



# Brave Foundation Strategic Plan

2017 to 2020

## Background

Brave Foundation is the first national not-for-profit organisation to assist one of the most vulnerable and marginalized groups of young people in our community, expecting and parenting teens (E&PT's).

Brave Foundation was established by Bernadette Black, who was herself a teen mum at 16. Bernadette's story of teenage pregnancy, and her ability to forge a successful life and career, were the subject of a book "Brave Little Bear", which Bernadette wrote in an effort to reach out and provide some support to other teen mothers, in completing their schooling. As a result, Brave Foundation was established in 2009, with Bernadette as Founding Director and CEO. Bernadette was named the 2009 Barnardos Australian Mother of the Year and, more recently, the 2016 Telstra Tasmanian Business Woman of the year.

Brave Foundation's principal purpose is to support E&PTs. Brave has a unique value proposition with an ability to leverage partner organisations and establish strategic alliances that best fit Brave's mission and values, to deliver an optimum outcome for the needs of E&PTs. Brave understands it takes a village to nurture, support and encourage E&PTs and has established a directory of over 250 services (Directory of Services) to support E&PTs. Brave's unique value proposition is its strong digital footprint, which enables seamless communication with E&PTs. Brave Foundation is the only national organisation that provides a conduit for all stakeholders in the EP&T journey.

Brave Foundation has strategically developed partnerships with relevant organisations consisting of E&PTs, allied health professionals, educators, leading government experts and community group representatives to develop the Brave Expecting and Parenting Teen Brave Pathway Plan Strategy and Template. This is designed to be trialled and implemented across trial sites of Australia in 2018 and 19. This pathway plan will assist E&PTs achieve their aspirations, finish their secondary schooling and ultimately reduce the risk of long-term welfare dependency.

Brave Foundation also provides other Australian organisations that assist expecting and parenting teens with resources, advocacy referrals and education opportunities as part of its holistic approach.

## Vision

**To build a village of acceptance and support around expecting and parenting teens**

## Mission

**Build the village to:**

- Embrace and shape the future
- Join the dots to meet the needs



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- Celebrate the child

## Values

**Supportive:** Nurturing & encouraging a brave village  
**Inspirational:** Sharing stories to inspire courage, hope and continued education  
**Relevant:** Keeping our finger on the pulse  
**Connected:** Strengthening links for improved service provision  
**Making a difference now and for future generations**

## Goals

The following goals will underpin the strategic direction of the Foundation to 2019:

### COMMUNICATIONS

Establish clear communication channels to build awareness and mobilise the village

### EDUCATION

Provide education pathways to a brighter future

### INSPIRATION

Change lives through heart-felt stories of courage and hope

### PEOPLE TO PEOPLE

To mobilise the people (identification, training and certification)

### SUSTAINABILITY

To be good stewards of diversified income streams and build confidence through transparency

### GOVERNANCE

Best practice governance to underpin initiatives and protect our brand

## Indicators of Success

### OCTOBER

23 <sup>rd</sup> October 2017	Begin Approach to Market phase with Department of Social Services (DSS)
23 <sup>rd</sup> February 2018	Final report to DSS of activities undertaken to date of Approach to Market Phase, outcomes achieved and recommended next steps for Try, Test and Learn Period
23 <sup>RD</sup> February 2018	Begin 2.5 -year contract Try, Test and Learn (TTL) Fund: Young Parents, with Department of Human Services, Federal Government
July/Aug 2018	6-month report to Brave Foundation Board: TTL: Young



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February 2019	Parents Mid-point, 18-month report to Brave Foundation Board: TTL:
July/Aug 2019	Young Parents 18-month report to Brave Foundation Board: TTL: Young
February 2020	Parents Final report, 24-month report to Brave Foundation Board: TTL Young Parents