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# TOGETHER ESTRANGED

## STRATEGIC PLAN 2022-2025

SUPPORT | EMPOWER | DESTIGMATIZE



# FOREWARD

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This nonprofit was founded in Summer 2020, after having spent years searching for estrangement resources and finding very little to lean on. Not having my family in my life has affected me in numerous ways, and has brought about strong feelings of isolation, confusion and sadness that I'm certain many others have experienced.

When I met my husband in 2016, I began building the type of support system that I'd always needed but couldn't find. Together Estranged was developed to provide the support and encouragement that so many estranged individuals so desperately need - to provide a glimmer of hope in an otherwise very dark tunnel.

This strategic report outlines our past, present and future. As a team, our board members have thought carefully about how we want to show up for our community - and we're so excited to watch our goals unfold with each passing year.

Please do not hesitate to let us know if you have any questions or concerns.

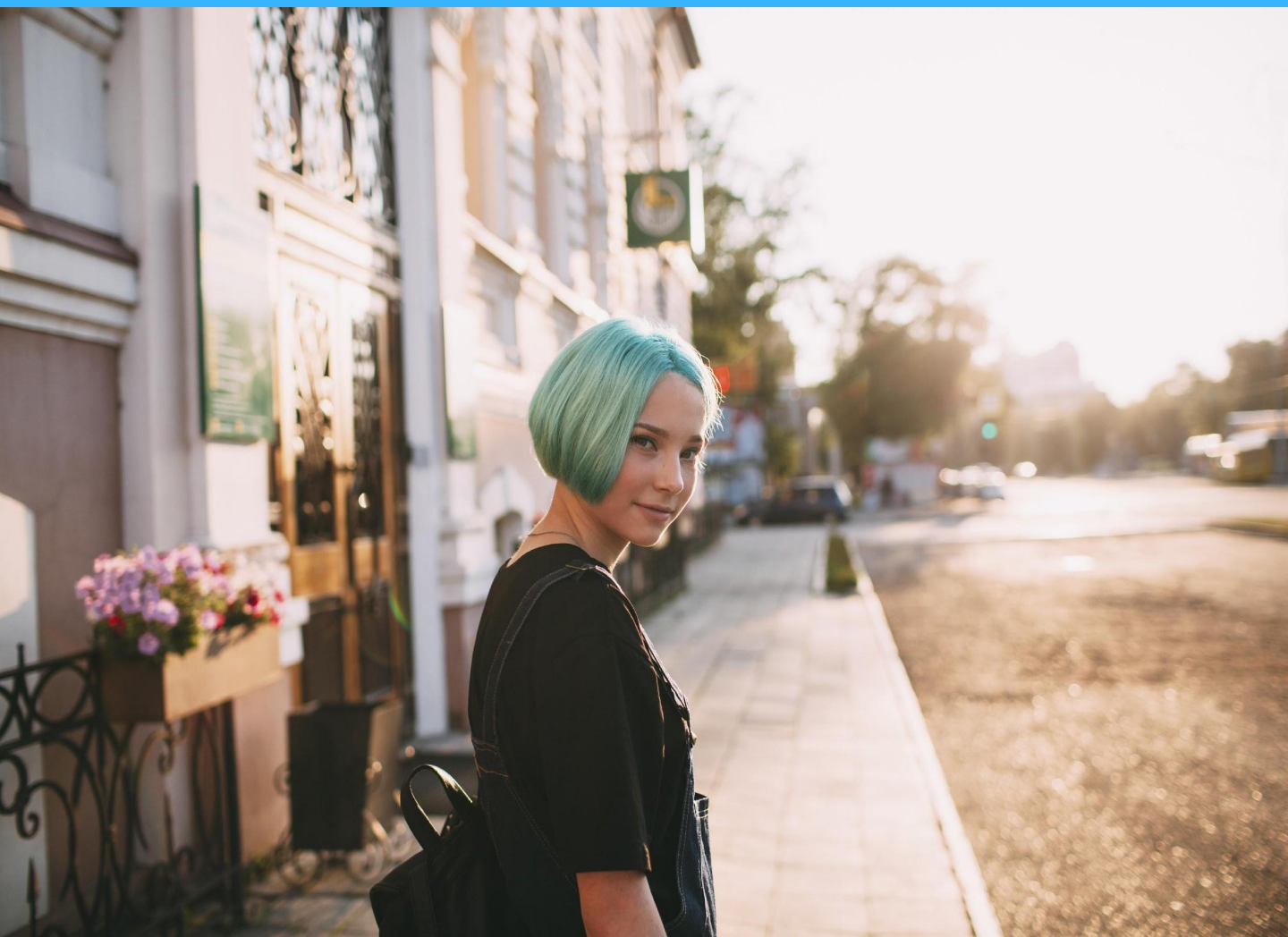
With love,

Seth Forbes  
Founder & President



# VISION

To create a world where adults who are estranged can go on to lead fulfilling lives.



# ORGANISATIONAL STRUCTURE

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## Our Board of Directors



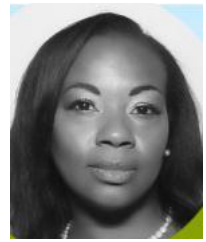
**Angel Cassin**

Board Member, Clerk



**Seth Forbes**

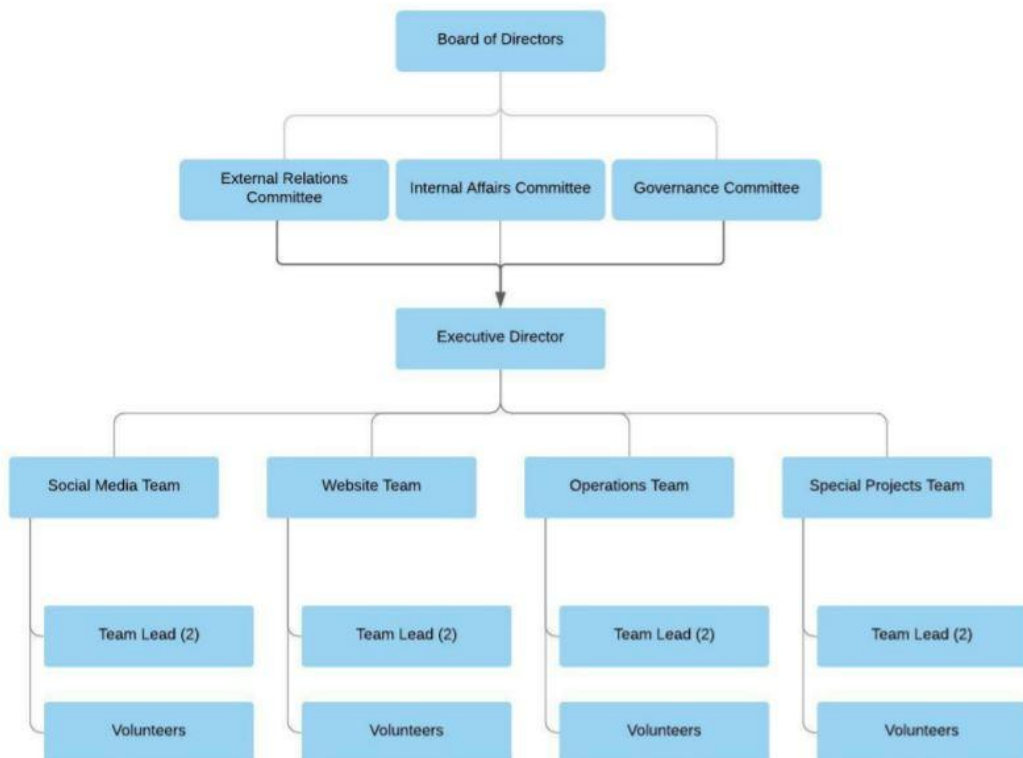
Board Member,  
President



**Vanessa Small**

Board Member,  
Vice President

## Organogram



# MISSION

To **support and empower** those estranged from family, with a focus on enhancing social understanding to **de-stigmatize** estrangement.

