success will be measured by:		
An increase of confidence in parents, families and communities as a result of our support. Growth in the ability of families to keep their children safe and healthy. Prevention of unnecessary child protection involvement. Services and programs meet the needs of our clients and are evidence-based. Seamless client experiences.	Growth in diverse, sustainable and ongoing funding from government, partnerships, members and the community. Ability to invest in long-term strategic priorities. Actively engaging with our clients to capture their feedback to inform our services. Greater awareness of the organisation's specialisation.	The Society is a great place to work. Growth in our membership. Active volunteer program. Active risk identification, assessment, and management.
We will achieve these goals by:		
Offering pregnancy and family support by counselling and casework through integrated family support, homelessness support and outreach programs. Locating our services closer to our clients (growth region of western Melbourne and in regional Victoria) and close to public transport. Having evidence informed programs and services that reflect our specialisation in working with mothers and children. Develop partnerships within the family and community services sector to identify, share and embed evidence informed and best practices.	Fostering our relationship with government, corporate sponsors and philanthropists. Implementing a successful fundraising strategy. Increasing our financial reserves. Building and nurturing community engagement.	Recruiting and working to retain members. Investing in volunteer programs that are linked to program and client outcomes. Training embedded into practice, that is designed to improve client outcomes. Building and maintaining a team that delivers continuous improvement and strives for personal growth.
Our progress will be measured by:		
Percentage of stable or increasing numbers of clients. Percentage of clients who share they have grown more confident in their parenting skills. Percentage of cases where the involvement of child protection services in the lives of women and children was avoided. Percentage of funding targets met.	Percentage increase of diverse and sustainable funding sources. Level of implementation of fundraising strategy. Percentage growth in income from major donors and public fundraising. Percentage increase in donor retention rates.	Percentage increase of members and volunteers. Percentage increase of membership, staff, volunteers, stakeholders and supporters who are strongly engaged. Ongoing evaluation, including quarterly outcome and impact reporting. Percentage of staff participating in professional development opportunities. Percentage increase in service awareness and reputation amongst target stakeholders.