

OUR STRATEGY 2026-2029



Our Vision:

A world where domestic abuse no longer exists

Our Mission:

For all victims and survivors of domestic abuse to receive the support they need, when they need it

Our Values:

Respect
Empowerment
Trust
Inclusion

A close-up photograph of a woman's hands holding a small, dark blue ceramic mug. She is wearing a dark-colored shirt. The background is a blurred kitchen with a wooden countertop and a sink. The lighting is warm and natural.

"The staff at **I Choose Freedom** are remarkable. Strong, empowering, compassionate women who lead with courage, kindness, and wisdom.

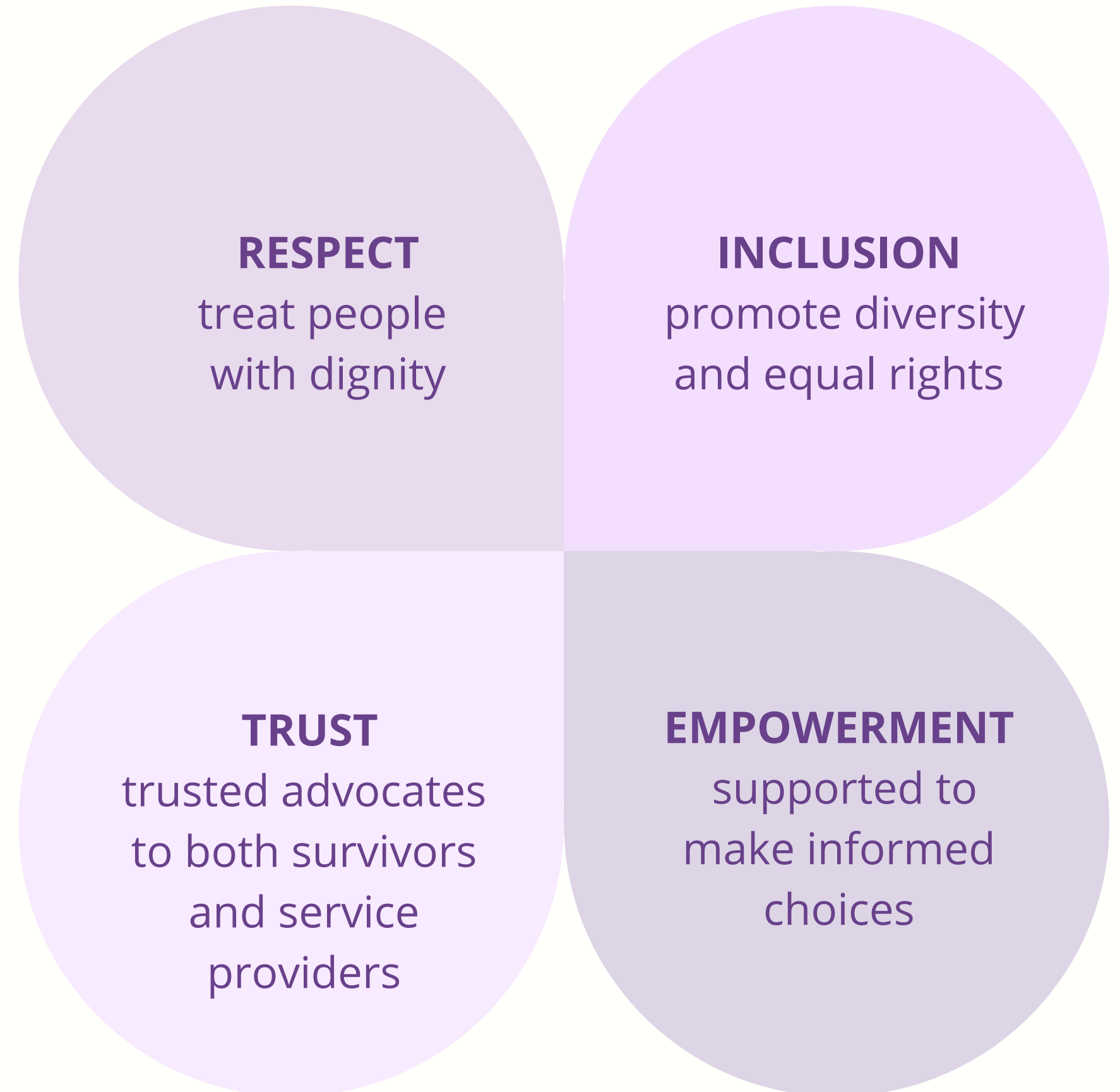
Their presence reminded me that I am not broken, only resilient."