*“This is such a stigmatized, taboo thing that you have to carry. A lot of times, there aren’t fixes - you can’t make this better. It’s just a pain that has to be folded as neatly as it can and be carried as best as it can. So, I appreciate you doing this work.”*

*2021 Focus Group Participant  
Conducted by Together Estranged*

# STRATEGIC OVERVIEW

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**Together Estranged (TE) is a 501(c)(3) nonprofit organization that supports and empowers those estranged (or becoming estranged) from family members, while enhancing social understanding for the de-stigmatization of estrangement.**

**This strategic plan aims to describe the focus and direction for Together Estranged over the next three-year period, 2022-2025.**

**Building on** the research undertaken in 2020, we are clearer than ever on the needs of our members. Responding to these findings is the primary driver of this strategic plan.

**There are** three distinct pillars to this strategy, all of which relate back to the data collected in the needs assessment research study.

- **Pillar One** describes the efforts to address Awareness & Education
- **Pillar Two** includes the supports services available to our members.
- **Pillar Three** includes the work towards destigmatizing estrangement

Each pillar will be described in detail before outlining the high-level plan to address it over a three-year period, aligning it to the needs of our members where possible.

This strategic plan will provide a roadmap for Together Estranged over the next three years in order to inform resource allocation in such a way as to adequately and fairly respond to the needs of our members.

Annual action plans will be developed to respond to this plan, with associated KPIs, allowing for the careful evaluation of the Together Estranged Board.

*"I think having this nonprofit be a national thing, would help just get rid of the stigma of estrangement or of estranged adults. I think that's a huge barrier that would be lifted on its own."*

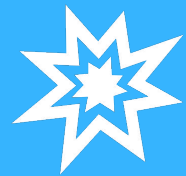
# OUR VALUES

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Embedding these values in all that we do means that every person that connects with Together Estranged, in any capacity, sees the benefits of our ways of working

## Passion

A desire to change the world and work hard towards a better future



## Excellence

Striving to be the best at what we do both as an organization and as individuals

## Diversity and Inclusion

Leveraging and appreciating individuals' unique backgrounds, experiences and skill sets for optimum growth



## Adaptability

The ability to grow and change with the needs of the organization

## Collaboration

Working together yields much greater outcomes than working alone



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# PILLAR ONE AWARENESS & EDUCATION

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# STRATEGIC FOCUS 2022-2025

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- **Education and Awareness** encompasses the generation and socialisation of information on the topic of estrangement. This includes resources such as a our website, in-house research, guides, educational clubs, and campaigns.
- **To date** Together Estranged have set up and run a website with a range of resources for estranged adult children, to better understand the causes, levels and impacts. In 2020 Together Estranged hosted a number of Podcast clubs where estrangement-related podcasts were discussed with other members.
- In addition to the above, a Community Needs Assessment Report was completed in 2020. This research project involved 250 participants and included a survey and focus groups to explore the need of estrangement-related services in the U.S. A snapshot of the findings can be found on the next page of this document, and the report itself has been widely shared with the community and beyond to increase awareness of the subject.
- **Going forward** our focus will be two-fold; first, to further develop our available resources and second to collaborate with partner organisation to raise awareness of estrangement.

## Three-year goals include:

1. Create a comprehensive landing page for estrangement-resources on website
2. Collaborate with partner organisations to host workshops discussing the intersections of estrangement (mental health, trauma, career effects, etc.)
3. Disseminate two holiday guides and worksheets a year to members
4. Engage in opportunities to conduct research on estrangement, both with educational institutions and in-house



# OUR RESEARCH

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In July 2020, a Community Needs Assessment survey was distributed on public social media sites including Facebook, LinkedIn, shared with friends and their networks, and through estrangement support groups, specifically those geared towards adult children who are estranged.

Here is a snapshot of this data, describing the impact of estrangement.

