



# STRATEGY

2022-2024



## Our vision

One Family believes in an Ireland where every family is cherished equally, and is enabled to enjoy the social, financial and legal equality to create their own positive futures.

## Our mission

One Family is working to ensure a positive and equal future for people parenting alone, sharing parenting and parenting around separation – changing attitudes, policies, services and lives. We are committed to achieving equality and respect for all families. While acknowledging that every family is unique, we will endeavour to bring about better lives for these parents and children.

In addition to striving for fundamental attitudinal and structural change in our society, our services offer support in a family-centred way to individual families through times of change and difficulty, as well as supporting those experiencing an unplanned pregnancy.

## Our values

**Respect, compassion** for and **acceptance** of the parents, children and organisations that we come in contact with, are at the heart of what we do. We connect with others in a relationship of equals and are completely **non-judgmental**.

We believe that we can hold the **hope for the families** we work with, especially when they are unable to. We achieve this through **innovation, excellence, accountability** and our **family-centred approach**.

Since being founded as Cherish in 1972, One Family has been an organisation of determination, passion and courage, working with **integrity** towards achieving **equality** for all families in Ireland.

# How will our vision become a reality?

One Family is a specialist service provider to people living in one-parent families. We work to capture their experiences and our service practices into policy positions so we can deliver improvements for the families we represent at a national level. This focus on improving the lives of one-parent families is fundamental to our work.

## We want Ireland to have achieved the following by 2030:

- Child poverty rates in Ireland will be dramatically reduced as Government reaches its new child poverty target through a National Child Poverty Action Plan which will provide a range of universal and targeted services; targeted income transfers; inclusive employment and educational opportunities; and the necessary targeting of one-parent families for additional supports based on evidence.
- Family support services will be available for people parenting alone, sharing parenting, separating and for their children so that conflict and disruptions are minimised. These will be developed as part of the Family Law Justice Reform process and services such as a child-centred Family Law Service Model and a statutory Child Maintenance Service will be rolled out.
- One-parent families will be widely recognised, understood and celebrated as positive family forms. All families will have appropriate access to statutory services, policies and laws. Our Constitution will be updated so all families are protected and respected.

## To make it happen:

We will fearlessly name the challenges faced by the families we represent and work with. We will speak out and challenge laws, policies and services that are discriminatory or inadequate. We will work with others to strategically achieve shared goals, while continuing to be accountable to all our stakeholders, uphold excellent governance standards and deliver quality specialist services.





## Policy Framework and Approaches

One Family works under several overarching national and international policy frameworks. These include:

- Better Outcomes, Brighter Futures II
- First 5: A Whole-of-Government Strategy for Babies, Young Children and their Families 2019-2028
- EU Child Guarantee
- UN Millennium Sustainable Development Goals
- National Parenting Policy Framework
- Roadmap for Social Inclusion 2020-2025

One Family also uses the best interests of the child approach; a trauma-informed approach and a human rights-based approach in our work.

## Development of the Strategy

One Family undertook a comprehensive consultation exercise with hundreds of families, funders, policy makers, colleagues and other service providers in order to inform the development of this strategy; as well as comprehensive reviews of all aspects of our organisation and the external environment in which we operate.



# Our Strategy 2022-2024

## 1. Family Support Strategy

We will work directly with all members of families parenting alone, sharing parenting and separating by providing specialist family support services that improve the lives of children and both their parents.

### We will achieve this with the following objectives:

- Providing an excellent range of specialist services for all members of one-parent families through a collection of parenting, therapeutic, training, information and support services that are accessible to all.
- Supporting children's ability to thrive in challenging family situations.
- Supporting parents' ability to cope with challenging situations through strengthening their mental health and social inclusion.
- Providing specialist services to support those using the family law courts.
- Expanding the provision of our proven services and programmes into local communities and in partnership with other service providers.
- Promoting the understanding and provision of services to families sharing parenting of their children.
- Mainstream those services which are proven to be effective and needed by one-parent families around Ireland.
- Providing services on a hybrid basis (remote and in-person) to ensure families across Ireland have greater access to services.
- Providing training and development opportunities to professionals and employers working with one-parent families.

**Impact:** more high quality family support and therapeutic services provided to more one-parent families around Ireland.

## 2. Represent, champion and celebrate

We will fearlessly represent, champion and celebrate the realities and needs of one-parent families; bringing these to Government, policy makers, media and wider society to bring about positive change in policies, laws and attitudes.

### We will achieve this with the following objectives:

- Advocating to Government to develop and reach targets for the minimisation of child poverty and its negative impacts.
- Advocating to Government to develop a child-centred Family Law Service Model as part of its Family Law Justice Reform programme.
- Responding to opportunities to provide policy expertise on a prioritised range of issues affecting people living in one-parent families.
- Listening to one-parent families so we can directly translate their lived experience into relevant policy positions.
- Sharing the reality of the stories of people living in one-parent families, and in particular stories of those sharing parenting across a range of media and to a multitude of audiences.
- Working for Constitutional reform of Article 41.3 to ensure equality for all families.

**Impact:** improved statutory services, policies and laws supporting one-parent families.



### 3. Sustaining a strong organisation


Our ability to deliver strong outcomes depends on the strength of our supporting strategies, systems, resources and staff. We will continue to be a trustworthy and accountable partner to funders and policy makers, and an honest and fearless voice for the families we work with and represent. Given the demands of the pandemic on our services and staff we will focus in this strategy on consolidation of the organisation where appropriate.

#### We will achieve this with the following objectives:

- Ensuring excellent governance and compliance.
- Securing stable funding to meet the increasing demand for our family support services.
- Working in partnership with others to be as effective as possible in service delivery, policy work and communications.
- Ensuring excellent evaluation, monitoring and data collection systems.
- Managing and supporting our staff team positively and proactively.
- Generating unrestricted income to meet the additional needs of the organisation.
- Developing our communications, social media and brand presence on one-parent family issues.
- Using technology to strengthen service provision, accountability and communications.
- Ensuring our physical and ICT facilities are fit for purpose, safe, secure and more sustainable.

**Impact:** a sustainable and well-resourced organisation that can deliver our strategy.





Working towards an  
Ireland where every family  
is cherished equally



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