Our Values

As a charity, our values sit at the heart of our strategy because they guide not just what we do, but how and why we do it.

They ensure our decisions remain rooted in integrity, compassion and accountability to the people and communities we serve.

By embedding our values into our strategy, we create clarity, consistency and trust, helping us stay true to our purpose while making a lasting, positive impact.





Our Current Strategic Vision

- To **contribute to ending domestic abuse** by increasing public **awareness** so that there is a sustained intolerance and ultimate end to domestic abuse.
- To provide **education** to professional services and external providers, both locally and nationally so that we can all deliver the best possible care for adult and child survivors.
- To continue providing **excellent services** and **advocacy** to survivors starting with a **safe and supportive place** for adult and child survivors to re-start a life free of abuse.



Strategic Aims

- To offer high quality accommodation and advocacy that supports the individual needs of both adult and child survivors, diversifying and tailoring our services to meet the continually changing requirements in the field of domestic abuse.
- To continually advocate for survivors of domestic abuse by raising awareness that challenges and changes societal views and norms.
- To build and foster strong partnerships that amplify our voice, broaden our networks and expand our impact.
- To achieve longer term financial stability by diversifying our funding streams through a balanced mix of grants, contracts, partnerships and income generating activities to allow us to continue to deliver vital services.

Aim 1: To offer high quality accommodation and advocacy that supports the individual needs of both adult and child survivors, diversifying and tailoring our services to meet the continually changing requirements in the field of domestic abuse.

We will do this by:

- Continually reviewing the services we provide, being guided by our survivor's voices, to ensure that we are inclusive, responding to evolving needs, and reducing barriers that survivors may face when trying to access support.
- Ensuring that our staff policies and processes are equitable, accessible and fair, and that our staff are trained to the highest standards to deliver the best service and outcomes for those who need our services.
- Ensuring that we gain formal accreditation from a recognized body within the field of domestic abuse to demonstrate our commitment to providing high quality service.



Aim 2: To continually advocate for survivors of domestic abuse by raising awareness that challenges and changes societal views and norms.

We will do this by:

- Having our values at the heart of our messaging in all communications, from earned media to social media and in advertising.
- Identifying key audiences to communicate with – from raising lifesaving awareness of support services and the issue; to those in positions of influence who can make decisions that affect survivors of domestic abuse positively.
- Being proactive in reaching a wide range of survivors, not just those who are easier to reach, so that all survivors know that I Choose Freedom is there to support them. Our approach will take into consideration societal tensions and prejudices that can provide further barriers to survivors reaching out for support.

Aim 3: To build and foster strong partnerships that amplify our voice, broaden our networks and expand our impact.

We will do this by:

- Creating strategic media partnerships that both amplify our messaging and expand our networks.
- Creating corporate partnerships that incorporate use of our charity brand and have both brand marketing and income generation at the heart of the approach.
- Fostering relationships with creative partners, so we can run advertising campaigns that are delivered for the charity pro-bono.

Aim 4: To achieve longer term financial stability by diversifying our funding streams through a balanced mix of grants, contracts, partnerships and income generating activities to allow us to continue to deliver vital services.

We will do this by:

- Developing an effective and sustainable income generation strategy that creates a solid foundation for future growth.
- Continuing to build strong partnerships with aligned organisations to expand our reach and strengthen advocacy for those affected whilst building our donor base.



"Now I feel strong and I'm thinking about my future being bright."

"I can face every difficulty easily and I can do everything for my son's future."