You can see the full report by visiting:

<https://www.togetherestranged.org/our-research-on-estrangement>

**1 in 5**



of our participants have struggled with poverty as a result of estrangement



**20%**

of estranged adult children in this study have experienced school difficulties as a result of their estrangement

**3 in 5**



of our participants have struggled with mental illness as a result of estrangement



Nearly 60% of estranged adult children experience isolation

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# PILLAR TWO

# SUPPORT

# SERVICES

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# STRATEGIC FOCUS 2022-2025

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- **Support Services** encompasses the offering for Together Estranged members to aid them throughout their estrangement journey, at whatever stage they are at.
- **To date** Together Estranged have hosted a Private Support Group – which launched in early 2021, to provide a safe and welcoming virtual space for members to share experiences, support one another and find new ways to understand estrangement.
- **Going forward** over the next three years this pillar will be our main focus. Support services are a sought-after resource, as reported in our needs assessment report, therefore making them a top priority for Together Estranged.

**Three-year goals** include:

1. Develop an online LGBTQ+ estrangement support group, to run several times a year with a trained mental health facilitator
2. Offer one scholarship/year to an estranged student attending university
3. Development and hosting of support guides, specifically towards finding a proper therapist, tips for setting boundaries, etc.
4. Implement first student support group at Boston University for LGBTQ+/BIPOC undergraduate students



# OUR SUPPORTS

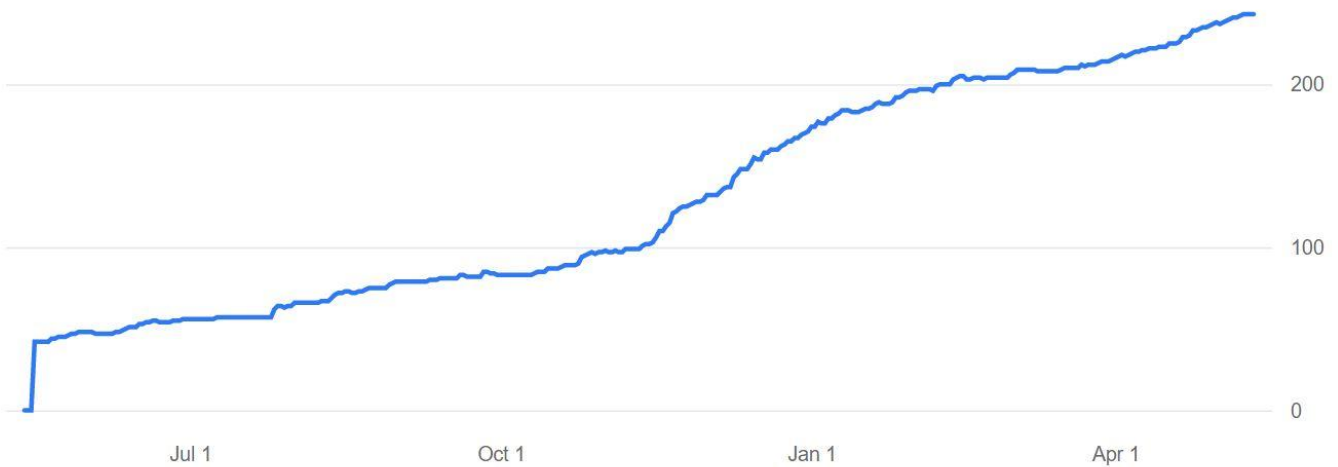
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In March 2021, Together Estranged launched a Private Facebook Support Group for its members to share their experiences and support one another.

After one year of operation, we now hold space for almost 250 members.

243 total members ⓘ

May 12, 2022



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PILLAR THREE  
DE-STIGMATIZATION

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DESTIGMATIZE  
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DESTIGMATIZE

# STRATEGIC FOCUS 2022-2025

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- **Destigmatisation** encompasses the efforts to reduce the social stigma associated with estrangement and is closely aligned with Pillar One – Awareness & Education – by channelling key information in order to increase visibility of this issue.
- **Going forward** our focus will be on developing relevant partnerships through stakeholder mapping and disseminating information through multi-media channels.

**Three-year goals** include:

1. Develop a master database of stakeholders whom we can engage with for further communicating our message
2. Build an Advisory Board with professionals who can add value to our organization and boost our credibility in the public sphere
3. Host yearly 5k or 10k for community members, with t-shirts representing Together Estranged
4. Develop a solid communications plan for partnerships



# SUMMARY

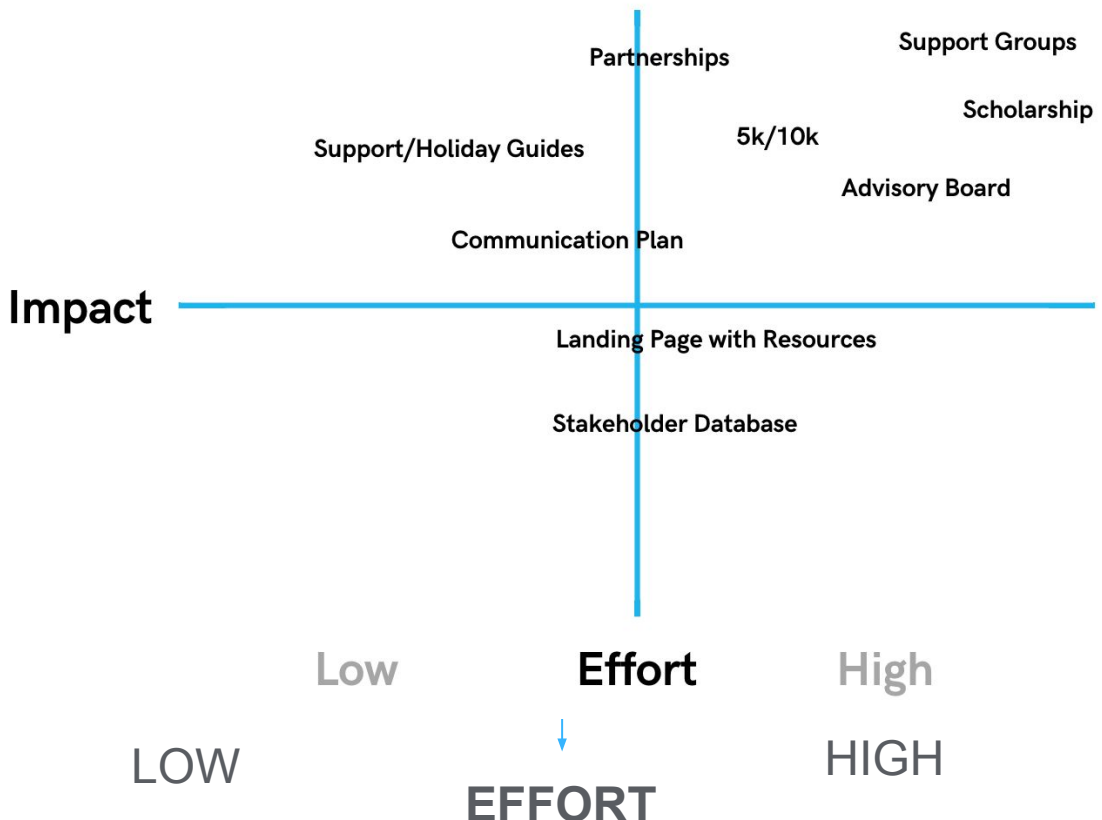
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The goals described in each of the three pillars are what we will strive to provide to our members.

However, resource availability will determine their realisation and as such, a prioritisation matrix is used to determine resource allocation for our programming.

As a non-profit, none of these are guaranteed and so we must adapt to those changes, responding in the best way possible for our members.

## MATRIX





# NEXT STEPS

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- **Donation Drive**
  - Evaluation & Accounts
  - Resource Allocation
- **Strategic Action Plan 2022**
  - Year-end Report



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Together Estranged Tax ID: 86-2067639

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